



# DIGITAL PUBLISHING

(415)

REGIONAL – 2016

**Production Portion:**

Technical Scoring	_____	( 30 points)
Job 1: Student-generated Logo and tagline	_____	( 70 points)
Job 2: Business Card	_____	(110 points)
Job 3: Electronic Accommodations Form	_____	(120 points)
Job 4: Room Key	_____	( 95 points)
Job 5: ID Badge	_____	(135 points)
Job 6: Table Tent	_____	(120 points)
<b><i>TOTAL POINTS</i></b>	_____	<b><i>(680 points)</i></b>

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

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### **GENERAL INSTRUCTIONS**

1. Make certain this test booklet contains Jobs 1-6.
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 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. When turning in your completed work, place your Scoring Sheet on top of all your jobs. The jobs should be arranged in numeric order. Turn in all partial jobs. Turn in all rough draft pages with an X across each page. Save all work with your contestant number on the flash drive provided by the contest administrator.



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SCORING RUBRIC**

<i>Technical Scoring-All or no points will be awarded for each requirement</i>	<i>Points</i>	<i>Score</i>
Contestant # located in lower left corner on all jobs	10	
Job # located in lower left corner on all jobs	10	
Jobs submitted in order	10	
<b>Total for Technical Scoring</b>	<b>30</b>	
<b><i>Job 1—Student-Generated Logo and Tagline</i></b>		
Correct size (4” x 4”)	5	
Accurate spelling, punctuation, and grammar (-2 for each error)	20	
Effective use of fonts, type styles, and type sizes	10	
Logo uses two of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, or rotation	10	
Overall design and appearance, including creativity	25	
<b>Total for Job 1</b>	<b>70</b>	
<b><i>Job 2—Business Card</i></b>		
Custom Size 3.5” by 2”	10	
Student-generated logo and tagline from Job 1	5	
Accurate information presented	10	
Effective use of fonts, type styles, type sizes, and borders	10	
Accurate spelling, punctuation, and grammar (-2 for each error)	20	
Typography choice supports the logo and colors	10	
Crop marks visible	15	
Overall design and appearance, including creativity	25	
Saved file as PDF	5	
<b>Total for Job 2</b>	<b>110</b>	
<b><i>Job 3—Electronic Accommodations Form</i></b>		
Student-generated logo and tagline from Job 1	5	
Correct size: full page	5	
Consistent color and theme	10	
Overall design and appearance, including creativity	25	
Accurate spelling, punctuation, and grammar (-2 for each error)	30	
Typography choice supports the logo and colors	10	
Hotel information present	5	
Correct image labeled with correct information	10	
Set-up as electronic form with area to pick selection	20	
<b>Total for Job 3</b>	<b>120</b>	



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<b><i>Job 4—Room Key</i></b>		
Custom Size 3.5” by 2.125”	10	
Student-generated logo and tagline from Job 1	5	
Conference Information presented	10	
Indication of direction for use	10	
Magnetic strip	10	
Design of card aligns with theme of conference and/or location	20	
Typography choice supports the logo and colors	10	
Accurate spelling, punctuation, and grammar (-2 for each error)	20	
<b>Total for Job 4</b>	<b>95</b>	
<b><i>Job 5—ID Badge</i></b>		
Custom Size 2.125” by 4.125” landscape	10	
Student-generated logo and tagline from Job 1	5	
Lanyard hole at least .25” from top	15	
Picture placeholder for attendee	15	
Barcode along bottom	20	
Attendee name around barcode with letter kerning applied	20	
Designed with conference theme and/or location	20	
Typography choice supports the logo and colors	10	
Accurate spelling, punctuation, and grammar (-2 for each error)	20	
<b>Total for Job 5</b>	<b>135</b>	
<b><i>Job 6—Table Tent</i></b>		
Custom size 3.75” wide by 11” tall; 0” margins	10	
Student-generated logo and tagline from Job 1	5	
Table tent includes dining information	10	
Top panel printed upside down (180 degrees rotated) should match other panel	20	
Typography choice supports the logo and colors	10	
Accurate spelling, punctuation, and grammar (-2 for each error)	20	
Display panel 3.75” tall, leaving 3/8” at top and 1 1/8” at the bottom	25	
Ruler guide at 6 1/8” to separate panels	20	
<b>Total for Job 6</b>	<b>120</b>	



The following jobs will focus on Professional Business Associates Technology Conference. Conference information and hotel information are listed below. Use this information throughout.

