

# FUNDAMENTAL DESKTOP PUBLISHING (400)

## REGIONAL – 2015

### Production Portion:

Job 1: Logo Development	_____	(60 points)
Job 2: Frequent Shopper Coffee Card	_____	(160 points)
Job 3: Price List with Leaders	_____	(185 points)
Job 4: Card—Save the Date	_____	(160 points)
<b><i>TOTAL POINTS</i></b>	_____	<b><i>(565 points)</i></b>

**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 and resources provided may be used. You may, however, use Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes. In addition, you may modify or enhance the supplied graphics.
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.

## SCORE SHEET

*\*Note... Contestants may use software templates, but creativity points may be reduced.*

### Job 1: Logo Development

	Points	Score	Total
1. Accurate spelling, punctuation, grammar (-5 for each error)	10	_____	
2. Font choice	10	_____	
3. Correct size (3 x 3)	10	_____	
4. Design principles	10	_____	
5. Creativity ( <i>theme, eye-catching</i> )	10	_____	
6. Contestant Number and Job Number in lower left corner	<u>10</u>	_____	
<b>Total</b>	<b>60</b>		_____

### Job 2: Frequent Shopper Coffee Card

	Points	Score	Total
1. 0.10-inch margins	10	_____	
2. Accurate spelling, punctuation, grammar (-5 for each error)	15	_____	
3. Font choice	10	_____	
4. Graphics usage	20	_____	
5. Correct size (3.5 x 2)	10	_____	
6. All info included ( <i>Logo, Tagline, Information, Punch Items</i> ) – 5 for each	35	_____	
7. Design principles	25	_____	
8. Creativity ( <i>theme, eye-catching</i> )	25	_____	
9. Contestant Number and Job Number in lower left corner	<u>10</u>	_____	
<b>Total</b>	<b>160</b>		_____

### Job 3: Price List (with leaders)

	Points	Score	Total
1. Completeness of information	25	_____	
2. Correct size (8 ½ x 11)	10	_____	
3. Applied dot leaders effectively	25	_____	
4. Effective font choice	15	_____	
5. Accurate spelling, punctuation, grammar (-5 for each error)	25	_____	
6. Included graphic image(s)	25	_____	
7. Overall design and appearance	25	_____	
8. Creativity ( <i>theme, eye-catching</i> )	25	_____	
9. Contestant Number and Job Number in lower left corner	<u>10</u>	_____	
<b>Total</b>	<b>185</b>		_____

<b>Job 4: Save the Date Postcard</b>			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
1. Font choice	10	_____	
2. Date and time included	10	_____	
3. Door prizes announcement listed	20	_____	
4. Accurate spelling, punctuation, grammar (-5 for each error)	25	_____	
5. Graphics usage	10	_____	
6. Correct size (4" x 6" or 6" x 4")	10	_____	
7. Printed with crop marks	15	_____	
8. Design principles	25	_____	
9. Creativity ( <i>theme, eye-catching</i> )	25	_____	
10. Contestant Number and Job Number in lower left corner	<u>10</u>	_____	
<b>Total</b>	<b>160</b>		_____
<b>TOTAL POINTS</b>		<b>565</b>	_____

**CONTESTANT DIRECTIONS:** Use only the graphics supplied and files supplied in the resource folder. In addition, Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes may be used. You may also enhance the graphics provided—shading, backgrounds, and other enhancements.

***Project:***

Professional Business Associates is opening a new coffee shop on the first floor of their building at 5454 Cleveland Avenue, Columbus, OH 43231-4021, for its employees and guests. As a desktop publisher, you have been asked to design the following documents for the new shop. Be creative, and have fun with these projects.

**JOB 1: LOGO DEVELOPMENT**

Design an appropriate logo for the new coffee shop—*The Daily Grind*. The logo will be used for other promotions involving the coffee shop. Also, include a tagline of: “Relax and Rejuvenate” somewhere on the logo.

Size: 3” x 3”

Resize images as needed. Not all graphic files must be used.

**JOB 2: FREQUENT SHOPPER COFFEE CARD**

At *The Daily Grind*, we would like to reward customers for returning to purchase coffee. Please design a Frequent Shopper Coffee Card which can be punched each time a customer purchases coffee, tea, or another hot drink item. After nine punches, the tenth cup is free. It can be any hot drink item on the menu.

The following information should also be included on the Punch Card.

- Size: 3.5 x 2
- Logo (*the one developed in Job 1*)
- Directions on use of the card
- Items to be punched each time a customer purchases a cup of coffee
- 10<sup>th</sup> Item is free

### JOB 3: PRICE LIST

In the new shop, we will need a Price List. Using 8 ½ x 11” inch paper, design a Price List using dot leaders from the first column to the right column with the prices. Be sure to right align the prices. Include the coffee shop logo, and supply an appropriate heading/title. Add any additional enhancements to make the document attractive.

Hot Beverages	
Coffee—Small	\$1.50
Coffee—Large	\$2.50
Latte	\$3.00
Cappuccino	\$2.50
Espresso Shot	\$1.00 Extra
Frozen Beverages	
Famous Iced Capp	\$3.50
Iced Capp Supreme	\$4.50
Mocha Iced Capp	\$2.50
Real Fruit Smoothie	\$3.00
Frozen Lemonade	\$2.50
On Ice	
Iced Coffee	\$2.00
Mocha Iced Coffee	\$2.50
Brewed Iced Tea	\$2.00
Iced Latte	\$2.50
Iced Latte Supreme	\$3.50
Baked Goods	
Donuts	\$1.00
Donut Holes	\$.25 each
Muffins	\$1.50
Bagels	\$1.50
Cookies	\$1.00

### JOB 4: SAVE THE DATE POSTCARD – GRAND OPENING

Your final task is to create a “Save the Date” postcard (4” x 6” or 6” x 4”) reminding employees of the Grand Opening of *The Daily Grind*, which will be held on Friday, January 16, 2015. Address: 5454 Cleveland Avenue, Columbus, OH 43231-4021. Free samples and discounts will be given. Employees can also pick up a Frequent Shopper Coffee Card. The event will be held from 6 a.m. – 6 p.m. Door prizes will be awarded.

- Print with crop marks.
- Resize images, as needed.
- Not all graphic files must be used.

## GRAPHICS



Coffee 1



Coffee 2



Coffee 3



Coffee 4



Coffee 5



Coffee 6



Coffee 7



Coffee 8