

# FUNDAMENTAL DESKTOP PUBLISHING (400)

## REGIONAL – 2018

### Production Portion:

Job 1: Flyer	_____	(150 points)
Job 2: Business Card	_____	(120 points)
Job 3: Certificate of Participation	_____	(120 points)
<b><i>TOTAL POINTS</i></b>	_____	<b><i>(390 points)</i></b>

**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 ninety (90) minutes testing time  
No more than ten (10) minutes wrap-up

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*Workplace Skills Assessment Program* competition.

## GENERAL INSTRUCTIONS

1. Make certain this test booklet contains Jobs 1-3.
2. Correct all errors. Copy will be graded on accuracy, creativity, originality, and adherence to design principles such as: contrast, emphasis, visual hierarchy, flow and overall appearance.
3. Software templates may be used; however, creativity points may be reduced.
4. Only the graphics and resources provided may be used. You may, however, use Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes. In addition, you may modify and enhance the graphics supplied.
5. **Using a text box, include your contestant number and job number in the lower left-hand corner of all work submitted.**
6. If you finish before the end of the testing time, notify the administrator. Time may be a factor in determining the winner when there is a tie score.
7. Print each job – color printing is allowed, but not required. When turning in your materials, place your scoring sheet on top of your jobs. The jobs should be arranged in numerical order.

## SCORE SHEET

*\*Note -Contestants may use software templates; however, creativity points may be reduced.*

<b>Job 1: Flyer</b>			
<b>TECHNICAL SPECIFICATION POINTS</b>			
(All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper with .75" margins	5		
Layout: Portrait Orientation	5		
Included: Border around entire page	5		
Included: Information Given. i.e. Location, Objectives, Quotes	5		
Included: Any three (3) Graphics (QR Code Counts as a graphic)	15		
Included: QR Code	5		
Included: Call Out on the Flyer	5		
Contestant Number and Job Number in lower left footer	5		
<b>DESIGN ELEMENTS TO EVALUATE</b>			
(Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity	0-20		
Overall design and appearance	0-30		
<b><i>Total</i></b>	<b><i>150</i></b>		

<b>Job 2: Business Card</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper with Business Card printed in the center with Crop Marks	5		
Card measures 2.5" x 3"	5		
Included at least one (1) graphic	5		
Included: Promoters Name, Title, Address and Phone Number	5		
Contestant Number and Job Number in lower left footer	10		
<b>DESIGN ELEMENTS TO EVALUATE</b> (Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity ( <i>theme, eye-catching</i> )	0-20		
Overall design and appearance	0-20		
<b>Total</b>	<b>120</b>		
<b>Job 3: Certificate of Participation</b>			
<b>TECHNICAL SPECIFICATION POINTS</b> (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
8.5" x 11" paper with 1" margins	5		
Layout: Portrait Orientation	5		
Included: Date	5		
Contestant Number on Recipient Line	5		
Included: Page Border	5		
Included: At Least one (1) Graphic	5		
<b>DESIGN ELEMENTS TO EVALUATE</b> (Points awarded may range from 0 and up for each design element)			
Accurate spelling, punctuation, and grammar (all or nothing)	10		
Effective use of fonts, type styles, and type sizes	0-20		
Applied principles of design and rules for proper layout	0-20		
Creativity ( <i>theme, eye-catching</i> )	0-20		
Overall design and appearance	0-20		
<b>Total</b>	<b>120</b>		

**CONTESTANT DIRECTIONS:** Use only the graphics supplied. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used. You may also modify and enhance the graphics provided—shading, backgrounds, and other enhancements.

### ***Project:***

Professional Business Associates is offering a Leadership Training Extravaganza. As a desktop publisher, you have been asked to design the following documents to help get the word out about this new training opportunity. The business is located at 5454 Cleveland Avenue, Columbus, OH 43231-4021. Their phone number is (614) 555-8888.

Be creative, and have fun with these projects.

### **JOB 1: LEADERSHIP TRAINING EXTRAVAGANZA FLYER**

Create a Flyer on an 8.5” x 11” piece of paper that can be handed out to create interest for this new Leadership Training Extravaganza. Use at least three (3) graphics – one *must* be the QR code provided and have .75” margins on all sides in portrait orientation with a border around the page.

Pick any of these details below to create an eye-catching callout on the flyer in a location of your choice.

- Location Information:
  - Gaylord Texan Dallas, TX
  - Thursday May 10, 2018 8:00am – 6:00pm
  - Friday May 11, 2018 12:00pm – 6:00pm
- Program Objectives
  - Increase individual leadership competencies and how to relate them to real-life situations. Focus on organizational leadership and developing leadership in others.
  - Learn how to enhance personal leadership skills, pay attention, respond appropriately, model effective communication, and encourage cooperation and collaboration.
  - Investigate leadership values including self-awareness, ethical congruence and commitment to completion.
  - Participate in experiential hands-on activities in group, partner, and individual situations.
  - Become more reflective and learn from your own experiences as well as other people’s experiences.
  - Learn how to nurture more leadership around you so that others can start making things happen.
- Quotes:
  - “If I were speaking to someone who was thinking about going to the Leadership Training Extravaganza, I would tell them GO FOR IT! It’s an experience that I will never forget.” Faith Smith, Massachusetts
  - “Attending the Leadership Training Extravaganza was the best thing for me to do! I feel like I will be a better leader because of the skills I learned attending this conference.” Mabry Jones, Texas

Resize images as needed. Not all graphic files must be used. Print one copy of the flyer.

## **JOB 2: BUSINESS CARD**

Create a Business Card that can be handed out to potential conference attendees. This card should be 2.5" x 3" and should print centered on an 8.5" x 11" piece of paper with Crop Marks showing. Include a graphic on this card with the following information: Janie Carr, Leadership Training Extravaganza Promoter, address, and phone number. Print one card.

## **JOB 3: CERTIFICATE OF PARTICIPATION**

Create a Certificate of Participation to be used as a template for conference attendees of the Leadership Training Extravaganza. The 8.5" x 11" certificate should print with a 1" margin on all sides, have a border, utilize at least one graphic, include the date of May 11, 2018, have a signature line for both Joseph Strong the Presenter and Janie Carr the Promoter, and be in landscape orientation. To give Mr. Strong and Mrs. Carr an idea on how this will look, place your contestant ID number in the recipient's line.

# GRAPHICS



Print 1



Print 2



Print 3



Print 4



Print 5



Print 6



Print 7



Print 8



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<b><i>TOTAL POINTS</i></b>	_____	<b><i>(390 points)</i></b>

**Graders: Please double check and verify all scores  
and answer keys!**

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Applied principles of design and rules for proper layout	0-20		
Creativity	0-20		
Overall design and appearance	0-30		
<i>Total</i>	<i>150</i>		



<b>Job 2: Business Card</b>			
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Layout: Portrait Orientation	5		
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