



DIGITAL PUBLISHING

(415)

REGIONAL – 2017

Production Portion:

Job 1: Student-generated Logo	_____ (70 points)
Job 2: Business Card	_____ (140 points)
Job 3: Advertisement	_____ (85 points)
Job 4: Certificate	_____ (75 points)
Job 5: Program	_____ (285 points)

TOTAL POINTS _____ (*655 points*)

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

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Workplace Skills Assessment Program competition.



GENERAL INSTRUCTIONS

1. Make certain this test booklet contains Jobs 1-5.
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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SCORE SHEET

<i>Job 1—Student-Generated Logo</i>	<i>Points</i>	<i>Score</i>
Correct size (5" x 5")	5	
Accurate spelling, punctuation, grammar (-5 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	
Total for Job 1	70	
<i>Job 2—Business Card</i>	<i>Points</i>	<i>Score</i>
Custom Size 3.5" x 2"; .25" bleed	15	
Student-generated logo and tagline from Job 1	5	
Accurate information presented	10	
Effective use of fonts, type styles, and type sizes	10	
Accurate spelling, punctuation, and grammar (-5 for each error)	20	
Two different versions provided	20	
Typography choice supports the chosen logo and colors	10	
Print marks visible (Crop, Bleed, Registration, Color bar, Page Info.)	20	
Overall design and appearance, including creativity	25	
Saved file as PDF	5	
Total for Job 2	140	
<i>Job 3—Advertisement</i>	<i>Points</i>	<i>Score</i>
Student-generated logo and tagline from Job 1	5	
Correct size: full page; .5" margin	15	
Consistent color and theme	10	
Overall design and appearance, including creativity	25	
Accurate spelling, punctuation, and grammar (-5 for each error)	20	
Typography choice supports the chosen logo and colors	10	
Total for Job 3	85	
<i>Job 4—Certificate</i>	<i>Points</i>	<i>Score</i>
Student-generated logo and tagline from Job 1	5	
Full-page Spread; .25" margin	20	
Effective use of fonts, type styles, and type sizes	10	
Accurate spelling, punctuation, and grammar (-5 for each error)	20	
Accurate information presented (Attendee Name, Conf. Information, Signature, Date)	20	
Total for Job 4	75	



Job 5—Program	Points	Score
Two-page spread; .25” margin	20	
Student-generated logo and tagline from Job 1	5	
Effective use of fonts, type styles, and type sizes	15	
Overall design and appearance, including creativity	20	
Consistent color and theme for all pages	10	
Typography choice supports the chosen logo and colors	10	
Overall design and appearance, including creativity	25	
Total specification points	105	
Spread 1: Front Cover	Points	Score
Student-generated logo and tagline from Job 1	5	
Design and appearance, including creativity	20	
Spread 1 Total	25	
Spread 2: Center Folder-Left Side	Points	Score
Student-generated logo and tagline from Job 1	5	
Accurate information presented	15	
Accurate spelling, punctuation, and grammar (-5 for each error)	10	
Information arranged clearly	15	
Spread 2 Total	45	
Spread 3: Center Fold-Right Side	Points	Score
Student-generated logo and tagline from Job 1	5	
Letter layout around picture	30	
Design and appearance, including creativity	20	
Spread 3 Total	55	
Spread 4: Back Cover	Points	Score
Student-generated logo and tagline from Job 1	5	
Layout design arranged to catch eye and by sponsorship level	30	
All 6 vendors included, as well as their logo	20	
Spread 4 Total	55	
Total for Job 5	285	



The following jobs will focus on Professional Business Associate's Leadership Conference. Conference information and hotel information are listed below. Use this information throughout.

Conference Location: Dallas, Texas

Conference Website: www.pba.org/lconference

Conference Dates: Wednesday, May 9, 2018 – Sunday, May 13, 2018

Conference Hotel: Magic Stars Hotel

8210 Cowboy Lane

Dallas, TX 76051

P: 888-409-2312

F: 888-401-4128

Job 1: Student-Generated Logo

Create a student-generated logo for the company Professional Business Associate's Technology Conference. The theme to incorporate is: Innovate. Integrate. Motivate.

- Size: 5" x 5"
- Logo must use two of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, or rotation

Job 2: Business Card

Create two different versions of a business card for the Leadership Conference Coordinator. The coordinator will choose from these two versions. For the business card, include:

- Student-generated logo and tagline from Job 1
- Business Card size: 3.5" x 2" with a .25" bleed
- Use borders, shapes, font effects, etc.
- For printing, save document as Adobe PDF and include all Printer's Marks
- Information to be included:
 - Leadership Conference Coordinator: Samantha Hickman
 - Phone: 213-431-2245
 - Fax: 213-431-1111
 - Email: sahickman@pba.org



Job 3: Advertisement

Create a full-page flyer promoting PBA's Leadership Conference. The flyer should include conference information and include the information below.

- Student-generated logo and tagline from Job 1
- Conference Information
- 0.5" margin
- Use borders, shapes, font effects, etc.

Job 4: Certificate

Create an 11 x 8 ½" spread for the attendee certificate for attending the Professional Leadership Conference. The certificate should include, but is not limited to:

- Student-generated logo and tagline from Job 1
- Use borders, shapes, font effects, etc.
- Designed to align with conference theme and/or location
- Space for: Attendee name, Conference Information, President Signature, Date
- Margins 0.25"

Job 5: Program

Create a two-page program for the Professional Leadership Conference. The program should include, but is not limited to:

- Student-generated logo and tagline from Job 1
- Use borders, shapes, font effects, etc.
- Designed to align with conference theme and/or location
- Margins 0.25"

Front Cover

Create a cover page for the conference.

Center Fold-Left Side

Design this section as a highlight of weekly activities. Activities are listed below:

- Wednesday: Orientation, Check-in, Registration
- Thursday: Opening Ceremony, Award Recipient Luncheon, Officer Candidate Speeches
- Friday: BIG EVENT Service Project, Conference Success Session
- Saturday: Closing Ceremony and Awards Presentation



Center Fold-Right Side

Design this section using the letter from the President (file is entitled President Letter) and the President graphic that can be found in the files provided for the event.

Back Cover

Design this section as a thank you to PBA's Conference sponsors. Layout must include the logo for each company and be organized by level of sponsorship; the level of sponsorship can be found in the file entitled Donor Names Level.txt included in the files provided for the event. Use the graphics/logos found in the files provided for the event.