

# FUNDAMENTAL DESKTOP PUBLISHING (400)

## REGIONAL – 2014

### Production Portion:

Job 1: Logo & Tagline	_____	(200 points)
Job 2: Letterhead & Envelope	_____	(200 points)
Job 3: Doorknob Hanger	_____	(200 points)
<b><i>TOTAL POINTS</i></b>	_____	<b><i>(600 points)</i></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 testing time

No more than ten (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, and 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. 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  
 REGIONAL 2014  
 SCORE SHEET**

*\*Note... Students may use software templates, but creativity points may be reduced.*

**Job 1: Logo & Tagline**

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Font choice	20	_____	
2. Design principles	30	_____	
3. Logo & tagline	20	_____	
4. Tagline limited to 36 characters	20	_____	
5. Exemplifies business purpose	30	_____	
6. Graphic usage	20	_____	
7. Suitable for all business uses	20	_____	
8. Creativity	20	_____	
9. Contestant Number & Job Number in lower left corner	<u>20</u>	_____	
<b>Total</b>	<b>200</b>		_____

**Job 2: Letterhead & Envelope**

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Completeness of information	30	_____	
• Name                     • Website			
• Address                 • Logo			
• Phone                   • Tagline			
2. Correct size – letterhead	10	_____	
3. Correct size – envelope (#10)	10	_____	
4. Effective font choice	20	_____	
5. Accurate spelling, punctuation, grammar	15	_____	
6. Includes logo & tagline	15	_____	
7. Letterhead – top & bottom border	10	_____	
8. Business name or initials as watermark.	20	_____	
9. Overall design & appearance	25	_____	
10. Creativity/Consistency	25	_____	
11. Contestant Number & Job Number in lower left corner	<u>20</u>	_____	
<b>Total</b>	<b>200</b>		_____

**Job 3: Doorknob Hanger**

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Correct size (4" x 8" rectangle)	15	_____	
2. 2.75" circle – 1" from top	15	_____	
3. Front & back created	10	_____	
4. Front – Correct information (Name, logo & tagline, address)	20	_____	
5. Back – Correct information (Web address, phone, hours, & coupon)	20	_____	
6. Typos	15	_____	
7. Font choice	15	_____	
8. Graphics usage	20	_____	
9. Overall design & appearance	30	_____	
10. Creativity	20	_____	
11. Contestant Number & Job Number in lower left corner	<u>20</u>	_____	
<b>Total</b>	<b>200</b>		_____

**TOTAL POINTS 600**

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

### **JOB 1: LOGO & TAGLINE**

Your local Business Professionals of America chapter has decided to design and create documents for local businesses as a fundraiser. One local video production business has contacted your advisor and would like your group to design a logo for them to use in promoting their new venture.

The new company is Creative Memories Production. The company owners would like you to create a logo and a tagline for them. Resize images as needed. Graphic files do not have to be used.

### **JOB 2: LETTERHEAD & ENVELOPE**

Creative Memories Production would like you to design a letterhead and envelope for them to use in promoting their new venture. The company owners would like you to include the logo and tagline you designed in Job 1 on the letterhead & the envelope (size 10 – business envelope). They also want to make sure you have a top and bottom border to set off the top and bottom business information from the letters that will be sent. Finally they would like either CMP (business initials) or Creative Memories Production used as a watermark in the center of the letterhead. Resize images as needed. Not all graphic files must be used.

### **JOB 3: DOORKNOB HANGER**

Creative Memories Production would like you to design a doorknob hanger to use as a promotional piece for their company. The doorknob hanger will be distributed throughout the local area to attract business. Use the following information as a guide for creating the hanger: The hanger should be 8 inches long and 4 inches wide. There should be a 2.75-inch hole placed 1 inch down from the top of the hanger. Please use solid lines to create your door hanger guides (outside of rectangles & holes). Don't forget you will be creating both the front and the back of the hanger.

Information to include:

#### **Front side of the doorknob hanger**

Creative Memories Production

Logo (created in Job 1)

Tagline (created in Job 1)

Business address: 5454 Cleveland Avenue, Columbus, OH 43231-4021

#### **Back side of the doorknob hanger**

Web address: [www.creativememoriesproduction.com](http://www.creativememoriesproduction.com)

Business phone: (555) 555-5555

Business hours: 8:00 a.m. – 4:30 p.m.

Coupon for \$15 off a Creative Memories Production purchase.



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## REGIONAL – 2014

**Production:**

Job 1: Logo & Tagline	_____	(200 points)
Job 2: Letterhead & Envelope	_____	(200 points)
Job 3: Doorknob Hanger	_____	(200 points)
<b><i>TOTAL POINTS</i></b>	_____	<b><i>(600 points)</i></b>

**Judges/Graders: Please double check and verify all scores and answer keys!**

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 REGIONAL 2014  
 SCORE SHEET**

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**Job 1: Logo & Tagline**

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3. Logo & tagline	20	_____	
4. Tagline limited to 36 characters	20	_____	
5. Exemplifies business purpose	30	_____	
6. Graphic usage	20	_____	
7. Suitable for all business uses	20	_____	
8. Creativity	20	_____	
9. Contestant Number & Job Number in lower left corner	<u>20</u>	_____	
<b>Total</b>	<b>200</b>	_____	_____

**Job 2: Letterhead & Envelope**

	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Completeness of information	30	_____	
<ul style="list-style-type: none"> <li>• Name                      • Website</li> <li>• Address                    • Logo</li> <li>• Phone                      • Tagline</li> </ul>			
2. Correct size – letterhead	10	_____	
3. Correct size – envelope (#10)	10	_____	
4. Effective font choice	20	_____	
5. Accurate spelling, punctuation, grammar	15	_____	
6. Includes logo & tagline	15	_____	
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<b>Total</b>	<b>200</b>	_____	_____





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4. Front – Correct information (Name, logo & tagline, address)	20	_____	
5. Back – Correct information (Web address, phone, hours, & coupon)	20	_____	
6. No typos	15	_____	
7. Font choice	15	_____	
8. Graphics usage	20	_____	
9. Overall design & appearance	30	_____	
10. Creativity	20	_____	
11. Contestant Number & Job Number in lower left corner	<u>20</u>	_____	
<b>Total</b>	<b>200</b>	_____	_____

<b>TOTAL POINTS</b>	<b>600</b>	_____
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