Contestant Number:_____

Total Work Time:_____

Rank:_____

DESKTOP PUBLISHING (24)

Regional—2006

Production

Job 1	Flyer	_____	(150 points)
Job 2	Advertisement	_____	(150 points)
Job 3	Coupon	_____	(150 points)
	TOTAL POINTS	_____	**(450)**

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 for testing/production
No more than ten (10) minutes wrap-up

Do **NOT** open test booklet until instructed to do so.

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Contestant: Attach this scoring sheet to completed jobs arranged in numerical order.

Contestant Number

_____

DESKTOP PUBLISHING
REGIONAL 2006
SCORING SHEET

Job 1– Flyer		*Points*	*Score*	*Total*
1.	Correct size (margins = .75 inches)	5		
2.	Decorative border on margins	5		
3.	Rounded corners on the border	5		
4.	Included BPA logo and tagline	10		
5.	Created and included store logo	20		
6.	Title is in sans serif, 30-point font	10		
7.	Five products in bulleted list	15		
8.	Includes who should attend	5		
9.	Includes pertinent information (when, where, time)	15		
10.	Effective use of fonts, type styles, & type sizes	10		
11.	Accurate spelling, punctuation, & grammar (-2 for each error)	25		
12.	Overall design & appearance, including creativity	25		
	Total	***150***		

Job 2– Advertisement		***Points***	***Score***	***Total***
1.	Correct size (7” x 9.75”)	10		
2.	Hairline box around page border	5		
3.	Store logo created in Job 1 included	10		
4.	BPA logo included	10		
5.	Burst/star is 1.75” in diameter and 80% gray	15		
6.	Burst text is reverse, centered and 10-point	15		
7.	Accurate spelling, punctuation, & grammar (-2 for each error)	25		
8.	BPA store Web address and Verified by Visa included	10		
9.	Copy includes pertinent information	25		
10.	Overall design & appearance, including creativity	25		
	Total	***150***		

Job 3–Coupon		***Points***	***Score***	***Total***
1.	Correct size (5” x 3”)	10		
2.	Includes store logo	10		
3.	Includes BPA logo	10		
4.	Completeness of information on front	25		
5.	Completeness of information on back	25		
6.	Accurate spelling, punctuation, & grammar (-2 for each error)	25		
7.	Effective use of fonts, type styles, & type sizes	10		
8.	Included crop marks on printout	10		
9.	Overall design & appearance, including creativity	25		
	Total	***150***		

TOTAL POINTS (450) _____

GENERAL INSTRUCTIONS

1. Make certain the test booklet contains Jobs 1-3.

2. Correct all errors. Copy is graded on accuracy, creativity, originality, adherence to design principles, and production standards.

3. Key your contestant number and job number in the upper right-hand corner of all work submitted. Your name or initials should not appear on any work that you submit.

4. Rough drafts should be limited and submitted behind your final product. Place an X across each rough draft page. You will not be judged on the rough drafts.

5. Software templates may be used, but creativity points may be reduced.

6. Only the graphics included on the testing disk may be used. You may, however, use lines, circles, squares, rectangles, and/or polygons. In addition, you may modify the graphics supplied.

7. If you finish before the end of the testing time, notify the proctor. Time may be a factor in the event of a tie.

8. Be sure to print in black and white only. **Printing in color will result in disqualification**.

9. When turning in your work, place your Scoring Sheet on the top of your jobs. Jobs should be arranged in numeric order.

Contestant Directions:

Use only the graphics supplied on the test disk. For your use, the graphics included are printed on the last two pages of this test. These graphics may be modified for use. Lines, circles, squares, rectangles, and polygons may also be used.

Job 1: Flyer

Business Professionals of America is holding a meeting to promote their new online store. The online store offers BPA apparel and promotional items such as pens, key chains, awards, pins, trophies, and computer-related products. Create a flyer to announce the meeting. It will be held in the Flower Room on the second floor of the Walt Disney World® Swan hotel in Orlando, Florida on May 6, 2006 at 2:00 p.m. All BPA advisors and members are invited to attend. The flyer should be full page (8.5 x 11) with .75 inch margins all around. Add a border on the margins using a decorative line style with rounded corners. Also, use the BPA logo and tagline in the design. Come up with a fun name for the store and use it to create a logo. Include the new logo on the flyer. The title of the flyer should be printed in a 30 point sans serif font. Also, include a bulleted list of *five* of the products that will be available. For more information, interested parties may contact webmaster@bpa.org.

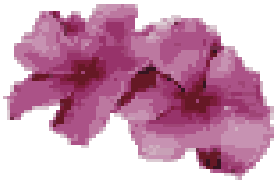
Job 2: Advertisement

Create a full-page magazine ad (7" wide x 9.75" high) that will appear in the *Communique* promoting the new online BPA store. It will appear quarterly on the back cover of the magazine. Use the store logo you created in Job 1 somewhere on the advertisement. With the information from Job 1, use a read-down style to create an exciting ad that will make our readers (BPA members) want to visit the store website. Create a burst (or star) with a diameter of 1.75" with 80% gray fill and reverse type stating a 15% discount on orders placed before June 1. The text in the burst should be centered and 10 point. The BPA store site offers Verified by Visa for orders placed with a Visa credit card. Our store web address is www.bpa.org\store.html. Draw a hairline box around the page border to show that the size of the ad is correct.

Job 3: Coupon

Create a double-sided coupon which can be redeemed at the BPA Exhibit Booth at NLC 2006. The coupon is good for a free key chain. The purpose of the coupon is to advertise the online store and bring BPA members and advisors to the booth where they can see available products The front of the coupon should included all necessary information, the store logo and the BPA logo. The back of the coupon should be a fill-in form. The form should have a place for the person's name, chapter name, city, state, zip and e-mail address. Also include a check box that says they would like to receive online store information via e-mail. The size of the coupon is 5" wide x 3" high. The coupon will be included in the NLC program booklet and printed on card stock. Print the coupon with crop marks to show where it will be cut.

GRAPHICS ON DESKTOP PUBLISHING DATA DISK

BUSINESS professionals OF AMERICA Today's students. Tomorrow's business professionals.	BUSINESS professionals OF AMERICA	
		

ADDITIONAL GRAPHICS ON DATA DISK

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6 Pages

Contestant Number:_____

Time:_____

Rank:_____

DESKTOP PUBLISHING (24)

KEY

Regional—2006

Production

Job 1	Flyer	_____	(150 points)
Job 2	Advertisement	_____	(150 points)
Job 3	Coupon	_____	(150 points)
	TOTAL POINTS	_____	**(450)**

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Graders: Contestants should attach this scoring sheet to completed jobs arranged in numerical order.

DESKTOP PUBLISHING KEY

REGIONAL 2006
SCORING SHEET

	Job 1-- Flyer	***Points***	***Score***	***Total***
1.	Correct size (margins = .75 inches)	5		
2.	Decorative border on margins	5		
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10.	Effective use of fonts, type styles, & type sizes	10		
11.	Accurate spelling, punctuation, & grammar (-2 for each error)	25		
12.	Overall design & appearance, including creativity	25		
	Total	***150***		

	Job 2– Advertisement	***Points***	***Score***	***Total***
1.	Correct size (7” x 9.75”)	10		
2.	Hairline box around page border	5		
3.	Store logo created in Job 1 included	10		
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9.	Copy includes pertinent information	25		
10.	Overall design & appearance, including creativity	25		
	Total	***150***		

	Job 3–Coupon	***Points***	***Score***	***Total***
1.	Correct size (5” x 3”)	10		
2.	Includes store logo	10		
3.	Includes BPA logo	10		
4.	Completeness of information on front	25		
5.	Completeness of information on back	25		
6.	Accurate spelling, punctuation, & grammar (-2 for each error)	25		
7.	Effective use of fonts, type styles, & type sizes	10		
8.	Included crop marks on printout	10		
9.	Overall design & appearance, including creativity	25		
	Total	***150***		

TOTAL POINTS (450) _____

Note to Grader: Points may be awarded from zero to the maximum for each criteria based on performance.

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9. When turning in your work, place your Scoring Sheet on the top of your jobs. Jobs should be arranged in numeric order.

NOTE TO GRADERS: Grading of the subjective portion of the jobs for creativity and overall design may be difficult. Evaluation should be based on the level of desktop publishing expertise. It is suggested that all papers be displayed side by side to see which one(s) gain eye appeal and follow sound design principles before allocating points.

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GRAPHICS ON DESKTOP PUBLISHING DATA DISK

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	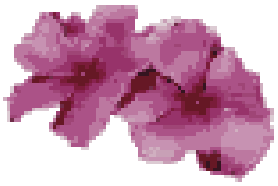	

ADDITIONAL GRAPHICS ON DATA DISK

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