

# DESKTOP PUBLISHING (24)

## Regional—2012

Job 1 - Flyer	_____ (200 pts.)
Job 2 - Business Card	_____ (200 pts.)
Job 3 - Certificate	_____ (200 pts.)
<b>TOTAL POINTS</b>	_____ <b>(600 pts.)</b>

***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 10 minutes orientation  
No more than 90 minutes actual testing time  
No more than 10 minutes wrap-up

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*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, 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. You may, however, use Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes. In addition, you may modify the graphics supplied.
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. Color is NOT allowed on this event.
8. Give the testing booklet (including all pages) back to the proctor with the flash drive when you are finished.

DESKTOP PUBLISHING  
REGIONAL 2012  
SCORE SHEET

*\*Note...Printing in color will result in disqualification. Students may use software templates, but creativity points may be reduced.*

**Job 1: Flyer**

	<b>Points</b>	<b>Score</b>	<b>Total</b>
1. 8 ½ x 11" paper in portrait orientation	10	_____	_____
2. 1" margins	10	_____	_____
3. Accurate spelling, punctuation, and grammar (-2 each)	20	_____	_____
4. All required information is present—from bulleted list (-5 each)	35	_____	_____
5. Minimum 2 graphics from list of graphics provided	20	_____	_____
6. Consistent use of fonts, type styles, and type sizes	30	_____	_____
7. Creativity	30	_____	_____
8. Overall design and appearance	35	_____	_____
9. Contestant Number and Job Number placed in lower left-hand corner of job	10	_____	_____
	<b>Total</b>	<b>200</b>	

**Job 2: Business Card**

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. 3.5 x 2" business card	10	_____	_____
2. Business card on 8 ½ x 11" paper in portrait orientation	10	_____	_____
3. Border or crop marks printed around card	10	_____	_____
4. All required information is present (-5 each)	30	_____	_____
5. Accurate spelling, punctuation, and grammar	20	_____	_____
6. Effective use of fonts, type styles, and type sizes	30	_____	_____
7. Applied principles of design and rules for proper layout	10	_____	_____
8. Creativity	35	_____	_____
9. Overall design and appearance	35	_____	_____
10. Contestant Number and Job Number placed in lower left-hand corner of job	10	_____	_____
	<b>Total</b>	<b>200</b>	

**Job 3: Certificate**

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Certificate on 8 ½ x 11 paper in landscape orientation	10	_____	_____
2. At least one graphic design included on certificate	10	_____	_____
3. Page border created on certificate	10	_____	_____
4. All required information is present	20	_____	_____
5. .5" margins all around	10	_____	_____
5. Accurate spelling, punctuation, and grammar	20	_____	_____
6. Effective use of fonts, type styles, and type sizes	30	_____	_____
7. Applied principles of design and rules for proper layout	10	_____	_____
8. Creativity	35	_____	_____
9. Overall design and appearance	35	_____	_____
10. Contestant Number and Job Number placed in lower left-hand corner of job	10	_____	_____
	<b>Total</b>	<b>200</b>	

**Student Directions:** Use only the graphics supplied. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used.

### **JOB 1: FLYER**

Next month the Professional Business Associates (PBA) is hosting a finance conference entitled, "You and Your Money." As an up and coming member of PBA you have been tasked with creating a flyer advertising the conference. This flyer will be posted at all local eating establishments. Create a one page flyer using 8 ½ x 11" paper in portrait orientation. The flyer needs to have 1" margins all around. Include at least two graphics. The following information should be included on the flyer and may be re-worded as long as the original meaning doesn't change.

- Professional Business Associates is hosting a Finance Conference for anyone interested in investing their money
- Conference will be held at 5454 Cleveland Avenue Columbus, OH 43231-4021
- Saturday, April 8, 2012 from 9 am to 3 pm
- Admission is \$15.00 per person, which includes a buffet lunch
- Register by January 15, 2012
- Call 1-800-867-5309 to register
- Topics of discussion include: 401k, Bonds, Mutual Funds, Stocks, all followed by a Q&A session with local business leaders

### **JOB 2: BUSINESS CARD**

Professional Business Associates (PBA) is asking you to create a business card for their Chief Operations Officer, Spencer Shay. The address to be included on the card is 5454 Cleveland Avenue, Columbus, OH 43231-4021. Spencer's office phone number is 614-588-2300 and fax number is 614-588-2301. Spencer uses the following e-mail address: [sshay@pba.org](mailto:sshay@pba.org)

1. Create a business card that is 3.5 x 2.0" in dimension on an 8 ½ x 11" sheet in portrait orientation. The business card should either have a border or should be printed with crop marks. The following information needs to be included on the business card:

- Name of the business
- Name of the Chief Operations Officer
- Mailing address
- E-mail address
- Phone number
- Fax number

### JOB 3: CERTIFICATE

Professional Business Associates (PBA) would like to hand out Certificates of Attendance to all who attend the conference. Design an attractive certificate for all attendees. Create your certificate on 8 ½ x 11” paper in landscape orientation with .5” margins all around. Include a border for the certificate. Include at least one graphic on the certificate. The following needs to be included on the certificate but does not have to follow this order or format:

<p>Professional Business Associates “You and Your Money” Certificate of Attendance</p> <p>Recipient: _____</p> <p>Presenter: _____</p> <p>Date: _____</p>
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## KEY

### Regional – 2012

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Job 3 - Certificate	_____ (200 pts.)
<b>TOTAL POINTS</b>	<b>_____ (600 pts.)</b>

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***Judges/Graders:***

Please double-check and verify all scores!

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4. Only the graphics provided may be used. You may, however, use Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes. In addition, you may modify the graphics supplied.
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. Be sure to print in black and white only. **Printing in color will result in disqualification.**
8. 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.

**DESKTOP PUBLISHING  
STATE 2012  
SCORE SHEET**

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**Job 1: Flyer**

	<b>Points</b>	<b>Score</b>	<b>Total</b>
1. 8 ½ x 11" paper in portrait orientation with 1" margins	20	_____	
2. Accurate spelling, punctuation, and grammar	20	_____	
3. All required information is present	30	_____	
4. Minimum 2 graphics from list of graphics provided	25	_____	
5. Consistent use of fonts, type styles, and type sizes	30	_____	
6. Creativity	30	_____	
7. Overall design and appearance	35	_____	
8. Contestant Number and Job Number placed in lower left-hand corner of job	10	_____	
	<b>Total</b>	<b>200</b>	_____

**Job 2: Business Card**

	<b>Points</b>	<b>Score</b>	<b>Total</b>
1. 3 ½ x 2" business card	10	_____	
2. Business card on 8 ½ x 11" paper in portrait orientation	10	_____	
3. Border or crop marks printed around card	10	_____	
4. All required information is present	30	_____	
5. Accurate spelling, punctuation, and grammar	20	_____	
6. Effective use of fonts, type styles, and type sizes	30	_____	
7. Applied principles of design and rules for proper layout	10	_____	
8. Creativity	35	_____	
9. Overall design and appearance	35	_____	
10. Contestant Number and Job Number placed in lower left-hand corner of job	10	_____	
<b>Total</b>	<b>200</b>	_____	_____

**Job 3: Certificate**

	<b>Points</b>	<b>Score</b>	<b>Total</b>
1. Certificate on 8 ½ x 11 paper in landscape orientation	10	_____	
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6. Effective use of fonts, type styles, and type sizes	30	_____	
7. <i>Applied principles of design and rules for proper layout</i>	10	_____	
8. <i>Creativity</i>	35	_____	
9. <i>Overall design and appearance</i>	35	_____	
10. Contestant Number and Job Number placed in lower left-hand corner of job	10	_____	
<b>Total</b>	<b>200</b>	_____	_____

**Student Directions:** Use only the graphics supplied. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used.

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1. Create a business card that is 3.5 x 2.0" in dimension on an 8 ½ x 11" sheet in portrait orientation. The business card should either have a border or should be printed with crop marks. The following information needs to be included on the business card:
  - a. Name of the business and name of the Chief Operations Officer
  - b. Mailing and e-mail address
  - c. Phone and fax numbers

### JOB 3: CERTIFICATE

Professional Business Associates (PBA) would like to hand out Certificates of Attendance to all who attend the conference. Design an attractive certificate for all attendees. Create your certificate on 8 ½ x 11” paper in landscape orientation with .5” margins all around. Include a border for the certificate. Include at least one graphic on the certificate. The following needs to be included on the certificate but does not have to follow this order or format:

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