

# DESKTOP PUBLISHING (24)

## REGIONAL 2010

CONTESTANT ID# \_\_\_\_\_ START TIME \_\_\_\_\_ END TIME \_\_\_\_\_



Submission of Test	_____	(25 pts.)
Job 1 - Business Card	_____	(205 pts.)
Job 2 - Certificate	_____	(205 pts.)
Job 3 - Flyer	_____	(210 pts.)
<b>TOTAL POINTS</b>	_____	<b>(645 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 ten (10) minutes orientation  
No more than 90 minutes actual testing time  
No more than ten (10) minutes wrap-up

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May be reproduced only for use in the Business Professionals of America  
*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.**  
**Ex: 99-9999-9999**  
**Job 1**
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.

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

<b>SUBMISSION OF TEST POINTS: All points or none are awarded for this section.</b>		
<b>Technical Requirements:</b>	<b>Points</b>	<b>Points Earned</b>
<ul style="list-style-type: none"> <li>Scoring sheet was placed on top of all jobs and jobs were arranged in numeric order (Scoring Sheet, Job 1, Job 2, Job 3, and any rough draft pages with an x across each page to follow)</li> </ul>	15	
<ul style="list-style-type: none"> <li>Contestant used only the graphics supplied where relevant (contestant did not obtain other clipart or images from the internet)</li> </ul>	10	
<b>TOTAL POINTS (25 maximum)</b>		

**Job 1: BUSINESS CARD**

<b>TECHNICAL SPECIFICATION POINTS: All points or none are awarded for the technical requirements of each job.</b>		
<b>Technical Requirements:</b>	<b>Points</b>	<b>Points Earned</b>
<ul style="list-style-type: none"> <li>3.5 x 2" business card</li> </ul>	5	
<ul style="list-style-type: none"> <li>Business Card on 8.5 x 11" paper in portrait orientation</li> </ul>	5	
<ul style="list-style-type: none"> <li>Border or crop marks printed around card</li> </ul>	5	
<ul style="list-style-type: none"> <li>Included: Professional Business Associates</li> </ul>	5	
<ul style="list-style-type: none"> <li>Included: Nancy Wells, Chief Executive Officer</li> </ul>	5	
<ul style="list-style-type: none"> <li>Included: 5454 Cleveland Avenue Columbus, OH 43231-4021</li> </ul>	5	
<ul style="list-style-type: none"> <li>Included: <a href="mailto:nwells@pba.org">nwells@pba.org</a></li> </ul>	5	
<ul style="list-style-type: none"> <li>Included: Phone 614-895-7277, Fax 614-895-1165</li> </ul>	5	
<ul style="list-style-type: none"> <li>Contestant Number and Job Number placed within text box in the lower left-hand corner of job</li> </ul>	5	
<b>DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element evaluated)</b>		
<ul style="list-style-type: none"> <li>Accurate spelling, punctuation, and grammar</li> </ul>	0-20	
<ul style="list-style-type: none"> <li>Effective use of fonts, type styles, and type sizes</li> </ul>	0-30	
<ul style="list-style-type: none"> <li>Applied principles of design and rules for proper layout</li> </ul>	0-30	
<ul style="list-style-type: none"> <li>Creativity</li> </ul>	0-40	
<ul style="list-style-type: none"> <li>Overall design and appearance</li> </ul>	0-40	
<b>TOTAL POINTS (205 maximum)</b>		

**Job 2: CERTIFICATE**

<b>TECHNICAL SPECIFICATION POINTS: All points or none are awarded for the technical requirements of each job.</b>		
<b>Technical Requirements:</b>	<b>Points</b>	<b>Points Earned</b>
• Certificate created on 8.5 x 11" paper in landscape orientation	5	
• .5" margins top, bottom, left, right	5	
• Border included on certificate	5	
• Included at least one graphic	5	
• Included: Professional Business Associates	5	
• Included: Employee of the Month	5	
• Included: Space provided for Recipient, Presenter, and Date	5	
• Included: Thank you for your hard work and dedication!	5	
• Contestant Number and Job Number placed within text box in the lower left-hand corner of job	5	
<b>DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element evaluated)</b>		
• Accurate spelling, punctuation, and grammar	0-20	
• Effective use of fonts, type styles, and type sizes	0-30	
• Applied principles of design and rules for proper layout	0-30	
• Creativity	0-40	
• Overall design and appearance	0-40	
<b>TOTAL POINTS (205 maximum)</b>		

**Job 3: FLYER**

<b>TECHNICAL SPECIFICATION POINTS: All points or none are awarded for the technical requirements of each job.</b>		
<b>Technical Requirements:</b>	<b>Points</b>	<b>Points Earned</b>
• Flyer created on 8.5 x 11" paper in portrait orientation	5	
• 1" margins top, bottom, left, right	5	
• Included at least one graphic	5	
• Included at least one autoshape	5	
• Included: Professional Business Associates	5	
• Included: Open House, Wednesday, March 6, 2011 from 8 am to 5 pm	5	
• Included: Tour Professional Business Associates and learn how Professional Business Associates can assist you with system analysis, software development and design, marketing, training development, and hardware and software sales	5	
• Included: Meet the following managers: Nancy Wells, Chief Executive Officer, Harvey Rosen, Financial Services Department, Tom Carlson, Information Technology Department, Julie Smith, Human Resources Department, Roger Meyer, Marketing Department, and Edna Renick, Administrative Support Department	5	
• Included: Refreshments will be provided	5	
• Contestant Number and Job Number placed within text box in the lower left-hand corner of job	5	
<b>DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element evaluated)</b>		
• Accurate spelling, punctuation, and grammar	0-20	
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• Applied principles of design and rules for proper layout	0-30	
• Creativity	0-40	
• Overall design and appearance	0-40	
<b>TOTAL POINTS (210 maximum)</b>		

**Student Directions:** Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used in addition to the graphics provided.

### JOB 1: BUSINESS CARD

Professional Business Associates is asking you to create a business card for their Chief Executive Officer: Nancy Wells. The address to be included on the card is 5454 Cleveland Avenue, Columbus, OH 43231-4021. Nancy's office phone number is 614-895-7277 and fax number is 614-895-1165. Nancy uses the following e-mail address: [nwells@pba.org](mailto:nwells@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:
  - a. Name of the business and name of the Chief Executive Officer
  - b. Mailing and e-mail address
  - c. Phone and fax numbers

### JOB 2: CERTIFICATE

Professional Business Associates awards one employee per month on their hard work and dedication to the company. Design an attractive certificate for the employee of the month. Create your certificate on 8 ½ x 11" paper in landscape orientation with .5 inch 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:

Professional Business Associates Employee of the Month	
Recipient: _____	
Thank you for your hard work and dedication!	
Presenter: _____	Date: _____

**JOB 3: FLYER**

Professional Business Associates will be having an open house on Wednesday, March 6, 2011 from 8 am to 5 pm. Design a flyer promoting the event using 8 ½ x 11” paper in portrait orientation with 1 inch margins all around. Include at least one graphic and one AutoShape. The following information should be included on the advertisement:

- a. Tour Professional Business Associates and learn how Professional Business Associates can assist you with system analysis, software development and design, marketing, training development, and hardware and software sales
- b. Meet the following managers: Nancy Wells, Chief Executive Officer, Harvey Rosen, Financial Services Department, Tom Carlson, Information Technology Department, Julie Smith, Human Resources Department, Roger Meyer, Marketing Department, and Edna Renick, Administrative Support Department
- c. Refreshments will be provided

# **BUSINESS** *professionals* **OF AMERICA**

## **GRAPHICS FOR DESKTOP PUBLISHING (24) REGIONAL 2011**







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## KEY



### *Regional – 2011*

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***Judges/Graders:***

Please double-check and verify all scores!

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**Graphics (These graphics will be provided for your use.)**

