

# DIGITAL PUBLISHING (415)

## REGIONAL – 2019

### Production:

|                                    |       |              |
|------------------------------------|-------|--------------|
| Job 1: Logo and Tagline            | _____ | (80 points)  |
| Job 2: Business Card               | _____ | (80 points)  |
| Job 3: Certificate of Appreciation | _____ | (80 points)  |
| Job 4: Flyer                       | _____ | (130 points) |

***TOTAL POINTS*** \_\_\_\_\_ ***(370 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 (90) minutes testing time  
No more than ten (10) minutes wrap-up

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*Workplace Skills Assessment Program* competition.

### **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 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.

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SCORE SHEET

| <b>Job 1—Student Generated Logo and Tagline</b>   | <b>Points</b> | <b>Score</b> |
|---|---------------|--------------|
| Correct Size (4"x4")  | 10            |              |
| Accurate spelling, punctuation, grammar, capitalization, and use of fonts (-5 for each)                               | 25            |              |
| Use of at least 3 Advanced Effects: drop shadow, stroke, glow, transformation, gradient or transparency (-5 for each) | 15            |              |
| Tagline is appropriate and complements logo in placement and design   | 30            |              |
| <b>Total for Job 1</b>  | <b>80</b>     |              |

| <b>Job 2—Business Card</b>   | <b>Points</b> | <b>Score</b> |
|--|---------------|--------------|
| Correct Size (3.5"x2")   | 10            |              |
| Accurate spelling, punctuation, grammar, capitalization, and font size (-5 for each) | 25            |              |
| Use of appropriate design principles—use of white space and visual appeal            | 25            |              |
| All information included—text and logo   | 20            |              |
| <b>Total for Job 2</b>   | <b>80</b>     |              |

| <b>Job 3—Certificate</b>  | <b>Points</b> | <b>Score</b> |
|---|---------------|--------------|
| Correct Size & Margins (10"x8") [landscape] (.5")                               | 10            |              |
| Accurate spelling, punctuation, grammar, capitalization, and font (-5 for each) | 25            |              |
| Use of appropriate design principles—use of white space and visual appeal       | 25            |              |
| All information included—text and logo  | 20            |              |
| <b>Total for Job 3</b>  | <b>80</b>     |              |

| <b>Job 4—Business Flyer</b>  | <b>Points</b> | <b>Score</b> |
|--|---------------|--------------|
| Correct Size & Margins (11"x14") (.5")   | 10            |              |
| Effective use of Logo and Tagline  | 20            |              |
| Accurate spelling, punctuation, grammar, capitalization, and font size (-5 for each) | 25            |              |
| Use of appropriate design principles—use of white space and visual appeal            | 20            |              |
| All information included—text and logo   | 20            |              |
| Effective use of font styles (leading, kerning, scale, tracking)                     | 15            |              |
| Use of color enhances overall appearance   | 20            |              |
| <b>Total for Job 4</b>   | <b>130</b>    |              |

## **DIGITAL PUBLISHING - REGIONAL 2019**

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

**Conference Location:** Washington, DC

**Conference Website:** [www.pba.org/conference](http://www.pba.org/conference)

**Conference Dates:** Wednesday, May 6, 2020 – Sunday, May 10, 2020

**Conference Hotel:** Lincoln Hotel and Convention Center

1701 Congress Avenue

Washington, DC 20001

P: 888-555-1213

F: 888-555-1213

### **Job 1: Student Generated Logo and Tagline**

Create a student-generated logo for the Professional Business Associates National Leadership Conference.

- Size: 4"x4"
- Accurate spelling, punctuation, grammar, capitalization, and font size
- Logo must use at least three (3) Advanced Effects: drop shadow, stroke, glow, scale, transformation, gradient, vector drawn graphic, or transparency
- Tagline is appropriate and complements logo in placement and design

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

Design a business card for new employee Shannon Sears, Event Coordinator for Professional Business Associates, 5454 Cleveland Avenue in Columbus, OH 43231-4021, 888-717-1212, using the logo from Job 1.

- Size 3.5"x2"
- Accurate spelling, punctuation, grammar, capitalization, and font size
- Use of appropriate design principles—use of white space and visual appeal
- All information included

### **Job 3: Certificate of Appreciation**

Design a Certificate of Appreciation for those members who participated in the Professional Business Associates Day of Service during the National Leadership Conference, using the logo from Job 1.

- Size 10"x8" - Landscape
- Student-generated logo and tagline from Job 1
- Accurate spelling, punctuation, grammar, capitalization, and font size
- Use of appropriate design principles—use of white space and visual appeal
- All information included
- Include the following text: In appreciation for your dedication to others
- Presented to: Use Recipient Name, as a place holder for the name
- Date: May 8, 2019

### **Job 4: 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:

- Size 11"x14"
- .5 margins
- Student-generated logo and tagline from Job 1
- Use borders, shapes, font effects, etc.
- Activities for the Day of Service include:
  - 5k Walk for Humanity – Friday, May 8, 6 p.m.
  - Blood Drive—Friday, May 8, 9 a.m. – 3 p.m.
  - Socks for Seniors—Friday, May 8, 7 a.m.—5 p.m.
- Meeting location for all Day of Service Events: Lincoln Hotel and Convention Center, Ballroom D