FUNDAMENTAL DESKTOP PUBLISHING
(400)

REGIONAL – 2017

Production Portion:

Job 1: Logo and Tagline   _____ (200 points)

Job 2: Postcard Side 1   _____ (200 points)

Job 3: Postcard Side 2   _____ (200 points)

       TOTAL POINTS   _____ *(600 points)*

Failure to adhere to any of the following rules will result in disqualification:
1. **Contestant must hand in this test booklet and all jobs. 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

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 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; however, they must be produced during the allotted testing time.

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. Save all work with your contestant number on the flash drive provided by the contest administrator, if one is provided. When turning in your completed work, 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.

FUNDAMENTAL DESKTOP PUBLISHING
REGIONAL 2017
SCORE SHEET

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

Job 1: Logo and Tagline			
	Points	*Score*	*Total*
1. Font choice	20		
2. Logo use of the number 75	20		
3. Logo effective when reduced	20		
4. Tagline meets specifications	20		
5. Exemplifies business purpose	30		
6. Graphic usage	20		
7. Suitable for all business uses	20		
8. Creativity	30		
9. Contestant Number and Job Number in lower left corner	20		
Total	200		

Job 2: Postcard - Front			
	Points	*Score*	*Total*
1. Use of Logo and Tagline	20		
2. 6" x 4" dimensions with appropriate stroke for border	20		
3. 0.5" margin on postcard	15		
4. 0.25" bleed around postcard	15		
5. Designed to postal specifications	15		
6. Sender address accuracy	15		
7. Recipient address accuracy	15		
8. Decal included in spot for the stamp	15		
9. Designs extend to the bleed line	20		
10. Creativity	30		
11. Contestant Number and Job Number in lower left corner	20		
Total	200		

Job 3: Postcard - Back			
	Points	*Score*	*Total*
1. Use of Logo and Tagline	20		
2. 6" x 4" dimensions with a stroke	20		
3. 0.5" Margin on postcard	15		
4. 0.25" bleed around postcard	15		
5. Events list accuracy	15		
6. Events list design	15		
7. Contact information accuracy	15		
8. Contact information design	15		
9. Graphics and design elements	20		
10. Creativity	30		
11. Contestant Number and Job Number in lower left corner	20		
Total	200		

CONTESTANT INSTRUCTIONS: 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

Professional Business Associates, a non-profit organization, raises money throughout the year to help local start-up businesses with grants, publicity, and other start up needs. It has been run for many years by a very wealthy and prominent group of people hoping to stimulate small business in the local communities. Funds are raised through annual events such as golf tournaments and other charity events. This year is a special year for the company as PBA is celebrating its 75th, or Diamond, Anniversary!

JOB 1: LOGO AND TAGLINE

PBA has asked you to provide branding and printed materials for several upcoming events in the community. You must first design a logo to be used to promote events throughout the year. The tagline the company has chosen for this year is: "*A Diamond Jubilee Celebration.*" PBA has asked you design a special anniversary edition of the company logo to feature the number 75 to correlate with the company's 75th celebration. PBA is open to any idea for the logo, so long as it incorporates the number 75, the tag line, and is useful at a small size.

JOB 2: POSTCARD – FRONT – (SIDE WITH STAMP ON IT)

