

# FUNDAMENTAL DESKTOP PUBLISHING (400)

## REGIONAL – 2020

### Production Portion:

Job 1: Logo & Tagline Development \_\_\_\_\_ (150 points)

Job 2: Fitness Center Rules Sign \_\_\_\_\_ (150 points)

Job 3: Company Flyer \_\_\_\_\_ (170 points)

***TOTAL POINTS*** \_\_\_\_\_ ***(470 points)***

**Failure to adhere to any of the following rules will result in disqualification:**

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than ten (10) minutes orientation

No more than 90 minutes testing time

No more than ten (10) minutes wrap-up

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*Workplace Skills Assessment Program* competition.

## GENERAL INSTRUCTIONS

1. Make certain this test booklet contains Jobs 1-3.
2. Correct all errors. Copy will be graded on accuracy, creativity, originality, and adherence to design principles such as: contrast, emphasis, visual hierarchy, flow and overall appearance.
3. Software templates may be used; however, creativity points may be reduced.
4. Only the graphics and resources provided may be used. You may, however, use lines, circles, squares, rectangles, polygons, and/or other shapes. In addition, you may modify and enhance the graphics supplied.
5. **Using a text box, include your contestant number and job number in the lower left-hand corner of all work submitted.**
6. If you finish before the end of the testing time, notify the administrator. Time may be a factor in determining the winner in the event of a tie.
7. Save all work with your contestant number on the flash drive provided by the contest administrator, if one was provided. When turning in your completed work, arrange your printouts in numerical order with Job 1 on top, and then place your Scoring Sheet on top of all the job sheets. Turn in all partial jobs. Staple any printed rough draft pages to the bottom and place an X across each rough draft page to ensure it is not graded.

## SCORE SHEET

*\*Note - Contestants may use software templates; however, creativity points may be reduced.*

<b>Job 1: Logo &amp; Tagline Development</b>			
<b>TECHNICAL SPECIFICATION POINTS</b>			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
4" x 4" Logo	5	_____	
Printed Centered on Page with Crop Marks	5	_____	
Included: Company Name <i>Sweat It Out</i>	10	_____	
Included: Tagline <i>Sweat Happens</i>	10	_____	
Logo is suitable for all business uses	10	_____	
Tagline is readable on the Logo	5	_____	
Contestant Number and Job Number in lower left corner	5	_____	
<b>DESIGN ELEMENTS TO EVALUATE</b>			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10	_____	
Effective use of fonts, type styles, and type sizes	0-20	_____	
Applied principles of design and rules for proper layout	0-20	_____	
Creativity	0-20	_____	
Overall design and appearance	0-30	_____	
<b>Total</b>	<b>150</b>	_____	

<b>Job 2: Fitness Center Rules Sign</b>			
<b>TECHNICAL SPECIFICATION POINTS</b>			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper with Sign printed in the center with Crop Marks	5	_____	
Sign measures 7" x 5"	5	_____	
Included Logo & Tagline from Job 1	5	_____	
Included: <i>Sweat It Out</i>	5	_____	
Included: Rules Given in Direction (5 pts per item)	35	_____	
Contestant Number and Job Number in lower left corner	5	_____	
<b>DESIGN ELEMENTS TO EVALUATE</b>			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10	_____	
Effective use of fonts, type styles, and type sizes	0-20	_____	
Applied principles of design and rules for proper layout	0-20	_____	
Creativity ( <i>theme, eye-catching</i> )	0-20	_____	
Overall design and appearance	0-20	_____	
<b>Total</b>	<b>150</b>		
<b>Job 3: Company Flyer</b>			
<b>TECHNICAL SPECIFICATION POINTS</b>			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper	5	_____	
Left, Right, Top and Bottom Margins and Borders at 1" (All or Nothing)	10	_____	
Included Logo & Tagline from Job 1	10	_____	
Included Page Border & At Least 1 Graphic (5 Pts Each)	10	_____	
Included Call-out Mentioning Program is free	5	_____	
Included Equipment Listed in Directions (All or Nothing)	25	_____	
Included Hours of Operation	5	_____	
Contestant Number and Job Number in lower left corner	5	_____	

<b>DESIGN ELEMENTS TO EVALUATE</b>			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10	_____	
Effective use of fonts, type styles, and type sizes	0-20	_____	
Applied principles of design and rules for proper layout	0-20	_____	
Creativity ( <i>theme, eye-catching</i> )	0-20	_____	
Overall design and appearance	0-25	_____	
<b>Total</b>	<b>170</b>		

**CONTESTANT DIRECTIONS:** Use only the graphics supplied. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used. You may also modify and enhance the graphics provided—shading, backgrounds, and other enhancements.

**GENERAL INFORMATION:**

Professional Business Associates is opening a fitness center on the bottom floor of its building for employees as a part of a healthy living campaign. As a desktop publisher, you have been asked to design the following documents to help get the word out about this new business. The business is located at 5454 Cleveland Avenue, Columbus, OH 43231-4021. Their phone number is (614) 555-8888. Be creative, and have fun with these projects.

**JOB 1: LOGO**

Design an appropriate logo for the fitness center —*Sweat It Out*. The logo will be used for other promotions involving the fitness center. Also, include a tagline of: “*Sweat Happens*” somewhere on the logo. Size: 4” x 4” and print centered on an 8.5” x 11” piece of paper with Crop Marks showing. Resize images as needed. Not all graphic files must be used.

**JOB 2: FITNESS CENTER RULES SIGN**

Create a Fitness Center Rules sign so that customers can see the rules of using *Sweat It Out*. This sign should be 7” x 5” and print centered on an 8.5” x 11” piece of paper with Crop Marks showing. Your design should be eye-catching, and it should be something that can be read from a distance. Include the company name and the Logo and Tagline from Job 1 along with the following information: This facility is not supervised. Use equipment at your own risk. Management is not responsible for any injury you may suffer. Guest is responsible for knowing their own physical limitations. No glass allowed. No food or beverage permitted other than water. In case of emergency call 911.

### JOB 3: COMPANY FLYER

Create an 8 ½ x 11” flyer that can be distributed to all employees outlining the following information. In addition to the graphics provided, you should include the following information:

- *Sweat It Out* Logo & Tagline from Job 1
- Hours of Operation: M-F 5:00 a.m. – 8:00 p.m.
- The program is free.
- Listing of Available Equipment: Free Weights, Kettlebells, Treadmills, Rowing Machine, Elliptical, Exercise Bikes, Stairmasters, Pull up Bars, Lat Pull Down Machine, Leg Curl Machine, Leg Press, Calf Machines, Squat Stations and more.

Your flyer should have a page border, at least one graphic and 1” margins all around. Include a call-out to highlight that the program is free.

## GRAPHICS



fitness.png



freeweights.png



kettlebell.png



legmachine.png



lift.png



pushup.png



run.png



weight-lifting.png



dumbell-rack.png



treadmill.png



running.png