DESKTOP PUBLISHING

(400)

REGIONAL 2022

Production:

Job 1: Logo	_____	(120 points)
Job 2: Business Card	_____	(120 points)
Job 3: Job Application	_____	(120 points)
Job 4: Advertisement	_____	(120 points)
TOTAL POINTS	_____	(480 points)

Test Time: 90 minutes

GENERAL GUIDELINES:

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

1. Contestant must hand in this test booklet and all printouts if any. 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 (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

GENERAL INSTRUCTIONS

- Make certain this test booklet contains jobs 1-4.

- 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.

- Software templates may be used; however, creativity points may be reduced.

- 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.

- **Using a text box, include your Member ID and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1)**

- 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.

- Combine all your work and save it in one PDF file named as follows: FDP_0000000 where the last seven digits are your Member ID.

- Save all work with your Member ID on the flash drive provided by the contest administrator, if one is provided. When turning in your completed work in print out form, place your scoring sheet on top of your job. 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.

DIRECTIONS

Use only the images provided, you may, however, use drawing tools, lines, circles, squares, rectangles, polygons, and/or AutoShapes. You may modify the graphics supplied. You are allowed to create illustrations and other graphical images from scratch; however, they must be produced during the allotted testing time.

SYNOPSIS

Devon Woof dreamed about creating a community gathering place -- one where you could run into neighbors, spend time with family, and bring your dog. Devon cashed in his savings account and turned to his community for advice – finding inspiration everywhere he looked -- the answer was to build a pet-friendly ice cream shop. "Scoop Dawgs" ice cream gives you a moment of happiness and connection to the community around you. Devon's shop, located in Grapevine, Texas, brings people together over a pawtastic scoop of ice cream. At this ice cream parlor, located on Bark Street, you will find pet-friendly tables, and unique ice cream creations for dogs and people.

Scoop Dawgs
Owner: Devon Woof
2022 Bark Street
Grapevine, Texas 75019
(800) 364-9663
www.scoopDawgs.biz
Tagline: A Pawfect Scoop Every Time.
Hours: Sunday – Saturday, noon – 9 p.m.

JOB 1: LOGO

Mr. Woof has asked you to provide branding and printed materials for the grand opening of "Scoop Dawgs." Please design a logo to be used on staff shirts and hats, as well as all promotional materials. The logo should be sized 3 inches by 3 inches. The logo should include the business name and tagline. Using a text box, include your Member ID and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Please print in the center of an 8.5 by 11-inch paper with crop marks.

JOB 2: BUSINESS CARD

Create a business card that can be handed out to potential employees and customers. This card should be a standard USA Business Card Size A, 3.5 inches in width by 2 inches in height. Please print one card centered on an 8.5 by 11-inch piece of paper with crop marks showing. Include the logo you created in Job 1 with the following information: Devon Woof, Owner, Scoop Dawgs, address, phone number, and website. Make sure the owner's name is printed in a bold font so it stands out. Using a text box, include your Member ID and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Print one card.

JOB 3: EMPLOYEE APPLICATION

Mr. Woof asked you to design an employee application. The job application will be handed out at the job fair during the January Business Professionals of America Regional Leadership Conference. The form should include the logo you designed in Job 1 and should fit on a regular 8.5 x 11-inch piece of paper in portrait format. The application needs to have a header with the business name, address, phone number, and website. The form should be created in a way that the potential employee could provide answers to the following information:

- First Name, Middle Initial, Last Name
- Address
- City, State, Zip Code
- Phone Number
- Email Address
- Position You are applying for, Available Start Date
- Education (include two lines under education and be sure to include: name of school, city/state, dates attended, degree earned)
- References (include three lines under references and be sure to include: name, title, workplace, phone number)
- Experience (include at least two lines under work experience and be sure to include: job title, company, city/state, dates employed)
- Signature, Date (right above the signature line it should say: *I certify that my answers are true and complete to the best of my knowledge. If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release*.)

Note: this is only a list of information needed. The form created can be organized in any way to collect the appropriate information. Using a text box, include your Member ID and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Print one application.
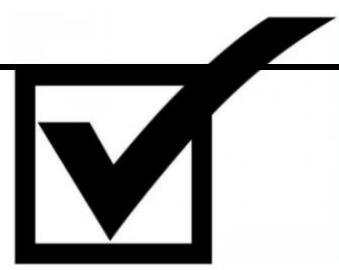
JOB 4: ADVERTISEMENT

Create an advertisement that Mr. Woof can use on Facebook, Instagram, and SnapChat to recruit employees to work at Scoop Dawgs. The hiring fair will be held at the Scoop Dawgs shop on Saturday, January 15, 2022, from 2:00-4:00 p.m. Design the advertisement as a 5.25 by 5.25-inch square. Please include the logo, the address, date and time, and at least one other graphic image. Include a call-out: Bring your resume! Using a text box, include your Member ID and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Please print in the center of an 8.5 by 11-inch paper with crop marks.

WHEN TURNING IN YOUR COMPLETED WORK IN PRINT OUT FORM, PLACE YOUR SCORING SHEET ON TOP OF YOUR JOB. TURN IN ALL PARTIAL JOBS. PLACE ALL JOBS IN ORDER. Staple any printed rough draft pages to the bottom and place an x across each rough draft page to ensure it is not graded.

NOTE: IF YOU HAVE BEEN PROVIDED A FLASH DRIVE BY THE CONTEST ADMINISTRATOR:*** *Combine all your work and save it in one PDF file named as follows: FDP_0000000 where the last seven digits are your Member ID.*

Job 1: Logo

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	Score	Total
8.5" x 11" paper with logo printed in the center	5		
Logo is 3 inches by 3 inches	5		
Included at least one (1) graphic	5		
Business Name Included: Scoop Dawgs	5		
Tag Line Included: A Pawfect Scoop Every Time	5		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	Score	Total
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 (theme, eye-catching)	0-20		
Overall design and appearance	0-20		
Total	**120**		

Job 2: Business Card

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	Score	Total
8.5" x 11" paper with Business Card printed in the center with crop marks	5		
Card measures 3.5 inches in width and 2 inches in height	5		
Include the logo created in Job 1.	5		
Include the Owner Name (Mr. Devon Woof) in bold font.	5		
Include the business name, address, phone number, and website	5		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	Score	Total
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 (theme, eye-catching)	0-20		
Overall design and appearance	0-20		
Total	**120**		

Job 3: Employee Application

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	*Score*	*Total*
8.5" x 11" paper, printed in portrait style	5		
Include the logo created in Job 1.	5		
Include a header with the name, address, phone number, and website of the business.	5		
Included all job application elements (i.e. Name, Address, Phone, Email, Education, References, Work Experience, Signature line, etc.)	20		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	*Score*	*Total*
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-10		
Applied principles of design and rules for proper layout	0-20		
Creativity (theme, eye-catching)	0-*20*		
Overall design and appearance	0-20		
Total	**120**		

Job 4: Advertisement

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	*Score*	*Total*
8.5" x 11" paper with Advertisement printed in the center with crop marks. The Social Media Advertisement measures 5.25 inches in width and 5.25 inches in height.	5		
Include a call-out with "Bring Your Resume!"	5		
Include at least two (2) graphics (one is the logo created in Job 1).	5		
Included: Business Name, Address, Phone, Website	5		
Included information given (i.e., date, time, etc. of the hiring fair)	5		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	*Score*	*Total*
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 (theme, eye-catching)	0-20		
Overall design and appearance	0-20		
Total	**120**		

FUNDAMENTAL DESKTOP PUBLISHING
(400)

REGIONAL 2022

Production:

Job 1: Logo	_____	(120 points)
Job 2: Business Card	_____	(120 points)
Job 3: Job Application	_____	(120 points)
Job 4: Advertisement	_____	(120 points)
TOTAL POINTS	_____	(480 points)

Test Time: 90 minutes

GENERAL GUIDELINES:

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

1. Member must hand in this test booklet and all printouts if any.
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 (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

GENERAL INSTRUCTIONS

- Make certain this test booklet contains jobs 1-4.