In Preparation for the coming 75th Anniversary of Professional Business Associates, you have been asked to create a two-sided postcard mailer. This postcard will have several events listed on it happening throughout the year. The idea is for the individuals who receive the postcard would use it throughout the year as a reference. Your design should be interesting so it encourages a person to pin the card up in their office, while still serving as a source of useful information.
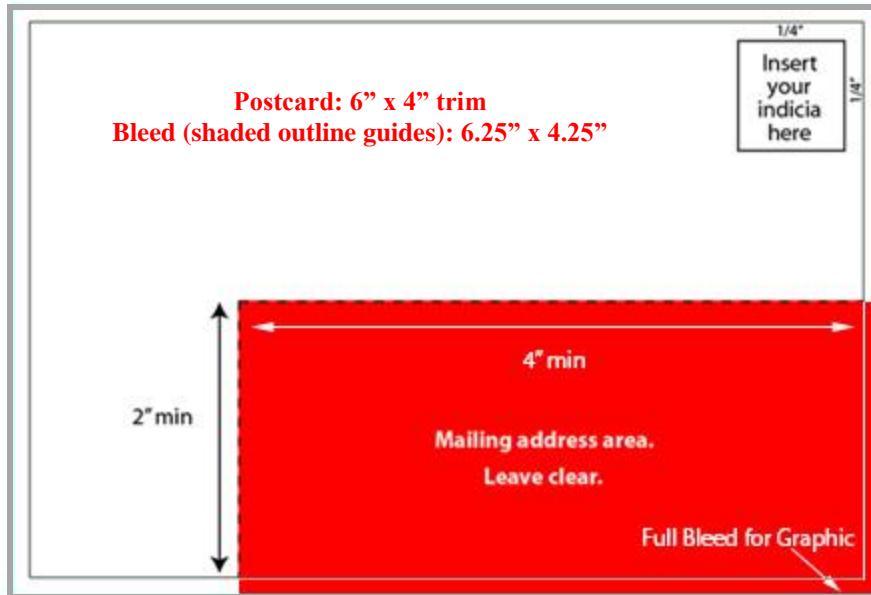
Dimensions:
6" x 4", outer dimension
0.5" margin on all four sides

Your design must adhere to the US Postal Service guidelines, as shown in the image on the following page:
(Dimension and measurements only, color and boxes are for information only.)

Mailing side of the postcard must include:
- **Logo** (created in Job 1)
- **Tagline** (created in Job 1)
- **Sender Address**: Professional Business Associates, 5454 Cleveland Avenue, Columbus, OH 43231-4021
- **Recipient Address**: Charles Addison, 1234 Park Avenue, Austin, TX 73301
- **Include a Decal** (Indicia) for the stamp in the upper right corner that is ¼ in from each side of the corner. There is not a specified size for the stamp, but the image above represents the scale.
- **Outside Stroke:** This designates the edges of the physical postcard (6"x 4")
- **Bleed:** Include a 0.25" bleed by inserting a box with a light blue stroke around the postcard to represent the BLEED area. (It will look similar to the shaded outside line in the image above.) Any artwork that will be full bleed (to the edge of the postcard) should extend off the postcard to the bleed line.

JOB 3: POSTCARD – BACK – CALENDAR - (SIDE WITHOUT A STAMP)

This side of the postcard is meant to be a calendar of events that a recipient would use throughout the year. As a result, the design should be aesthetically pleasing to encourage the recipient to hang the postcard up on a bulletin board or otherwise keep the card. The following information is to be completed on the back of the postcard:

Back side of the postcard must include:
- **Logo** (created in Job 1)
- **Tagline** (created in Job 1)
- **List of events**:
  - Spring Golf Scramble, Addison Hills – April 24th
  - A Day at the Dock – June 28th
  - BBQ Cook Off – July 21st
  - Back to School Extravaganza – August 15th
  - Ice Sculptures in the Park – November 30th
  - Christmas Charity Dinner – December 10th

- **PBA Contact Information**:
    - **Website**: PBA.charities.local.com
    - **Address**: 5454 Cleveland Avenue, Columbus, OH 43231-4021
    - **Phone #**: 555-236-5530, Ext:2349
    - **E-mail:** info@PBA_charities.com
- **Outside Stroke:** This designates the edges of the physical postcard (6"x 4").
- **Bleed:** Include a 0.25" bleed by inserting a box with a light blue stroke around the postcard to represent the BLEED area. It will look similar to the shaded outside line in the image on the previous page. Any artwork that will be full bleed should extend off the postcard to the bleed line.

