



FUNDAMENTAL DESKTOP PUBLISHING (400)

REGIONAL – 2016

Production:

Technical Requirements	_____ (25 points)
Job 1: Letterhead	_____ (100 points)
Job 2: Flyer	_____ (100 points)
Job 3: Business Card	_____ (100 points)
TOTAL POINTS	_____ (325 points)

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

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Workplace Skills Assessment Program competition.



Rubric

SUBMISSION OF TEST POINTS: All points or none are awarded for first two items.		
Technical Requirements	Points	Points Earned
Scoring sheet was placed on top of all jobs and jobs were arranged in numeric order (Scoring Sheet, Job 1, Job 2, Job 3, and any rough draft pages with an x across each page to follow)	5	
Contestant used only the graphics supplied where relevant (contestant did not obtain other clipart or images from the Internet)	5	
Contestant placed contestant number and job number in lower left corner of each page in format: 99-9999-9999 – Job 1 (5 points for each job).	15	
TOTAL POINTS (25 maximum)		

Job 1: Letterhead		
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).		
8.5 x 11” paper with .5” top margin	5	
All information in top 2” of paper	5	
Included: At least one graphic	5	
Included: Business name, address and phone number	5	
DESIGN ELEMENTS TO EVALUATE (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	0-10	
Applied principles of design and rules for proper layout	0-20	
Creativity	0-20	
Overall design and appearance	0-20	
TOTAL POINTS (100 maximum)		



Job 2: Flyer		
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).		
8.5 x 11" paper with 1" margins	5	
Included: Layout: Portrait Orientation	5	
Included: Answers are offset from questions and italicized	5	
Included: Border around entire page	5	
DESIGN ELEMENTS TO EVALUATE (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	0-10	
Applied principles of design and rules for proper layout	0-20	
Creativity	0-20	
Overall design and appearance	0-20	
TOTAL POINTS (100 maximum)		



Job 3: Business Card		
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).		
8.5 x 11" paper with business card printed in center.	5	
Card measures 2.5" x 3"; centered on an 8 ½" x 11" paper.	5	
Included: At least one graphic	5	
Included: Manager's name, address and phone number.	5	
DESIGN ELEMENTS TO EVALUATE (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	0-10	
Applied principles of design and rules for proper layout	0-20	
Creativity	0-20	
Overall design and appearance	0-20	
TOTAL POINTS (100 maximum)		



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 and resources provided may be used. You may however, use Word Art, lines, circles, squares, rectangles, polygons, and/o AutoShapes. In addition, you may modify 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 in the event of a tie.
7. Save all work with your contestant number on the flash drive provided by the contest administrator, if one was provided. When turning in your completed work, arrange your printouts in numerical order with Job 1 on top then place your Scoring Sheet on top of all the job sheets. Turn in all partial jobs. Staple any printed rough draft pages to the bottom and place an X across each rough draft page to ensure it is not graded.



Student Directions: Use only the graphics supplied. In addition, WordArt, lines, shapes, and/or AutoShapes may be used.

GENERAL INFORMATION:

Professional Business Associates is offering a new service for their employees in the form of pet day care. They are calling this new office, Pet Paradise, and it will be managed by Tracey O'Brien. To begin, they will only be allowing dogs and cats, but may expand to other pets in the future. Pet Paradise offers a flexible schedule. You need to prepare some documents to help Pet Paradise get up and running. The business is located at 5454 Cleveland Avenue, Columbus, OH 43231-4021. Their phone number is (614) 555-8888.

JOB 1: LETTERHEAD

Create a letterhead, 8 ½" x 11" for Pet Paradise. Use a top margin of .5" and keep letterhead in top 2" of the page. Include the business name, address and phone number and at least one graphic.

JOB 2: FREQUENTLY ASKED QUESTIONS FLYER

Many of the clients will ask the same questions. Please create a Frequently Asked Questions (FAQ) flyer on an 8 ½" x 11" piece of paper that we can hand out to our customers. Use at least two graphics, 1" margins on all sides in portrait orientation. Add a border around the page. Offset the answers from the question by using an italicized font.

1. What type of animals do you accept? Answer – Dog and cats at this time.
2. What kind of vaccinations does my dog need to have? Answer – Dogs must be vaccinated with DPP, Bordetella, Rabies and Canine Influenza.
3. What kind of vaccinations does my cat need to have? Answer – Cats need to have a FVRCP and Rabies.
4. How will you know if my pet has these vaccinations? Answer – You will need to provide documentation from your vet.
5. I only need day care for half a day, is that okay? Answer – Yes! We charge an hourly rate, so you only pay for the time your pet is in our care.
6. My pet takes medication. Will you be able to administer it? Answer – Yes. We will ask you to provide us with a medication form, and we will make sure your pet receives their medications.
7. My pet has a few minor medical conditions. How can I let you know about them? Answer – We will have you fill out our Pet Assessment Form which asks about their medical history and how the pet reacts with other people and pets.
8. While my pet is in your care, would you do some grooming? Answer – Certainly! We are equipped to groom your pet while you work!
9. What are your fees? Answer – We charge by the hour, but provide reduced rates the longer we have your pet. Please ask us for our fee schedule.
10. Do you keep pets overnight? Answer – No, we do not keep pets overnight.



JOB 3: BUSINESS CARD

Create a business card that can be given out to customers. The card should be 2.5" x 3" and printed in the center of an 8 ½" x 11" paper. Please include the manager's name, Tracey O'Brien, address, and phone number. Include a graphic. Print one card.