DIGITAL PUBLISHING WITH INDESIGN®

(415)

REGIONAL – 2014

Objective:
    Objective Questions (15 @ 3)   _____ (45)

Production:
    Job 1 Flyer   _____ (95)
    Job 2 Advertisement   _____ (105)

    TOTAL POINTS   _____ ***(245)***

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

Multiple Choice: Identify the letter that best completes each sentence or answers the question and mark it on the Scantron form provided. True-False: Please mark your choice on your Scantron sheet. A=True; B=False

1. The area surrounding the document in InDesign is called
    a. Pasteboard
    b. Document window
    c. Workspace
    d. None of the above

2. Shortcut keys are case sensitive in InDesign.
    a. True
    b. False

3. _____ allows you to see what your page will look like with all non-printing elements removed.
    a. Preview Mode
    b. Normal Mode
    c. Presentation Mode
    d. All of the above

4. Spreads are two pages that face each other in a document; a left page and a right page in a document with multiple pages.
    a. True
    b. False

5. All objects in InDesign are in frames.
    a. True
    b. False

6. The yellow square handle on a frame of an object is an extra handle that is used to create
    a. Lines
    b. Corner effects
    c. Text Boxes
    d. None of the above

7. Hidden objects are not visible on the screen, but they will print in InDesign
    a. True
    b. False

8. Smart Guides are useful for
    a. Aligning top edges of two objects
    b. Position object precisely in relation to other objects
    c. Centering objects on a sheet
    d. All of the above

9. In the RGB color model black is reproduced by combine red, green, and blue; in CMYK color model, black (key) is a part of the color model and therefore does not have to be reproduced.
    a. True
    b. False

10. The difference between CMYK and RGB is that CMYK is an additive color model and RGb is a subtractive color model.
    a. True
    b. False

11. Using copy and paste provides the same editing functions as copy and place.
    a. True
    b. False

12. The _____ is the color you apply to the inside of an object.
    a. Fill
    b. Stroke
    c. Color palate
    d. Matching color

13. The paper swatch provides a fill in the color of your choice.
    a. True
    b. False

14. In InDesign, _____ refers to a lighter version of a color.
    a. Process color
    b. Process link
    c. Named color
    d. Tint

15. The _____ is the color that you apply to the outline of an object.
    a. Fill
    b. Stroke
    c. Color palate
    d. Matching color

Job 1: Flyer

You have been asked to create a flyer to promote BPA NLC to school administrators. This flyer will be used for multiple years, so it should not be specific to one location or date. The flyer should be half-page with the bleed set to .125. For this flyer you may:

- Use the BPA logo and tagline
- Use photographs provided
- Use borders, shapes, font effects, etc.
- Use the text provided

Save the flyer as a SWF file with your contestant number.

Job 2: Advertisement

Using the text provided, create a full-page magazine ad (7" wide x 9.75" high) that will appear in a digital magazine for high school students. Set the bleed to .125. Requirements for this ad:

- Include BPA logo
- At least 2 photographs from the provided files
- At least 1 digital element such as a roll over

Save the flyer as a SWF file with your contestant number.

Job 1-- Flyer	Points	Score
Correct size half page	5	
Bleed set to .125	5	
Logo and tagline used according to graphic standards	5	
Effective use of fonts, type styles, & type sizes	10	
Message targeted to desired audience (administrators)	10	
Does not include dates or locations	5	
Accurate spelling, punctuation, & grammar (-2 for each error)	25	
Overall design & appearance, including creativity	25	
Saved file as SWF with contestant number	5	
Total for Job 1	95	
Job 2-- Poster	Points	Score
Correct size magazine ad (7" x 9.75")	5	
Bleed set to .125	5	
Logo and tagline used according to graphic standards	5	
Effective use of fonts, type styles, & type sizes	10	
Message targeted to desired audience (high school students)	10	
Includes digital elements such as roll over	15	
Accurate spelling, punctuation, & grammar (-2 for each error)	25	
Overall design & appearance, including creativity	25	
Saved file as SWF with contestant number	5	
Total for Job 2	105	
Total	200	