

# DESKTOP PUBLISHING (24)

## Regional—2004

### Production

**Job 1** Double Sided Postcard \_\_\_\_\_ (150 pts.)

**Job 2** Place Card \_\_\_\_\_ (150 pts.)

**Job 3** Greeting Card \_\_\_\_\_ (150 pts.)

**TOTAL POINTS** \_\_\_\_\_ (450)

*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.*

30 minutes of orientation/warm-up/wrap-up  
 90 minutes for testing/production  
 120 minutes total time allotted

**Do NOT** open test booklet until instructed to do so.

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 May be reproduced only for use in the Business Professionals of America  
*Workplace Skills Assessment Program* regional competition.

*Attach to completed jobs—arrange jobs in numerical order.*

Contestant No.:  
 \_\_\_\_\_

## DESKTOP PUBLISHING REGIONAL 2004 SCORING SHEET

<i>Job 1-- Double-Sided Postcard</i>		<i>Points</i>	<i>Score</i>	<i>Total</i>
1.	Correct size	10		
2.	Double-sided	10		
3.	Crop marks/perforation marks indicate cut line	10		
4.	Correct placement of return address	10		
5.	Correct placement of slogan in bold	10		
6.	Lists 5 features of scanner	20		
7.	Includes graphic (not distorted and properly sized)	5		
8.	Includes catchphrase	5		
9.	Cost of scanner	5		
10.	Allows white space	5		
11.	Effective use of fonts, type styles, & type sizes	5		
12.	Accurate spelling, punctuation, & grammar (-5 for each error)	25		
13.	Creativity/Originality	15		
14.	Overall design & appearance (pleasing to the eye)	15		
<i>Total</i>		<i>150</i>		
<i>Job 2-- Place Card (See sample)</i>		<i>Points</i>	<i>Score</i>	
1.	Correct size and crease line	10		
2.	Information duplicated facing in opposite directions	30		
3.	Half-inch margins all around	10		
4.	BPA Logo on top left corner (not distorted)	10		
5.	BPA tag line in 9 points Arial font (correct capitalization)	10		
6.	“Reserved” in large print in San Serif font to right of logo	10		
7.	Workplace Skills Assessment Competition-Script right align	10		
8.	Effective use of fonts, type styles, & type sizes	5		
9.	Accurate spelling, punctuation, & grammar (-5 for each error)	25		
10.	Creativity/Originality	15		
11.	Overall design & appearance (pleasing to the eye)	15		
<i>Total</i>		<i>150</i>		
<i>Job 3--Greeting Card</i>		<i>Points</i>	<i>Score</i>	<i>Total</i>
1.	Correct size on one side of paper & folded in quarters	25		
2.	Includes graphic image (not distorted) Can't use BPA logo	20		
3.	Includes a border-margins are even in correlation to border	20		
4.	Completeness of Information	25		
5.	Effective use of fonts, type styles, & type sizes	5		
6.	Accurate spelling, punctuation, & grammar (-5 for each error)	25		
7.	Creativity/Originality	15		
8.	Overall design & appearance (pleasing to the eye)	15		
<i>Total</i>		<i>150</i>		

**TOTAL POINTS    450**

**Note to Grader: Points may be awarded from zero to the maximum for each criteria based on performance.**

### GENERAL INSTRUCTIONS

1. Make certain the test booklet contains Jobs 1–3.
2. Correct all errors. Copy is graded on accuracy, creativity, originality, adherence to design principles, and production standards.
3. Key your contestant number in the upper right-hand corner of all work submitted. Your name or initials should not appear on any work that you submit.
4. Rough drafts should be limited and submitted behind your final product. Place an X across each rough draft page. You will not be judged on the rough drafts.
5. Software templates may be used, but creativity points may be reduced.
6. Only the graphics included on the testing disk may be used. You may, however, use lines, circles, squares, rectangles, and/or polygons.
7. If you finish before the end of the testing time, notify the proctor. Time may be a factor in the event of a tie.
8. Be sure to print in black and white only. **Printing in color will result in disqualification.**
9. When turning in your work, place your Scoring Sheet on the top of your jobs. Jobs should be arranged in numeric order.

