

Contestant Number: _____

Time: _____

Rank: _____



FUNDAMENTAL DESKTOP PUBLISHING (400)

REGIONAL 2021

Production:

Job 1: Grand Opening Logo	_____	(140 points)
Job 2: Window Cling Sign	_____	(130 points)
Job 3: Business Card	_____	(130 points)
TOTAL POINTS	_____	(400 points)

Test Time: 90 minutes

GENERAL GUIDELINES:

Failure to adhere to any of the following rules will result in disqualification:

1. Contestant must hand in this test booklet and all printouts if any. 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 (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

EXAM GUIDELINES:

1. Ensure this test booklet contains Jobs 1-3.
2. Software templates may be used, but creativity points may be reduced.
3. 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.
4. Only the graphics and resources provided may be used. You may, however, use lines, circles, squares, rectangles, polygons, and/or other shapes. In addition, you may modify and enhance graphics supplied.
- 5. Using a text box, include your contestant number and job number in the lower right-hand corner of ALL work submitted.**
6. If you complete the event before the end of the time allotted, notify the proctor. Time could be considered a factor in determining a winner when there is a tie score.
7. Save all work with your contestant number on the flash drive provided by the contest administrator, if one was provided. When turning in your completed work, arrange your printouts in numerical order with the scoring sheet on top.

SCORE SHEET

**Note - Contestants may use software templates; however, creativity points may be reduced.*

Job 1: Grand Opening Logo & Tagline Development			
TECHNICAL SPECIFICATION POINTS			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
4" x 4" Grand Opening Logo	5		
Printed centered on page with crop marks	5		
Included: Company Name <i>The Cookie Junky</i>	10		
Logo is suitable for all business uses	10		
Included: Grand Opening tagline	5		
Contestant Number and Job Number in lower right corner	5		
DESIGN ELEMENTS TO EVALUATE			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity	0-20		
Overall design and appearance	0-30		
Total	140		

Job 2: Window Cling Sign			
TECHNICAL SPECIFICATION POINTS			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5 x 11" paper with Sign printed in the center with crop marks	5		
Sign measures 7" x 5"	5		
Included logo from Job 1	5		
Included: " <i>Dessert First</i> "	5		
Included: Announcement Phrase with Space for days till opening	15		
Contestant Number and Job Number in lower right corner	5		
DESIGN ELEMENTS TO EVALUATE			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		

Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity (<i>theme, eye-catching</i>)	0-20		
Overall design and appearance	0-20		
Total	130		

Job 3: Business Card			
TECHNICAL SPECIFICATION POINTS			
(All points or none are awarded for each technical requirement).			
	Points	Score	Total
8.5 x 11" paper with Business Card printed in the center with crop marks	5		
Card measures 3" x 2.5"	5		
Included at least one graphic & logo from Job 1	10		
Included: Owner's Name, Title, Address and Phone Number	5		
Included: Phrase "Bring this card in for \$.50 off one cookie"	5		
Contestant Number and Job Number in lower right corner	10		
DESIGN ELEMENTS TO EVALUATE			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity (<i>theme, eye-catching</i>)	0-20		
Overall design and appearance	0-20		
Total	130		

CONTESTANT DIRECTIONS:

Use only the graphics supplied. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used. You may also modify and enhance the graphics provided—shading, backgrounds, and other enhancements.

GENERAL INFORMATION:

The Cookie Junky is opening a new store in the area. As a desktop publisher, you have been asked to design the following documents to help get the word out about this new business. The business is located at 700 Morse Road, Suite 201, Columbus, OH 43214. Their phone number is (614) 555-8888. Be creative and have fun with these projects.

Job 1: GRAND OPENING LOGO

Design an appropriate logo for this new company The Cookie Junky. The grand opening logo will be used for other promotions and publications and should include the company name and the words GRAND OPENING. Also, include a tagline of: “Dessert First” somewhere on the logo. Size: 4” x 4” and print centered on an 8.5” x 11” piece of paper with Crop Marks showing. Resize images as needed. Not all graphic files must be used.

JOB 2: WINDOW CLING SIGN

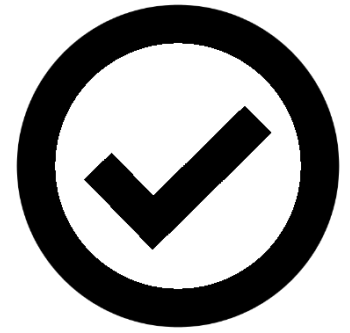
While the company is getting up and running, the owners want to announce their grand opening by placing a window cling on their outside windows to create interest that includes a place for them to handwrite on the window the number of days until their doors open. Make sure to include the grand opening logo created in Job 1, the name of the Company and its tagline. There should be an announcement phrase stating the number of days until opening. There should also be a space the owners can write the days until opening on this cling. This sign should be 7” x 5” and print centered on an 8.5” x 11” piece of paper with Crop Marks showing. Include the company name and the grand opening logo and tag line from Job 1. Your design should be eye-catching, and it should be something that can be read from a distance.

JOB 3: BUSINESS CARD

Create a Business Card that can be handed out to potential customers at local businesses and schools. This card should be 3” x 2.5” and print centered on an 8.5” x 11” piece of paper with Crop Marks showing. Include a graphic and the grand opening logo created in Job 1 on this card with the following information: Bailey Carrington-Smith, The Cookie Junky Owner, address, and phone number. Add the phrase “Bring this card in for \$.50 off one cookie” in an eye-catching manner. Print one card.



**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



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SCORE SHEET

**Note - Contestants may use software templates; however, creativity points may be reduced.*

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TECHNICAL SPECIFICATION POINTS			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
4" x 4" Logo	5		
Printed centered on page with crop marks	5		
Included: Company Name <i>The Cookie Junky</i>	10		
Logo is suitable for all business uses	10		
Tag line is readable on the logo	5		
Contestant Number and Job Number in lower right corner	5		
DESIGN ELEMENTS TO EVALUATE			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (<i>all or nothing</i>)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity	0-20		
Overall design and appearance	0-30		
Total	140		

Job 2: Window Cling Sign			
TECHNICAL SPECIFICATION POINTS			
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	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5 x 11" paper with Sign printed in the center with crop marks	5		
Sign measures 7" x 5"	5		
Included logo from Job 1	5		
Included: <i>Dessert First</i>	5		
Included: Announcement Phrase with Space for days till opening	15		
Contestant Number and Job Number in lower right corner	5		
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Overall design and appearance	0-20		
Total	130		

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	Points	Score	Total
8.5 x 11” paper with Business Card printed in the center with crop marks	5		
Card measures 3” x 2.5”	5		
Included at least one graphic & logo from Job 1	10		
Included: Owner’s Name, Title, Address and Phone Number	5		
Included: Phrase “Bring this card in for \$.50 off one cookie”	5		
Contestant Number and Job Number in lower right corner	10		
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Job 1: GRAND OPENING LOGO

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