DIGITAL PUBLISHING PILOT

(415)

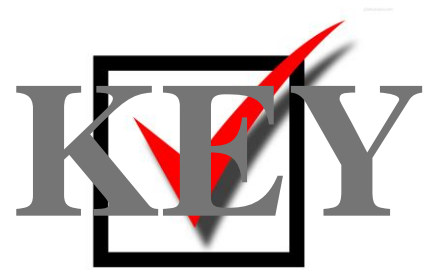## REGIONAL – 2015

Production Portion:

Job 1: Student-Generated Logo   _____ (50 points)
Job 2: Save-the-Date   _____ (95 points)
Job 3: Calendar   _____ (235 points)

TOTAL POINTS   _____ *(380 points)*

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

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, but creativity points may be reduced.

4. Only the graphics provided may be used.

5. **Using a text box, include your contestant number and job number in the lower left-hand corner of <u>all</u> 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 in the event of a tie.

7. Save all work with your contestant number on the flash drive provided by the contest administrator.
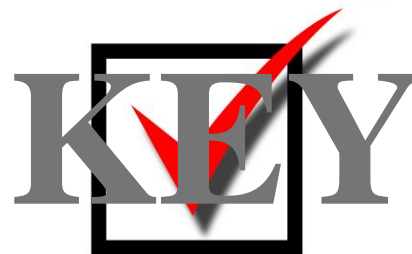
SCORE SHEET

Job 1—Student Generated Logo	Points	Score
Correct size (4" x 4")	5	
Accurate spelling, punctuation, grammar (-5 for each error)	10	
Effective use of fonts, type styles, and type sizes	10	
Overall design and appearance, including creativity	25	
Total for Job 1	**50**	
Job 2—Save-the-Date		
Correct size half page	5	
Student-generated logo from Job 1	5	
Student-generated tagline	10	
Effective use of fonts, type styles, and type sizes	10	
Accurate information presented	10	
Accurate spelling, punctuation, and grammar (-2 for each error)	25	
Overall design and appearance, including creativity	25	
Saved file with contestant number	5	
Total for Job 2	**95**	
Job 3—Calendar		
Correct calendar layout (landscape) with 3 pages	10	
Correct size full page	5	
Consistent color and theme for all pages	10	
Typography choice supports the chosen logo and colors	15	
Overall design and appearance, including creativity	25	
Error Free: 5 points a page, all or nothing for each page	30	
Height of each row 1.5"	10	
Columns evenly distributed	10	
Dates aligned horizontally right and vertically top	10	
Day of week aligned centered vertically and horizontally	10	
Events aligned centered vertically and horizontally	10	
Page margin set to .5"	10	
Total specification points	**160**	
Spread 1: March		
Conference Committee Meeting on 5 Tuesdays	10	
Hospitality Committee Meeting on 4 Thursdays	10	
Spread 1 Total	**20**	
Spread 2: April		
Conference Committee Meeting on 4 Tuesdays	10	
Hospitality Committee Meeting on 5 Thursdays	10	
Additional dates correct day	10	
Spread 2 Total	**30**	
Spread 3: May		
11 dates coordinating to the Conference	15	
Student-generated logo from Job 1	10	
Spread 3 Total	**25**	
Total for Job 3	**235**	
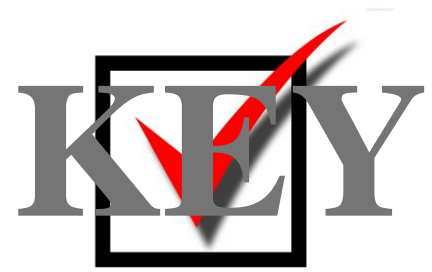
Job 1: Student Generated Logo

Create a student generated logo that promotes Professional Business Association's Technology Conference.

- Size: 4" x 4"

Job 2: Save the Date

Create a half page save-the-date that promotes Professional Business Associations' Technology Conference. The conference will be held May 5-9, 2015, in Boston, Massachusetts. For this save-the-date, include:

- Student-generated logo from Job 1
- Student-generated tagline for the technology conference
- Use borders, shapes, font effects, etc.

Job 3: Calendar

Create a three full-page calendar organizing important dates for Professional Business Association's Technology Conference. Events for the calendar begin in March and run through May. This calendar will be used to highlight the Technology Conference to be held in Boston, Massachusetts, for the dates of May 5-9, 2015. For this calendar, the digital publication should be formatted to a full page and include:

- Page orientation: Landscape
- Height of each row 1.5"
- Columns evenly distributed
- Dates aligned horizontally right and vertically top
- Day of week aligned centered vertically and horizontally
- Events aligned centered vertically and horizontally
- Page margin set to .5"
- Student-generated logo from Job 1 must appear on spread 3 (May)

Events for Calendar

Conference Committee meeting every Tuesday from March through the Conference in May
Hospitality Committee meeting every Thursday from March through the Conference in May
March 30: Conference registration begins
April 6: RSVP due
April 24: Presenter presentations due
April 27: Conference payment due
May 4: Conference Committee meeting
May 5: Conference Opening
May 6: Welcome Breakfast
May 6: Conference Leadership Academy
May 7: Conference Leadership Academy
May 7: Special Event
May 8: Special Olympics Walk
May 8: Conference Closing
May 9: Conference Committee Wrap-up