**Contestant Directions:**

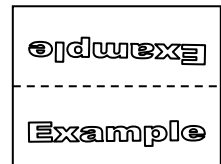
***Use only the graphics supplied on the test disk. For your use, a sheet is attached identifying each graphic by name. Lines, circles, squares, rectangles, and polygons may also be used.***

**Job 1: Double-Sided Postcard Advertisement (print one-sided copies on two sheets of paper)**

Create a double-sided postcard advertisement announcing the “Crown Optical Scanner” from Crown Publishing, Inc., 124 South Edward Drive, Huron, OH 44839. “*From Paper to Disk*” is Crown Publishing’s catchphrase. The Crown Optical Scanner allows you to scan at a rate of 10 MBPs per second. It offers the newest version of USB 2.0, comes with OCR software, converts color negatives directly to positive images and scans images in a file format compatible with your desktop publishing software. Best of all, it has a scanning resolution of 800 dpi. The cost is \$399. On the address side of the postcard, the company wants its name and address as the return address. Place the slogan “Fast and Cost-Effective Optical Scanner” at the bottom in bold. The double-sided postcard advertisement should measure 5.5 inches wide and 3.5 inches tall in landscape orientation. Include at least one graphic from the test disk. Insert crop marks or a perforated line indicating to the printer where the postcard should be cut.

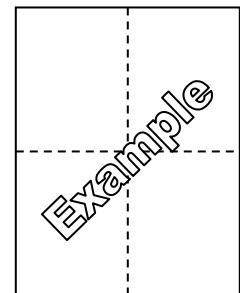
**Job 2: Place Card (use only one side of the paper)**

Business Professionals of America holds an annual banquet to recognize winners of the Workplace Skills Assessment Competition. Create a place card for the tables at this banquet. Use one side of an 8½” x 11” sheet of paper in landscape orientation with ½ inch margins all around. Place the BPA logo at the top left of the place card. Type the BPA tag line on two lines using 9 point Arial font just below the logo. (Today’s students. Tomorrow’s business professionals.) The words “Reserved” should be in a very large sans serif font to the right of the logo. The words “Workplace Skills Assessment Competition” should be right aligned at the bottom margin in a small script-style font. Duplicate the information on each side of the place card. Fold the place card in half lengthwise and make a crease line.



**Job 3: Folded Greeting Card (use only one side of the paper)**

Create a quarter-folded greeting card on 8½” x 11” paper. Professional Business Associates, under the leadership of Nancy Wells, CEO, wants to send thank you cards to employees in the organization who donated to Special Olympics. Include at least one border and a graphic from the test disk. Print one copy. “*Investing in a Life*” is the Special Olympics motto. Use the following information for the message. Over \$3,000 was donated this year. Special Olympics provides year-round sports training and athletic competition to 1 million participants in more than 150 countries.



