Contestant Number: _____

Time: _____

Rank: _____

DIGITAL PUBLISHING
(415)

REGIONAL – 2018

Production Portion:

Job 1: Logo and Tagline _____ (95 points)

Job 2: Flyer _____ (80 points)

Job 3: Calendar _____ (120 points)

Job 4: Program _____ (285 points)

TOTAL POINTS _____ **(580 points)**

Failure to adhere to any of the following rules will result in disqualification:
1. **Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
2. **No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
3. **Electronic devices will be monitored according to ACT standards.**

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time
No more than ten (10) minutes wrap-up

General Instructions

1. Make certain this test booklet contains Jobs 1-4.

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 when there is a tie score.

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

Job 1—Student-Generated Logo	Points	Score
Correct size (4" x 4")	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	20	
Overall design and appearance, including creativity	25	
Tagline aligns with logo	15	
Total for Job 1	**95**	
Job 2—Flyer		
Student-generated logo and tagline from Job 1	5	
Accurate information presented	10	
Effective use of borders, fonts, type styles, and type sizes	10	
Accurate spelling, punctuation, and grammar (-5 for each error)	20	
Typography choice supports the chosen logo and colors	10	
Overall design and appearance, including creativity	25	
Total for Job 2	**80**	
Job 3—Calendar		
Student-generated logo and tagline from Job 1	5	
Correct size: full page; 0.25" margin	15	
Consistent color and theme	10	
Icon/image for at least five of the events	25	
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	
Accurate information presented	10	
Total for Job 3	**120**	

Job 4—Program		
Two-page spread; .2" 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		
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		
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		
Student-generated logo and tagline from Job 1	5	
Layout design arranged to catch eye	30	
Included all 10 events for all 4 days	20	
Spread 3 Total	**55**	
Spread 4: Back Cover		
Student-generated logo and tagline from Job 1	5	
Letter layout around picture	30	
Design and appearance, including creativity	20	
Spread 4 Total	**55**	
Total for Job 4	**285**	

The following jobs will focus on Professional Business Associates (PBA) National Leadership Conference. Conference and hotel information are listed below. Use this information throughout.

Conference Location: Anaheim, California
Conference Website: www.pba.org/conference
Conference Dates: Wednesday, May 1, 2019 – Sunday, May 5, 2019
Conference Hotel: Golden State Hotel
2019 Laker Lane
Anaheim, CA 21895
P: 888-409-2312
F: 888-401-4128

Job 1: Student-Generated Logo and Tagline
Create a student-generated logo for the company Professional Business Associates National Leadership 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

Job 2: Flyer
Create a one-page flyer promoting the PBA National Leadership Conference. The flyer should promote a day of service in the community. For the flyer, include:
- Student-generated logo and tagline from Job 1
- Use borders, shapes, font effects, etc.
- Activities for the day of service include:
    o Cleaning the community
    o Blood Drive
    o Painting fence at Senior Living Center

Job 3: Calendar
Create a full-page calendar laying out events leading up to the PBA National Leadership Conference. For the calendar, include:
- Student-generated logo and tagline from Job 1
- 0.25" margins
- Use borders, shapes, font effects, etc.
- Include an image or icon for at least five of the events

- Conference Dates
    - Early Registration Ends – April 8
    - Pre-submit Deadline – April 15
    - Hotel Cut-off – April 22
    - Host Committee Meeting – April 28, 29, 30
    - Board Meeting – April 29, 30 and May 5
    - Opening Session – May 1
    - Competitive Events – May 1 - 4
    - Day of Service – May 2
    - PBA Social – May 2
    - Awards Ceremony – May 4

Job 4: Program

Create a two-page program for the Professional Business Associates National Leadership Conference. Program *must* include, but 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 0.2"

Front Cover
Create a cover page for the conference.

Center Fold-Left Side
Promoting PBA Social Event. The event information is listed below. Design needs to align with the overall conference theme and tagline.
- Party on the Plaza
- DJ Mickey
- Food for Purchase
- Games
- Raffle

Center Fold-Right Side
Design this section as a highlight of the week's activities. Activities are listed below:
- Wednesday: Opening Ceremony, check-in, registration
- Thursday: Judges luncheon/orientation, Award recipient luncheon, Officer Candidate Speeches
- Friday: Service Day, PBA Social
- Saturday: Closing Ceremony and Awards Presentation

Back Cover
Design this section with the letter from the Board Chair and Job 1 logo. Make sure to align the text to flow around the picture.