(410) Graphic Design Promotion

Description
Develop a theme and illustrate that theme in various promotional materials.

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

Topic
You have been hired by a local video game company called Games 'R Us create promotion materials for an upcoming conference. You will need to design a skin that will work on a phone, a computer, and a sticker for water bottles. You can choose the phone and computer skin models you would like to design for, and your designs must follow the same theme but cannot be the same for all three products.

Member must supply
Prints of phone skin, computer skin, sticker, and Works Cited
Additional copies student work, and Works Cited for final rounds
Digital presentation tools may be used
Props (optional)
Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted
Member must supply 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.

Props or visual aids are allowed in this competition.

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. <u>Violation of this rule will result in disqualification</u>.

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
- Demonstrate an understanding of developing for a target audience

Specifications
- This is a pre-submitted event. See instructions for submissions.
- All designs must be printed on 8½" x 11" paper
- It is recommended to be designed at least 300 dpi.
- **The phone skin, computer skin, sticker, signed [Release Form(s)](#), and Works Cited must be submitted in JPG, PNG, or PDF formats at https://presubmit.bpa.org no later than 11:59 p.m. Eastern Standard Time on April 1, 2023.** *This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.*

- The member is responsible for securing a signed Release Form from any person whose image is used in the project.
- Confirmation of receipt will be provided, when the project is submitted.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- The printed phone skin, computer skin, sticker, Works Cited *must* be submitted at the time of the presentation at NLC, at both the preliminary and final competition.
- The member will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- Student printout and forms will *not* be returned.
- Appropriate use of grammar, spelling, and punctuation.
- All graphics must be computer generated. Only member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- 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.*)
- Member'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.
- No materials, other than the required submission materials, may be left with judges.

Method of evaluation
Technical Scoring Rubric
Presentation Scoring Rubric

Length of event
No more than three (3) minutes for setup
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

Judges' comments will be returned digitally through the online judging system at the national level.

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

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Judge Number _____   **Member ID** _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	☐ Yes *(Disqualification)*	☐ No
If yes, please stop scoring and provide a brief reason for the *disqualification* below:		
Member followed topic	☐ Yes	☐ No *(Disqualification)*

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. ● Signed Released Form(s) ● Phone Skin - PDF, JPG or PNG Format ● Computer Skin - PDF, JPG or PNG Format ● Sticker - PDF, JPG or PNG Format ● Works Cited formatted according to the BPA Style & Reference Guide ***All points or none are awarded by the Technical Judge.***				20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products show 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	
All products complement each other but are different.	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (200 points maximum)					

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Judge Number _____   **Member ID** _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery Maintain eye contact, voice inflection, well-spoken, etc.	1-5	6-10	11-15	16-20	
Demonstrates clear connection between the three designs	1-5	6-10	11-15	16-20	
Covers selection of design elements typography, color scheme, layout, etc.	1-5	6-10	11-15	16-20	
Explanation of technology and software used	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-2	3-5	6-8	9-10	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation met presentation time requirements (maximum 6 minutes)				5	
Documentation submitted at time of check-in: Printed Phone Skin (1 copy), Computer Skin (1 copy), Sticker (1 copy), Works Cited (1 copy) *Must have copies for both preliminaries and finals*				10	
Appropriate use of grammar, spelling, and punctuation				10	
TOTAL PRESENTATION POINTS (150 points maximum)					

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

TOTAL MAXIMUM POINTS = 350

PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES