

Graphic Design Promotion (410)

Description

Develop a theme, illustrate the theme in a logo design, and then utilize the logo in a promotional flyer.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2018.

Eligibility

Any student member may enter this event. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

Contestant must supply

Two (2) plastic sheet protectors (8½" x 11") each containing four (4) documents—one flyer, one contestant-generated logo (4"X4"), one pin-sized logo (2"x2") and one [Individual Entry Form](#)
Additional copies of flyer, logo, pin-sized logo and [Individual Entry Form](#), and other forms for finals
Visual display technology in the form of, but not limited to, a desktop/laptop/tablet with internal or external speakers, projector

Video projector (optional)

Digital presentation tools (no props or videos will be allowed) (optional)

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted for orientation/warm-up

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Contestant may select any theme that promotes the Business Professionals of America National Leadership Conference in Dallas/Fort Worth, Texas, May 9-13, 2018.
- Theme needs to be 25 characters or less including spaces.
- Dimensions of flyer must be 8½" x 11" either landscape or portrait. It is recommended that you use at least 300 dpi.
- Dimensions of the contestant-generated logo must not exceed 4" x 4". It is recommended that you use at least 300 dpi. Contestant-generated logo must be submitted on a separate 8½" x 11" paper.
- Dimensions of the contestant-generated logo in pin-size print must not exceed 2" x 2". It is recommended that you use at least 300 dpi. Pin-sized logo must be submitted on a separate 8 ½" x 11" paper.

- One (1) original flyer, one (1) contestant-generated 4"x4" logo, one (1) contestant-generated 2"x2" pin-sized logo, shall be produced at home/school. The graphics must not be professionally or commercially produced or printed.
- The flyer, logos and entry information must be submitted to the National Center in .jpg, .png, or .pdf formats at <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Standard Time on April 1, 2017.
- Confirmation of receipt will be provided when project is submitted.
- No fax or mailed copies will be accepted.
- Contestants must be registered for national level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant number cannot be accepted.
- No changes can be made to the project after the date of submission.
- One additional copy of the flyer, contestant-generated logo, in both sizes, along with one copy of the [Individual Entry Form](#), including signatures, **must** be presented for judges' reference at the time of the presentation for both Preliminary and Final competition.
- The contestant will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- The flyers, logos, pin-sized logo and forms will **not** be returned.
- Appropriate use of grammar, spelling and punctuation.
- Contestant-generated logo is effective when reduced to trading pin size.
- The length of the presentation will be no more than ten (10) minutes.
- **The presentation will be stopped at ten (10) minutes and will be followed by judges' questions.**
- All graphics must be computer generated. Only contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- Business Professionals of America logo, name, and tagline must appear on the flyer. National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All written materials must follow the organization's [Graphic Standards](#) and make proper use of the BPA logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- Contestant's name may *not* appear anywhere on output.
- It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- The top three places in the Middle Level, Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.

Topic

Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Dallas/Fort Worth, Texas May 9-13, 2018.

The developed theme of this competition may be used as part of the NLC advertising for 2018.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for set-up

No more than ten (10) minutes for the presentation

No more than five (5) minutes for judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging will not be returned and will *not* be available at NLC.

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Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Individual Entry Form – .pdf format (must be keyed, but does not have to be signed for pre-submission) • Flyer – .pdf, .jpg or .png Format • Logo (4”x4”) – .pdf, .jpg or .png Format • Logo (2”x2” pin size) – .pdf, .jpg or .png Format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer – 10 points (all or nothing)				10	
BPA logo and tagline meets the Graphic Standards as outlined in the Style & Reference Manual – 10 points (all or nothing)				10	
TOTAL TECHNICAL POINTS (150 points maximum)					

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Judge Number _____

Contestant Number _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (80 points maximum)					

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, not per judge.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Keyed and signed Individual Entry Form (1 copy), flyer (1 copy), logo (1 copy), pin-size logo (1 copy) <i>Must have for preliminaries and finals</i>	10	
Contestant name does not appear on submitted output	10	
Appropriate use of grammar, spelling and punctuation	10	
Contestant-generated logo is effective when reduced to trading pin size	10	
Dimensions of contestant-generated logo do not exceed 4" x 4" and 2" x 2"	10	
TOTAL SPECIFICATION POINTS (60 points maximum)		

TOTAL MAXIMUM POINTS = 290

PRESENTATION WILL BE STOPPED AT TEN MINUTES