

## **(410) Graphic Design Promotion**

### **Description**

Develop a theme with tagline, illustrate the theme in a logo design and utilize the logo in a promotional flyer and pin.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2020.

### **Eligibility**

Any student member may enter this event. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

### **Topic**

Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Washington, D.C., May 6-10, 2020.

### **Contestant must supply**

Two (2) plastic sheet protectors (8½”x11”) each containing four (4) documents—one flyer, one contestant-generated logo (4”x4”), one pin-sized logo (2”x2”) and one [Individual Entry Form](#)  
Additional copies of flyer, logo, pin-sized logo and [Individual Entry Form](#), and other forms for finals  
Visual display technology in the form of, but *not* limited to, a desktop/laptop/tablet with internal or external speakers, projector

Video projector (optional)

Digital presentation tools are to be used (no videos will be allowed; including poster boards)

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- Contestant may select any theme that promotes the Business Professionals of America National Leadership Conference in Washington, D.C., May 6-10, 2020.
- Theme needs to be 25 characters or less including spaces.
- Dimensions of flyer must be 8½”x11” either landscape or portrait. It is recommended that you use at least 300 dpi.

- Dimensions of the contestant-generated logo must *not* exceed 4"x4". It is recommended that you use at least 300 dpi. Contestant-generated logo must be submitted on a separate 8½"x11" paper.
- Dimensions of the contestant-generated logo in pin-size print must *not* exceed 2"x2". It is recommended that you use at least 300 dpi. Contestant-generated pin-sized logo must be submitted on a separate 8½"x11" paper.
- One (1) original flyer, one (1) contestant-generated 4"x4" logo, one (1) contestant-generated 2"x2" pin-sized logo, shall be produced at home/school. The graphics must *not* be professionally or commercially produced or printed.
- The flyer, logos and entry information must be submitted in JPG, PNG, or PDF formats at <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Standard Time on April 1, 2019.
- Confirmation of receipt will be provided when project is submitted.
- Individual confirmation of receipt *cannot* be provided by National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered contestants and/or those missing contestant number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One (1) copy of the completed copy of the flyer and contestant-generated logo, and [Individual Entry Form](#), including signatures, *must* be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- The contestant will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- The flyers, logos, pin-sized logo and forms will *not* be returned.
- Appropriate use of grammar, spelling and punctuation.
- Contestant-generated logo is effective when reduced to trading pin size.
- The length of the presentation will be no more than six (6) minutes, followed by no more than five (5) minutes of judges' questions.
- All graphics must be computer generated. Only contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- Business Professionals of America logo, name, and tagline must appear on the flyer.
- All written materials must follow the organization's [Graphic Standards](#) and make proper use of the BPA logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- Contestant's name may *not* appear anywhere on output.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.
- The top three places in the Middle Level, Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.
- All materials, other than the required submission materials may *not* be left with judges.

**Method of evaluation**

Technical Scoring Rubric  
Presentation Scoring Rubric

**Length of event**

No more than three (3) minutes for set-up  
No more than six (6) minutes for the presentation  
No more than five (5) minutes for judges' questions  
Finals may be included at regional, state and national levels

**Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.**

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Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• <a href="#">Individual Entry Form</a> – PDF format (must be keyed, but does <i>not</i> have to be signed for pre-submission)</li> <li>• Flyer – PDF, JPG or PNG Format</li> <li>• Logo (4” x 4”) – PDF, JPG or PNG Format</li> <li>• Logo (2” x 2” pin size) – PDF, JPG or PNG Format</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer – 10 points ( <b>all or nothing</b> )				10	
Contestant-generated logo is effective when reduced to trading pin size – 10 points ( <b>all or nothing</b> )				10	
BPA logo and tagline meet the <a href="#">Graphic Standards</a> as outlined in the <a href="#">Style &amp; Reference Manual</a> – 10 points ( <b>all or nothing</b> )				10	
<b>TOTAL TECHNICAL POINTS (160 points maximum)</b>					

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Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (80 points maximum)</b>					

*Props and/or additional items shall not be used as a basis for scoring.*

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, <i>not</i> per judge.	Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than six (6) minutes – 5 points	10
Documentation submitted at time of check-in: keyed and signed <a href="#">Individual Entry Form</a> (1 copy), flyer (1 copy), logo (1 copy), pin-size logo (1 copy) <i>Must have for preliminaries and finals</i>	10
Contestant name does <i>not</i> appear on submitted output	10
Appropriate use of grammar, spelling and punctuation	10
Dimensions of contestant-generated logo do <i>not</i> exceed 4"x4" and 2"x2"	10
<b>TOTAL SPECIFICATION POINTS (50 points maximum)</b>	

**TOTAL MAXIMUM POINTS = 290**

**PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES**