Contestant Number_____

Total Work Time _____

Rank _____

DESKTOP PUBLISHING (24)

Regional—2005

Production

Job 1	Letterhead, Envelope, Business Card	_____	(150 pts.)
Job 2	Poster	_____	(150 pts.)
Job 3	Post Card	_____	(150 pts.)
	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.*

Maximum test time is 90 minutes
(A five-minute warning will be given to ensure all printing is complete.)

NOTE: The administrator should allow time for orientation, instructions,
warm-up, checking equipment, etc. before starting test time.

DESKTOP PUBLISHING
REGIONAL 2005
SCORE SHEET

Job-1 Letterhead, Envelope, Business Card

		Points	*Score*	*Total*
1.	Completeness of information	20	_____	
2.	Correct Size	10	_____	
3.	Includes logo	10	_____	
4.	Accurate spelling, punctuation, & grammar	25	_____	
5.	Effective use of fonts, type styles, & type sizes	5	_____	
6.	Creativity	30	_____	
7.	Overall Design & Appearance	50	_____	
	Total	*150*		_____

Job-2 Poster

		Points	*Score*	*Total*
1.	Completeness of information	20	_____	
2.	Correct size	10	_____	
3.	Includes graphic image(s)	10	_____	
4.	Accurate spelling, punctuation, & grammar	25	_____	
5.	Effective use of fonts, type styles, & type sizes	5	_____	
6.	Creativity	30	_____	
7.	Overall Design & Appearance	50	_____	
	Total	*150*		_____

Job 3-Post Card

		Points	*Score*	*Total*
1.	Completeness of information	20	_____	
2.	Correct size	10	_____	
3.	Includes graphic image(s)	10	_____	
4.	Accurate spelling, punctuation, & grammar	25	_____	
5.	Effective use of fonts, type styles, & type sizes	5	_____	
6.	Creativity	30	_____	
7.	Overall Design & Appearance	50	_____	
	Total	*150*		_____
	TOTAL POINTS	**450**		_____

GENERAL INSTRUCTIONS

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

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

3. Include your contestant number in the upper right-hand corner of all work submitted.

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. Only the graphics included on the diskette may be used for the documents. You are not required to use all the graphics.

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

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

Student Directions:

Use only the graphics supplied by the contest administrator; a sheet is attached identifying each graphic by name. In addition, lines, circles, squares, rectangles, and polygons may be used. Use crop marks or place a border on documents not created on standard 8 ½" x 11" to indicate document size.

Job 1: Letterhead, Envelope, Business Card

Create a logo for Coasters Amusement Park in Aspen, Colorado. Use the logo as part of the letterhead, envelope and business card for the park. The logo should reflect the name of the park in shape and/or with type and may be created with draw tools. Make sure all the appropriate information is included on all documents. The letterhead should be on 8½" by 11" standard paper size. The envelope should be 4 3/8" by 9½", and the business card, 2" x 3½." Use crop marks for the envelope and business card when printing or draw a rectangle on the outside edge of the document before printing.

Job 2: Poster

Create a poster on 8½" x 11" advertising the tickets on sale for the upcoming concert featuring "The Outlets" a blues-rock band from Boston. Use appropriate graphics from those provided.

"The Outlets"—Hear the hottest band in Boston make it's way up the charts. Their music is among the finest in today's blues/rock genre. Emerging fast as one of today's best performers and writers. Appearing August 20 at 9:30 p.m. Introducing, "Shake the Faith" a local rock band, debuting at 8 p.m. a local band debuting this summer in Aspen, next year – around the world. A great rock band entertains all ages with new energy and excitement.

In the Prism Amphitheater, our outdoor concert arena. Cost of Ticket: $37

Free park admittance after 5 with concert ticket. Park admittance fee of $20 before 5 pm on the day of the concert. Contact Best Tickets at 800-555-3210 or e-mail besttickets@concerts.net.

Job 3: Post Card

Create a Post Card (4 ½" x 5 ¼") that will be sent to season ticket holders to promote the upcoming concert featuring "The Outlets." Use the only the most important information from the poster in Job 2. Use at least one graphic from those provided. Use crop marks for the post card when printing or draw a rectangle on the outside edge of the document before printing.

DESKTOP PUBLISHING
GRAPHICS FOR REGIONAL TEST

Shake2

Shakecd

Outlets1

Coaster1

Fireworks

funkids

Grad1

Kidscoaster

guitars

kids

DESKTOP PUBLISHING (24)

KEY

Regional—2005

Production

Job 1	Letterhead, Envelope, Business Card	_____	(150 pts.)
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	TOTAL POINTS	_____	***(450)***

Graders:

Double-check and verify all scores!

DESKTOP PUBLISHING

Job 1-Letterhead, Envelope, Business Card	*Points*	*Score*	*TOTALS*
1. Completeness (includes company name, address, phone, e-mail on all 3 documents)	20	_____	
2. Correct size- crop marks or border on envelope and business card	10	_____	
3. Includes logo	10	_____	
4. Accurate spelling, punctuation, & grammar	25	_____	
5. Effective use of fonts, type styles, & type sizes	5	_____	
6. Creativity	30	_____	
7. Overall Design & Appearance	50	_____	
Total	**150**	_____	

Job 2-Fact sheet	*Points*	*Score*	*TOTALS*
1. Completeness (includes images and text on 3 areas, banner)	20	_____	
2. Correct size	10	_____	
3. Includes graphic image(s) resized as needed	10	_____	
4. Accurate spelling, punctuation, & grammar	25	_____	
5. Effective use of fonts, type styles, & type sizes	5	_____	
6. Creativity	30	_____	
7. Overall Design & Appearance	50	_____	
Total	**150**		_____

Job 3-Poster	*Points*	*Score*	*TOTALS*
1. Completeness (includes concert info, date, bands cost, location, and contact info)	20	_____	
2. Correct size	10	_____	
3. Includes graphic image(s)	10	_____	
4. Accurate spelling, punctuation, & grammar	25	_____	
5. Effective use of fonts, type styles, & type sizes	5	_____	
6. Creativity	30	_____	
7. Overall Design & Appearance	50	_____	
Total	**150**		_____

TOTAL POINTS	**450**		_____

NOTE TO GRADERS:
Grading of the subjective portion of the jobs for creativity and overall design may be difficult, but 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 before allocating points.

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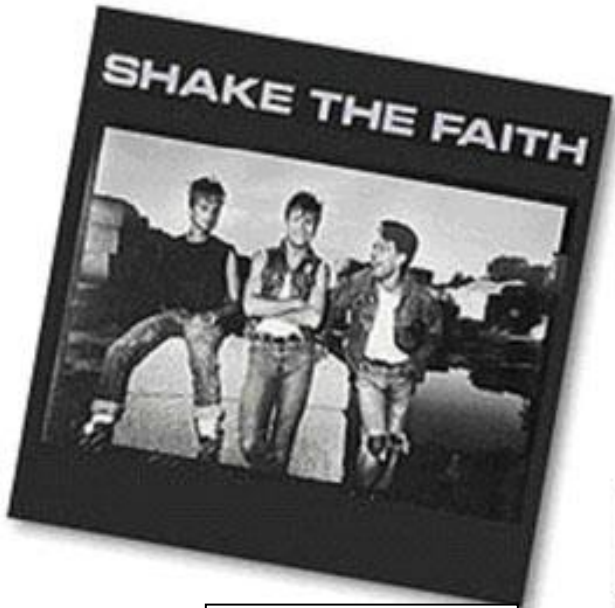
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