

(410) Graphic Design Promotion

Description

Develop a theme and illustrate that theme in various promotional materials.

Eligibility

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

Topic

A new dog food company called Champion Dog Food has contacted you to design all of the brand images and packaging for their line of dog food. You will need to create a logo that can be used for all of the brand needs for their company packaging. The design may not contain no more than 3 colors. Along with creating the logo, the company would like you to create a mockup of a dry dog food package, and a wet dog food can.

- Must design a 25 lb. bag of dry food, including the front and back of the package
- Must design the full wrap-around label for a 13 oz. can of wet food
- On the packaging include: barcode, ingredients, manufactured in the USA, and 20% of all profits donated to local animal shelter

Members who do *not* submit an entry that follows the topic above will be *disqualified*.

Member must supply

Prints of phone skin, computer skin, sticker, and Works Cited

Additional copies student work, and Works Cited for final rounds

Digital presentation tools may be used

Props (optional)

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

Member must supply 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.

Props or visual aids are allowed in this competition.

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 appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. **Please note that dates published in the WSAP are for the National level.**

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- All designs must be printed on 8½” x 11” paper
- It is recommended to be designed at least 300 dpi.
- **The Company Logo, Dry Food Packaging Mock-up, Wet Can Food Mock-up, signed [Release Form\(s\)](#), and Works Cited must be submitted in JPG, PNG, or PDF formats at <https://upload.bpa.org> no later than 5:00 p.m. Eastern Standard Time on April 1, 2024.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*
- The printed Logo, Dry Food Packaging, Wet Can Food Packaging and, Works Cited must be submitted at the time of the presentation at NLC, at both the preliminary and final competition.
- The member is responsible for securing a signed [Release Form](#) from any person whose image or work is used in the project including one’s self.
- The member is responsible for citing all sources including one’s self for any of the work used on the Works Cited page.
- 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 <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.
- Auto generated confirmation of receipt will be provided when the project is submitted for the National Leadership Conference.
- Individual confirmation of receipt cannot be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing Member ID cannot be accepted.
- No changes can be made to the project after the date of submission.
- The member will give a presentation to judges on how the graphic was developed and produced. A question-and-answer session will follow.
- Student printouts and forms will not be returned.
- Appropriate use of grammar, spelling, and punctuation.
- All graphics must be computer generated. Only member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- 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](#).)
- Member’s name may not appear anywhere on output.
- No materials, other than the required submission materials, may be left with judges.
- The length of the presentation will be no more than six (6) minutes, followed by no more than five (5) minutes of judges’ questions.

Method of evaluation

Pre-submitted Project Files

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for setup

No more than six (6) minutes for the presentation

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

Finals may be included at regional, state, and national levels

Entries

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Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

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

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Judge Number _____

Member ID _____

Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Signed Released Form(s) • Logo - PDF, JPG or PNG Format • Dry Dog Food Package - PDF, JPG or PNG Format • Wet Dog Food Package - PDF, JPG or PNG Format • Works Cited formatted according to the BPA Style & Reference Guide <i>All points or none are awarded by the Technical Judge.</i>				20	
Production Layout (Logo)	1-5	6-10	11-15	16-20	
Creativity and Originality: Logo is creative, original, and visually appealing. It effectively represents the dog food brand.					
Conceptualization: Logo concept aligns with the brand identity and effectively communicates the message.					
Versatility: Logo can be easily resized and reproduced across various mediums without losing quality.					
Color Palette: The color palette is harmonious, visually pleasing, and suits the overall design and is limited to three colors.					
Dry Dog Food (25# Bag)	1-5	6-10	11-15	16-20	
Creativity: The design showcases originality and creativity in presenting the product.					
Visual Appeal: The overall design & color scheme, teamed with the logo create an attractive and cohesive packaging concept.					
Front & Back of the Dog Food Bag Design: Effectively grabs attention and conveys the brand's message while incorporating the mission of the dog food company.					
Product Information and Ingredient List: The placement and organization of all necessary information is clear and well-structured and the					

ingredient list is easy to read and understand, providing transparency to consumers.					
Canned Dog Food (13 Oz.)	1-5	6-10	11-15	16-20	
Creativity: The overall design showcases originality and creativity in presenting the product.					
Visual Appeal: The label is visually appealing and captures the attention of consumers.					
The Dog Food Can Label Design: Effectively grabs attention and conveys the brand's message while incorporating the mission of the dog food company.					
Product Information & Ingredient List: The ingredient list, weight, and other details are clearly on label and it wraps around the can.					
Design gains attention and has eye appeal.	1-5	6-10	11-15	16-20	
All products complement each other but are different.	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
Member followed three color design requirements.	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (240 points maximum)					

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Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Presentation					
Ability to explain the development and design process for designing brand logo and packaging for Champion Dog Food.	1-5	6-10	11-15	16-20	
Explain the symbolism and relevance of the logo design to the brand and its target audience.	1-5	6-10	11-15	16-20	
Justify the color choices and how they effectively represent the brand identity.	1-5	6-10	11-15	16-20	
Student explains how the packaging design aligns with the overall brand image and effectively attracts the target market.	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than six (6) minutes				5	
Documentation submitted at time of check-in: Logo (1 copy), Dog Food Packaging (1 copy), Wet Can Food Packaging (1 copy), Works Cited (1 copy) <i>Members must have copies for both preliminaries and finals</i>				10	
Appropriate use of grammar, spelling, and punctuation				10	
TOTAL PRESENTATION POINTS (170 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 410

PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES

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