



# DIGITAL PUBLISHING (415)

## REGIONAL – 2020 KEY

### Production:

Job 1: Logo & Tagline \_\_\_\_\_ (90 points)

Job 2: Presentation Template \_\_\_\_\_ (115 points)

Job 3: Thank You Card \_\_\_\_\_ (125 points)

***TOTAL POINTS*** \_\_\_\_\_ ***(330 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

Property of Business Professionals of America.  
May be reproduced only for use in the Business Professionals of America  
*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, but creativity points may be reduced.
4. Only the graphics provided may be used.
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. When turning in your completed work, place your Scoring Sheet on top of all your jobs. The jobs should be arranged in numeric order. Turn in all partial jobs. Turn in all rough draft pages with an X across each page.



DIGITAL PUBLISHING  
 REGIONAL 2020  
 SCORE SHEET

| <b>Job 1—Logo &amp; Tagline</b>  | <b>Points</b> | <b>Score</b> |
|--|---------------|--------------|
| Correct Size (4”x4”)   | 10            |              |
| Accurate spelling, punctuation, grammar and capitalization (-5 for each)   | 20            |              |
| Use of at least 3 Advanced Effects: drop shadow, stroke, glow, scale, transformation, gradient, vector drawn graphic or transparency (-5 for each) | 15            |              |
| Font choice for logo and tagline effectively fits the organization’s mission   | 20            |              |
| Tagline is appropriate and compliments logo in placement and design  | 15            |              |
| Two samples are submitted – logo with tagline and logo without tagline (-5 for each)   | 10            |              |
| <b>Total for Job 1</b>   | <b>90</b>     |              |

| <b>Job 2—Presentation Template</b>  | <b>Point<br/>s</b> | <b>Score</b> |
|---|--------------------|--------------|
| Correct Size (10” x 7.5”)   | 10                 |              |
| Accurate spelling, punctuation, grammar and capitalization (-5 for each)  | 20                 |              |
| Font choice for slide text complements font chosen for logo and tagline   | 20                 |              |
| Use of appropriate design principles—use of white space and visual appeal | 25                 |              |
| All information included—text & logo                                      | 15                 |              |
| Title slide and contents slide are both included                          | 10                 |              |
| Use of graphics provided enhance the design                               | 15                 |              |
| <b>Total for Job 2</b>  | <b>115</b>         |              |

| <b>Job 3—Thank You Card</b>   | <b>Point<br/>s</b> | <b>Score</b> |
|---|--------------------|--------------|
| Correct Size 7” x 5”  | 10                 |              |
| Accurate spelling, punctuation, grammar and capitalization (-5 for each)  | 20                 |              |
| Use of appropriate design principles—use of white space and visual appeal | 25                 |              |
| Font effectively pairs with design  | 20                 |              |
| Card references the military and complements the presentation template    | 25                 |              |
| All information included  | 10                 |              |
| Use of graphics provided enhance the design                               | 15                 |              |
| <b>Total for Job 3</b>  | <b>125</b>         |              |



Hands for Heroes is a local non-profit organization whose mission is “Serving Those Who Serve.” The organization focuses its efforts on active and veteran military personnel. It was founded in 1919 by Margaret Green, Helen Thomas, Dorothy Malone and Mary Williams to support and honor the men of the town, including their sons, who had served in World War I. Since its founding, the organization has continued to expand the many ways it supports those who wear or have worn a U.S. military uniform.

Current projects include:

- Sending regular care packages to military personnel from the county or relatives of current members
- Providing a support network for the families of deployed military personnel
- Connecting military veterans with resources for job training, housing, medical assistance, etc.
- Raising money for Honor Flights for veterans
- Raising money for the Fisher House Foundation, homes where relatives can stay for free while their loved ones receive medical care at the V.A. hospital
- Visiting with patients at the V.A. hospital and providing care packages
- Cleaning the headstones of those who served in the military
- Placing flags and wreaths at the grave sites of those who served in the military
- Raising money for banners to be hung downtown during the summer, honoring those from the town who served in the military

The organization has been contacted by people interested in starting Hands for Heroes in their area. In addition, board members have begun applying for grants and making presentations to solicit additional support. Because of this, the organization needs to update its image and marketing materials.

### **Job 1: Logo and Tagline**

Create a logo for Hands for Heroes – one with the tagline “Serving those who serve” and one without the tagline.

- Size: 4” x 4”
- Accurate spelling, punctuation, grammar and capitalization
- Logo must use at least 3 Advanced Effects: drop shadow, stroke, glow, scale, transformation, gradient, vector drawn graphic, or transparency
- Font choice for logo and tagline effectively fit the organization’s mission
- Tagline complements logo in placement and design



## Job 2: Presentation Template

Design a template that members can use for a variety of presentations. The design should include a title slide and contents slide. As an example, use Hudson Motor Company, Momentum for Our Military with a presentation date of January 3, 2020, as sample text for the title side. On the contents slide, include the heading Ways to Be Involved with bulleted filler text.

- Size 10" x 7.5"
- Incorporates logo and tagline designed in Job 1
- Accurate spelling, punctuation, grammar and capitalization
- Font choice for slide text complements the font chosen for the logo and tagline
- Use of appropriate design principles—use of white space and visual appeal
- All information included

## Job 3: Thank You Card

Design a note card that Hands for Heroes can send to businesses and individuals who provide support.

- Size 7" x 5"
- Accurate spelling, punctuation, grammar and capitalization
- Use of appropriate design principles—use of white space and visual appeal
- Effective pairing of font choice with design
- Include the following text on the front: Because you cared
- While the logo and tagline do not need to appear on the front, the design should reference the military and complement the presentation template