DESKTOP PUBLISHING GRAPHICS FOR REGIONAL TEST



BPA Logo



Scanner



Scanner 1



Scanner 2



People



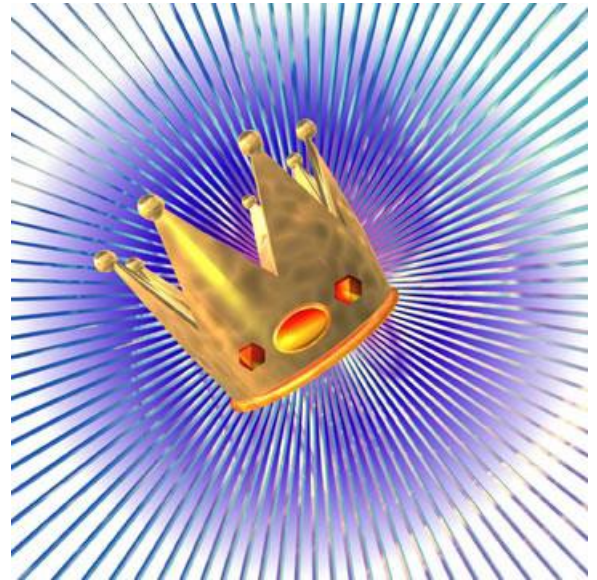
Together



**Crown 1**



**Papers**



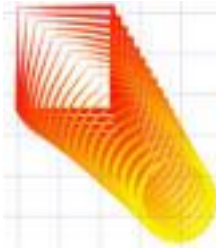
**Crown 2**



**Thank You  
Man**



**Thank  
You**



**Shape**



**Sports**



# DESKTOP PUBLISHING (24)

## *KEY*

### Regional—2004

#### Production

**Job 1**      Double Sided Postcard      \_\_\_\_\_ (150 pts.)

**Job 2**      Place Card      \_\_\_\_\_ (150 pts.)

**Job 3**      Greeting Card      \_\_\_\_\_ (150 pts.)

***TOTAL POINTS***      \_\_\_\_\_ (***450***)

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#### ***Graders:***

When grading computer-generated problems, refer to the Style and Reference Manual and Production Standards in the *Workplace Skills Assessment Program Guidelines* for further instructions.

Double-check and verify all scores!

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*Workplace Skills Assessment Program* regional competition.



***Job—1 Double Sided Postcard***

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Correct size	10	_____	
2. Double-sided	10	_____	
3. Perforated line indicates cut line	10	_____	
4. Correct placement of return address	10	_____	
5. Correct placement of slogan in bold	10	_____	
6. Accurate spelling, punctuation, & grammar	20	_____	
7. Lists 5 features of scanner	25	_____	
8. Includes graphic (not distorted)	5	_____	
9. Includes catchphrase	5	_____	
10. Cost of scanner	5	_____	
11. Effective use of fonts, type styles, & type sizes	5	_____	
12. Allows white space	5	_____	
13. Creativity	15	_____	
14. Overall design & appearance	<u>15</u>	_____	
	<b><i>Total 150</i></b>		

***Job—2 Place Card***

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Correct size and crease line	15	_____	
2. Perforated line indicates cut line	15	_____	
3. Information duplicated facing in opposite directions	25	_____	
4. Half -inch margins all around	10	_____	
5. BPA Logo on top left corner (not distorted)	10	_____	
6. BPA tag line in 9 points Arial font (correct capitalization)	15	_____	
7. Reserved-large print in San Serif font to right of logo	15	_____	
8. Workplace Skills Assessment Competition-Script right align	15	_____	
9. Accurate spelling, punctuation, & grammar	15	_____	
10. Effective use of fonts, type styles, & type sizes	<u>15</u>	_____	
	<b><i>Total 150</i></b>		

***Job 3—Greeting Card***

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Correct size on one side of paper & folded in quarters	15	_____	
2. Includes graphic image (not distorted) Can't use BPA logo	15	_____	
3. Includes a border-margins are even in correlation to border	15	_____	
4. Accurate spelling, punctuation, & grammar	30	_____	
5. Effective use of fonts, type styles, & type sizes	15	_____	
6. Completeness of Information	15	_____	
7. Creativity	20	_____	
8. Overall design & appearance	<u>25</u>	_____	
	<b><i>Total 150</i></b>		

**TOTAL POINTS 410**

\_\_\_\_\_





**NOTE TO GRADERS:**

Grading of the subjective portion of the jobs for creativity and overall design may be difficult, but evaluation should be based on the level of desktop publishing expertise. It is suggested that all papers be displayed side by side to see which one(s) gain eye appeal before allocating points.

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**Student Directions:** Use only the graphics supplied on the test disk. In addition, lines, circles, squares, rectangles and polygons may be used.