- 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.

- Software templates may be used; however, creativity points may be reduced.

- 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.

- **Using a text box, include your Member ID and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1)**

- 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.

- Combine all your work and save it in one PDF file named as follows: FDP_0000000 where the last seven digits are your contestant number.

- Save all work with your Member ID on the flash drive provided by the contest administrator, if one is provided. When turning in your completed work in print out form, place your scoring sheet on top of your job. 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.

ANSWERS WILL VARY

DIRECTIONS

Use only the images provided, you may, however, use drawing tools, lines, circles, squares, rectangles, polygons, and/or AutoShapes. You may modify the graphics supplied. You are allowed to create illustrations and other graphical images from scratch; however, they must be produced during the allotted testing time.

SYNOPSIS

Devon Woof dreamed about creating a community gathering place -- one where you could run into neighbors, spend time with family, and bring your dog. Devon cashed in his savings account and turned to his community for advice – finding inspiration everywhere he looked -- the answer was to build a pet-friendly ice cream shop. "Scoop Dawgs" ice cream gives you a moment of happiness and connection to the community around you. Devon's shop, located in Grapevine, Texas, brings people together over a pawtastic scoop of ice cream. At this ice cream parlor, located on Bark Street, you will find pet-friendly tables, and unique ice cream creations for dogs and people.

Scoop Dawgs
Owner: Devon Woof
2022 Bark Street
Grapevine, Texas 75019
(800) 364-9663
www.scoopDawgs.biz
Tagline: A Pawfect Scoop Every Time.
Hours: Sunday – Saturday, noon – 9 p.m.

JOB 1: LOGO

Mr. Woof has asked you to provide branding and printed materials for the grand opening of "Scoop Dawgs." Please design a logo to be used on staff shirts and hats, as well as all promotional materials. The logo should be sized 3 inches by 3 inches. The logo should include the business name and tagline. Using a text box, include your contestant number and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Please print in the center of an 8.5 by 11-inch paper with crop marks.

JOB 2: BUSINESS CARD

Create a business card that can be handed out to potential employees and customers. This card should be a standard USA Business Card Size A, 3.5 inches in width by 2 inches in height. Please print one card centered on an 8.5 by 11-inch piece of paper with crop marks showing. Include the logo you created in Job 1 with the following information: Devon Woof, Owner, Scoop Dawgs, address, phone number, and website. Make sure the owner's name is printed in a bold font so it stands out. Using a text box, include your contestant number and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Print one card.

JOB 3: EMPLOYEE APPLICATION

Mr. Woof asked you to design an employee application. The job application will be handed out at the job fair during the January Business Professionals of America Regional Leadership Conference. The form should include the logo you designed in Job 1 and should fit on a regular 8.5 x 11-inch piece of paper in portrait format. The application needs to have a header with the business name, address, phone number, and website. The form should be created in a way that the potential employee could provide answers to the following information:

- First Name, Middle Initial, Last Name
- Address
- City, State, Zip Code
- Phone Number
- Email Address
- Position You are applying for, Available Start Date
- Education (include two lines under education and be sure to include: name of school, city/state, dates attended, degree earned)
- References (include three lines under references and be sure to include: name, title, workplace, phone number)
- Experience (include at least two lines under work experience and be sure to include: job title, company, city/state, dates employed)
- Signature, Date (right above the signature line it should say: *I certify that my answers are true and complete to the best of my knowledge. If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release*.)

Note: this is only a list of information needed. The form created can be organized in any way to collect the appropriate information. Using a text box, include your contestant number and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Print one application.