FUNDAMENTAL DESKTOP PUBLISHING
(400)

REGIONAL – 2017

Production Portion:

Job 1: Logo and Tagline _____ (200 points)

Job 2: Postcard Side 1 _____ (200 points)

Job 3: Postcard Side 2 _____ (200 points)

TOTAL POINTS _____ *(600 points)*

Failure to adhere to any of the following rules will result in disqualification:
1. **Contestant must hand in this test booklet and all jobs. 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

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 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; however, they must be produced during the allotted testing time.

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. Save all work with your contestant number on the flash drive provided by the contest administrator, if one is provided. When turning in your completed work, 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.

FUNDAMENTAL DESKTOP PUBLISHING
REGIONAL 2017
SCORE SHEET

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

Job 1: Logo and Tagline

	Points	Score	Total
1. Font choice	20		
2. Logo use of the number 75	20		
3. Logo effective when reduced	20		
4. Tagline meets specifications	20		
5. Exemplifies business purpose	30		
6. Graphic usage	20		
7. Suitable for all business uses	20		
8. Creativity	30		
9. Contestant Number and Job Number in lower left corner	20		
Total	200		

Job 2: Postcard - Front

	Points	Score	Total
1. Use of Logo and Tagline	20		
2. 6" x 4" dimensions with appropriate stroke for border	20		
3. 0.5" margin on postcard	15		
4. 0.25" bleed around postcard	15		
5. Designed to postal specifications	15		
6. Sender address accuracy	15		
7. Recipient address accuracy	15		
8. Decal included in spot for the stamp	15		
9. Designs extend to the bleed line	20		
10. Creativity	30		
11. Contestant Number and Job Number in lower left corner	20		
Total	200		

Job 3: Postcard - Back

	Points	Score	Total
1. Use of Logo and Tagline	20		
2. 6" x 4" dimensions with a stroke	20		
3. 0.5" Margin on postcard	15		
4. 0.25" bleed around postcard	15		
5. Events list accuracy	15		
6. Events list design	15		
7. Contact information accuracy	15		
8. Contact information design	15		
9. Graphics and design elements	20		
10. Creativity	30		
11. Contestant Number and Job Number in lower left corner	20		
Total	200		

<u>**CONTESTANT INSTRUCTIONS:**</u> 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

Professional Business Associates, a non-profit organization, raises money throughout the year to help local start-up businesses with grants, publicity, and other start up needs. It has been run for many years by a very wealthy and prominent group of people hoping to stimulate small business in the local communities. Funds are raised through annual events such as golf tournaments and other charity events. This year is a special year for the company as PBA is celebrating its 75th, or Diamond, Anniversary!

JOB 1: LOGO AND TAGLINE

PBA has asked you to provide branding and printed materials for several upcoming events in the community. You must first design a logo to be used to promote events throughout the year. The tagline the company has chosen for this year is: "*A Diamond Jubilee Celebration.*" PBA has asked you design a special anniversary edition of the company logo to feature the number 75 to correlate with the company's 75th celebration. PBA is open to any idea for the logo, so long as it incorporates the number 75, the tag line, and is useful at a small size.
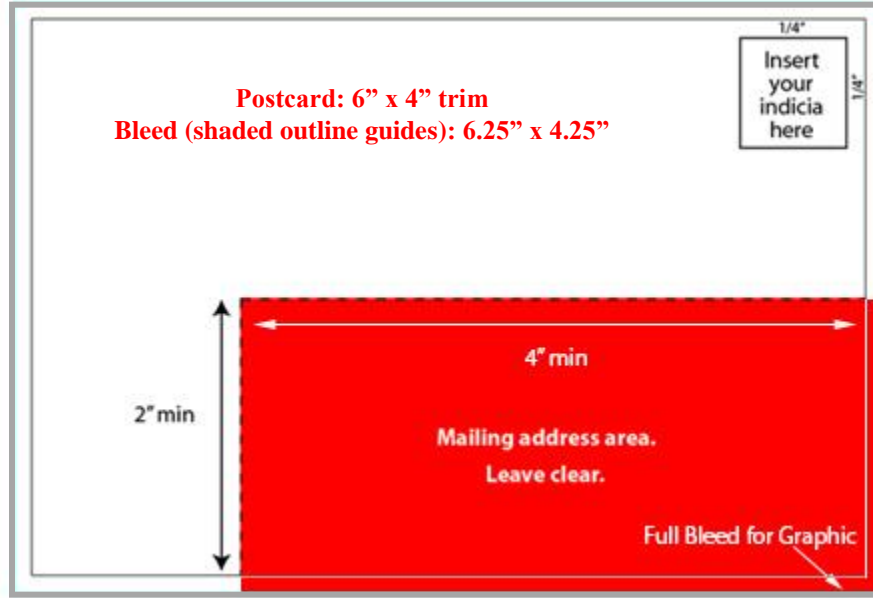
JOB 2: POSTCARD – FRONT – (SIDE WITH STAMP ON IT)

In Preparation for the coming 75th Anniversary of Professional Business Associates, you have been asked to create a two-sided postcard mailer. This postcard will have several events listed on it happening throughout the year. The idea is for the individuals who receive the postcard would use it throughout the year as a reference. Your design should be interesting so it encourages a person to pin the card up in their office, while still serving as a source of useful information.

Dimensions:
6" x 4", outer dimension
0.5" margin on all four sides

Your design must adhere to the US Postal Service guidelines, as shown in the image on the following page:
(Dimension and measurements only, color and boxes are for information only.)

Postcard: 6" x 4" trim
Bleed (shaded outline guides): 6.25" x 4.25"

Mailing side of the postcard must include:
- **Logo** (created in Job 1)
- **Tagline** (created in Job 1)
- **Sender Address**: Professional Business Associates, 5454 Cleveland Avenue, Columbus, OH 43231-4021
- **Recipient Address**: Charles Addison, 1234 Park Avenue, Austin, TX 73301
- **Include a Decal** (Indicia) for the stamp in the upper right corner that is ¼ in from each side of the corner. There is not a specified size for the stamp, but the image above represents the scale.
- **Outside Stroke:** This designates the edges of the physical postcard (6"x 4")
- **Bleed:** Include a 0.25" bleed by inserting a box with a light blue stroke around the postcard to represent the BLEED area. (It will look similar to the shaded outside line in the image above.) Any artwork that will be full bleed (to the edge of the postcard) should extend off the postcard to the bleed line.

JOB 3: POSTCARD – BACK – CALENDAR - (SIDE WITHOUT A STAMP)

This side of the postcard is meant to be a calendar of events that a recipient would use throughout the year. As a result, the design should be aesthetically pleasing to encourage the recipient to hang the postcard up on a bulletin board or otherwise keep the card. The following information is to be completed on the back of the postcard:

Back side of the postcard must include:
- **Logo** (created in Job 1)
- **Tagline** (created in Job 1)
- **List of events**:
  - Spring Golf Scramble, Addison Hills – April 24th
  - A Day at the Dock – June 28th
  - BBQ Cook Off – July 21st
  - Back to School Extravaganza – August 15th
  - Ice Sculptures in the Park – November 30th
  - Christmas Charity Dinner – December 10th

- **PBA Contact Information**:
  o **Website**: PBA.charities.local.com
  o **Address**: 5454 Cleveland Avenue, Columbus, OH 43231-4021
  o **Phone #**: 555-236-5530, Ext:2349
  o **E-mail:** info@PBA_charities.com
- **Outside Stroke:** This designates the edges of the physical postcard (6"x 4").
- **Bleed:** Include a 0.25" bleed by inserting a box with a light blue stroke around the postcard to represent the BLEED area. It will look similar to the shaded outside line in the image on the previous page. Any artwork that will be full bleed should extend off the postcard to the bleed line.