**Job 1: Double Sided Postcard Advertisement**

Create a double-sided postcard advertisement announcing the “Crown Optical Scanner” from Crown Publishing, Inc., 124 South Edward Drive, Huron, OH 44839. “*From Paper to Disk*” is Crown Publishing’s catchphrase. The Crown Optical Scanner allows you to scan at a rate of 10 MBPs per second. It offers the newest version of USB 2.0, comes with OCR software, converts color negatives directly to positive images and scans images in a file format compatible with your desktop publishing software. Best of all, it has a scanning resolution of 800 dpi. The cost is \$399. On the address side of the postcard, the company wants its name and address as the return address. Place the slogan “Fast and Cost-Effective Optical Scanner” at the bottom in bold. The double-sided postcard advertisement should measure 5.5 inches wide and 3.5 inches tall in landscape orientation. Include at least one graphic from the test disk. Insert crop marks or a perforated line indicating to the printer where the postcard should be cut.

**Job 2: Place Card**

Create a place card to sit on the table at a Business Professionals of America Banquet. Business Professionals of America holds a banquet to recognize winners of the Workplace Skills Assessment Competition. Place the BPA logo to the top left of the place cards. Type the BPA tag line on two lines: Today’s students. Tomorrow’s Business Professionals using 9 point Arial font just below the logo. The words “Reserved” should be in very large sans serif font to the right of the logo. The words “Workplace Skills Assessment Competition” need to align to the right on the bottom margin in a small script-style font. Duplicate the information on each side of the place card. The entire size of the place card should be 7 inches tall by 10 inches wide in landscape orientation. Use ½ inch margins all around. Fold the place card in half lengthwise and make a crease line. The information should be duplicated on each side. The place card will have a perforated line around it indicating where it will be cut to size.

**Job 3: Folded Greeting Card**

Create a quarter **folded** greeting card on 8½ x 11 paper (use only one side of the paper). Professional Business Associates, under the leadership of Nancy Wells, CEO, wants to send Thank You cards to employees in the organization who donated to Special Olympics. Over \$3,000 was donated this year. Special Olympics provides year-round sports training and athletic competition to 1 million mentally retarded people in more than 150 countries. “*Investing in a Life*” is the Special Olympics motto. Include at least one border and a graphic from the test disk. Print 2 copies: one folded and the other unfolded.



DESKTOP PUBLISHING GRAPHICS FOR REGIONAL TEST



BPA Logo



Scanner



Scanner 1



Scanner 2



People



Together



Crown 1



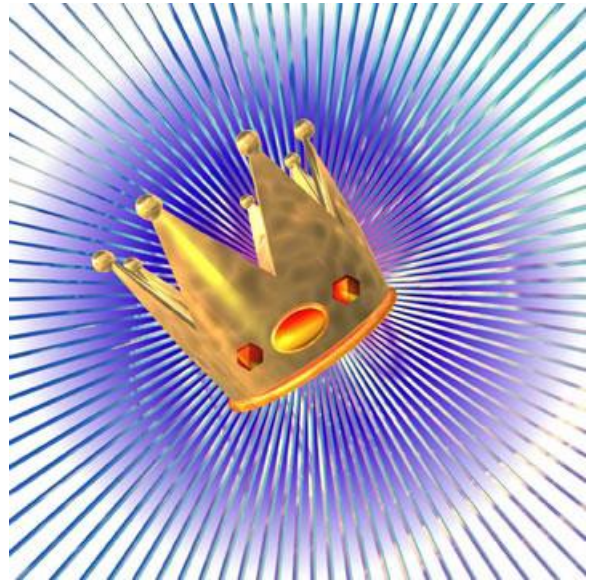
Papers



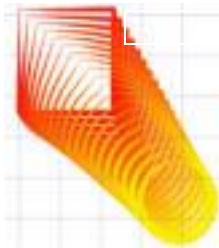
Thank You  
Man



Thank  
You



Crown 2



Shape



Sports