



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)

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

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Workplace Skills Assessment Program competition.



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. A
2. B
3. A
4. A
5. A
6. B
7. A
8. D
9. A
10. B
11. B
12. A
13. B
14. D
15. B

**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.

| <i>Job 1-- Flyer</i> | <i>Points</i> | <i>Score</i> |
|---|----------------------|---------------------|
| 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 | |
| <i>Job 2-- Poster</i> | <i>Points</i> | <i>Score</i> |
| 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 | |