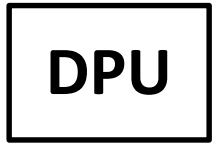


BPA PROJECT

Fundamental Desktop Publishing



Description: This project is based on the “Fundamental Desktop Publishing” event and consists of three jobs that you will complete using Publisher or Word (Publisher is recommended because it includes templates).

Finished Product: Print out each of your jobs and staple them to the back of this sheet IN ORDER. Be sure to print in black and white only.

You should use appropriate Clip Art, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes.

Using a text box, include your name (on the real competition, you would put your contestant number there) and job number in the lower left-hand corner of all work submitted.

Example: Your Name (instead of contestant number) / Job 1

Grading: This project is worth a total of 200 points. Copy will be graded on accuracy, creativity, originality, adherence to design principles such as: contrast, emphasis, visual hierarchy, flow and overall appearance. Software templates may be used, but creativity points may be reduced. You should use appropriate Clip Art, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes.

Work Days: October 3, 4
Due Date: End of Class on October 4

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- Job 1 — Business Card**
 - Job 2 — Certificate**
 - Job 3 — Flyer**

JOB 1: BUSINESS CARD

You are going to create a business card for the business that you are developing. Include your own name, the business name, and contact information (for now, you can use your home address and email).

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 (you)
- b. Mailing and e-mail address
- c. Phone number

Grading Rubric

TECHNICAL SPECIFICATION POINTS: All points or none are awarded for the technical requirements of each job.		
Technical Requirements:	Points	Points Earned
3.5 x 2" business card	1	
Business Card on 8.5 x 11" paper in portrait orientation	1	
Border or crop marks printed around card	1	
Included: Your Business Name	1	
Included: Your Name and Title	1	
Included: Your Address	1	
Included: Your email	1	
Included: Your Phone	1	
Your Name and Job Number placed within text box in the lower left-hand corner of job	1	
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element evaluated)		
Accurate spelling, punctuation, and grammar	0-10	
Effective use of fonts, type styles, and type sizes	0-10	
Applied principles of design and rules for proper layout	0-10	
Creativity	0-10	
Overall design and appearance	0-16	
TOTAL POINTS (65 maximum)		

JOB 2: CERTIFICATE

Your business will award one employee per month for 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:

<p>YOUR COMPANY NAME Employee of the Month</p> <p>Recipient: _____</p> <p>Thank you for your hard work and dedication!</p> <p>Presenter: _____ Date: _____</p>
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Grading Rubric

TECHNICAL SPECIFICATION POINTS: All points or none are awarded for the technical requirements of each job.		
Technical Requirements:	Points	Points Earned
Certificate created on 8.5 x 11” paper in landscape orientation	1	
.5” margins top, bottom, left, right	1	
Border included on certificate	1	
Included at least one graphic	1	
Included: Your Company Name	1	
Included: Employee of the Month	1	
Included: Space provided for Recipient, Presenter, and Date	1	
Included: Thank you for your hard work and dedication!	1	
Your Name and Job Number placed within text box in the lower left-hand corner of job	1	
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element evaluated)		
Accurate spelling, punctuation, and grammar	0-10	
Effective use of fonts, type styles, and type sizes	0-10	
Applied principles of design and rules for proper layout	0-10	
Creativity	0-10	
Overall design and appearance	0-16	
TOTAL POINTS (65 maximum)		

JOB 3: FLYER

Your business will be having an open house on Wednesday, December 5, 2018 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 our company and learn how [YOUR BUSINESS NAME] can assist you with [INCLUDE THE PRODUCTS OR SERVICES THAT YOU PROVIDE]
- b. Meet the Chief Executive Officer, [YOUR NAME]
- c. Refreshments will be provided

Grading Rubric

TECHNICAL SPECIFICATION POINTS: All points or none are awarded for the technical requirements of each job.		
Technical Requirements:	Points	Points Earned
Flyer created on 8.5 x 11” paper in portrait orientation	1	
1” margins top, bottom, left, right	1	
Included at least one graphic	1	
Included at least one autoshape	1	
Included: Your Business Name	1	
Included: Open House, Wednesday, December 5, 2018 from 8 am to 5 pm	1	
Included: Tour our company and learn how [YOUR BUSINESS NAME] can assist you with [INCLUDE THE PRODUCTS OR SERVICES THAT YOU PROVIDE]	1	
Included: Meet the Chief Executive Officer, [YOUR NAME]	1	
Included: Refreshments will be provided	1	
Your Name and Job Number placed within text box in the lower left-hand corner of job	1	
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element evaluated)		
Accurate spelling, punctuation, and grammar	0-10	
Effective use of fonts, type styles, and type sizes	0-10	
Applied principles of design and rules for proper layout	0-10	
Creativity	0-10	
Overall design and appearance	0-20	
TOTAL POINTS (70 maximum)		