Conference Location: Orlando, Florida  
Conference Dates: Tuesday, May 2, 2017 – Sunday, May 7, 2017  
Conference Hotel: Orlando Harbor Sheradine  
8210 Magic View Lane  
Orlando, FL 32198  
P: 888-901-8899  
F: 888-901-1155

### **Job 1: Student-generated Logo and Tagline**

Create a student-generated logo and tagline for the company Professional Business Associates Technology Conference

- Size: 4" x 4"
- Logo must use two of the following advanced features: drop shadow, outlined text, vector drawn graphic/ shape, gradient, transparency, letter kerning, scale, or rotation
- Create an appropriate tagline/slogan/branding for the company to match the logo

### **Job 2: Business Card**

Create a business card for the Technology Conference Coordinator that Professional Business Associates will host. For the business card, include:

- Student-generated logo and tagline from Job 1
- Business Card size: 3.5" x 2"
- Use borders, shapes, font effects, etc.
- Information to be included:
  - Conference Coordinator: Ben Law
  - Phone: 555-444-3333
  - Fax: 555-222-1111
  - Email: blaw@pba.org
- Export to PDF with print crop marks



### Job 3: Electronic Accommodations Form

Create a full-page electronic flyer. The flyer needs to show available room styles for the conference along with description. Room images are in the file provided. Each room needs to have correct information provided below.

- Student-generated logo and tagline from Job 1
- Hotel Information
- Active Button for each room style for guest to select
- Room Information as follows:
  - Traditional Room (Double or King): \$329/night
    - Relax and rejuvenate in our newly remodeled contemporary guest rooms. Enjoy a 37" LCD TV, cozy duvet covers, and an oversized work desk positioned for dramatic city views. This room has a custom-designed bed for a great night's sleep, with a plush top mattress and four pillows. High Speed Internet Access is available upon request for a fee.
  - Harbor View Room (Double or King): \$398/night
    - Located on our higher floors, guests can relax with a beautiful view of the harbor. This room is perfect to watch the boats during the day and view the city line by evening. This room has a custom-designed bed for a great night's sleep, with a plush top mattress and four pillows. Room is accommodated with standard amenities and High Speed Internet Access is available upon request for a fee.
  - Junior Suite: \$428/night
    - Our charming Junior Suite offers the perfect balance for guests in search of added space for work or leisure. This tastefully decorated suite combines a spacious bedroom with a work area and attractive sitting area. Be productive at the desk with ergonomic chair, or curl up on the comfortable sofa or chairs in the sitting area in front of a great movie.
  - Executive Suite: \$498/night with minimum 3 night stay
    - Located on our higher floors, this suite offers upgraded amenities, complimentary beverages, and complimentary club lounge access. The Sheraton Dallas offers a brand new Club Lounge that features complimentary breakfast, afternoon hors d'oeuvres and a variety of beverage options. These rooms feature all of the great amenities of our traditional guest rooms, from the sizeable bathroom to the workspace and large television, plus great views.



### **Job 4: Conference Room Keys**

Create a credit card size room entry key (front and back) for the hotel that is specific to the technology conference. For the hotel room key, include:

- Student-generated logo and tagline from Job 1
- No larger than 3.4” x 2.125”
- Use borders, shapes, font effects, etc.
- Include, but not limited to:
  - Conference
  - Room number
- Indication of which way to enter into keypad
- Electronic magnet for entry
- Design to align with conference theme and/or location

### **Job 5: Conference ID Badge**

Create a landscape ID badge for participants attending the conference. The ID badge will be used for attendees to scan in at meetings and success sessions upon arrival. For the Conference ID Badge, include:

- Student-generated logo and tagline from Job 1
- Size: 2.125” x 4.125”
- Designate an area for the lanyard that needs to be at least .25” from top
- Include a picture place holder for attendee
- Include a barcode along the bottom
- Attendee’s name should appear around barcode, apply kerning to Attendee’s name for readability
- Design to align with conference theme and/or location



## Job 6: Hotel Room Table Tent

Create a custom table tent for hotel rooms upon guest arrival. The table tent will sit on the desk and inform guests of dining features that the hotel has to offer.

Table Tent Layout:

- Size: 3.75” wide x 11” tall; 0” margins.
- Set a ruler guide at 2 3/8” and 9 7/8”, do not place any information above the top guide or below the bottom guide.
- Set a ruler guide at 6 1/8”, this will separate the repeated panel.
- Display panels will be 3.75” tall; leave 3/8” at the top for the base and 1 1/8” at the bottom for the base.
- Top square panel will need to be flipped 180 degrees (upside down).

Table tent should include:

- Student-generated logo and tagline from Job 1.
- Use borders, shapes, font effects, etc.
- Dining Information and hours of operation:
  - Harbor Café:
    - Daily 6am – 11pm
  - Sheyla’s Steak House
    - Monday – Thursday 11am – 9pm
    - Friday – Saturday 11am – 10pm
    - Sunday 11am – 7pm
  - Corner Park Diner
    - Daily 6am – 3pm
  - Lee’s Coffee Beans
    - Daily 5:30am – 2pm