JOB 4: ADVERTISEMENT

Create an advertisement that Mr. Woof can use on Facebook, Instagram, and SnapChat to recruit employees to work at Scoop Dawgs. The hiring fair will be held at the Scoop Dawgs shop on Saturday, January 15, 2022, from 2:00-4:00 p.m. Design the advertisement as a 5.25 by 5.25-inch square. Please include the logo, the address, date and time, and at least one other graphic image. Include a call-out: Bring your resume! Using a text box, include your contestant number and job number in the lower right-hand corner of all work submitted. (Example: 0000000 – Job 1) Please print in the center of an 8.5 by 11-inch paper with crop marks.

WHEN TURNING IN YOUR COMPLETED WORK IN PRINT OUT FORM, PLACE YOUR SCORING SHEET ON TOP OF YOUR JOB. TURN IN ALL PARTIAL JOBS. PLACE ALL JOBS IN ORDER. BE SURE THE PROCTOR OR ADMINISTRATOR WRITES DOWN YOUR COMPLETITION TIME IF YOU FINISH THE CONTEST EARLY AS TIME COULD PLAY A FACTOR IN A TIE BREAKER. Staple any printed rough draft pages to the bottom and place an x across each rough draft page to ensure it is not graded.

NOTE: IF YOU HAVE BEEN PROVIDED A FLASH DRIVE BY THE CONTEST ADMINISTRATOR:

Combine all your work and save it in one PDF file named as follows: FDP_0000000 where the last seven digits are your contestant number.

Job 1: Logo

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	*Score*	*Total*
8.5" x 11" paper with logo printed in the center	5		
Logo is 3 inches by 3 inches	5		
Included at least one (1) graphic	5		
Business Name Included: Scoop Dawgs	5		
Tag Line Included: A Pawfect Scoop Every Time	5		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	*Score*	*Total*
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 (theme, eye-catching)	0-20		
Overall design and appearance	0-20		
Total	**120**		

Job 2: Business Card

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	*Score*	*Total*
8.5" x 11" paper with Business Card printed in the center with crop marks	5		
Card measures 3.5 inches in width and 2 inches in height	5		
Include the logo created in Job 1.	5		
Include the Owner Name (Mr. Devon Woof) in bold font.	5		
Include the business name, address, phone number, and website	5		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	*Score*	*Total*
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 (theme, eye-catching)	0-20		
Overall design and appearance	0-20		
Total	**120**		

Job 3: Employee Application

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	*Score*	*Total*
8.5" x 11" paper, printed in portrait style	5		
Include the logo created in Job 1.	5		
Include a header with the name, address, phone number, and website of the business.	5		
Included all job application elements (i.e., Name, Address, Phone, Email, Edu, Ref, Work Experience, Signature line, etc.)	20		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	*Score*	*Total*
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-10		
Applied principles of design and rules for proper layout	0-20		
Creativity (theme, eye-catching)	0-*20*		
Overall design and appearance	0-20		
Total	**120**		

Job 4: Advertisement

TECHNICAL SPECIFICATION POINTS

(All points or none are awarded for each technical requirement.)

	Points	*Score*	*Total*
8.5" x 11" paper with Advertisement printed in the center with crop marks. The Social Media Advertisement measures 5.25 inches in width and 5.25 inches in height.	5		
Include a call-out with "Bring Your Resume!"	5		
Include at least two (2) graphics (one is the logo created in Job 1).	5		
Included: Business Name, Address, Phone, Website	5		
Included information given (i.e., date, time, etc. of the hiring fair)	5		
Member ID and job number in lower right corner	5		

DESIGN ELEMENTS TO EVALUATE

(Points can be awarded from 0 -20 for each design element except for "accurate spelling, punctuation, & grammar" section as indicated below.)

	Points	*Score*	*Total*
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 (theme, eye-catching)	0-20		
Overall design and appearance	0-20		
Total	**120**		