

# Desktop Publishing

*Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition for FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.*

## Competencies

Participants should be prepared to create, design, and produce useable copy on a computer using desktop publishing software.

In addition, participants will be tested on their understanding and mastery of basic desktop terminology and concepts; related desktop application knowledge; desktop layout rules and standards; and message presentation, accuracy, and proofreading.

## Business Education Curriculum Standards:

Communication, Information Technology

## Eligibility

Each chapter may submit entries of teams composed of two (2) individual members from the same chapter. Each participants must be a member who is on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year. No member may participate in more than one team.

One member of the team may have competed in this event at a previous National Leadership Conference.

## Procedure

Chapters must complete the School Site Testing Request Form and submit it by the deadline. Completed production tests must be submitted by the deadline. Tests received after the deadline may still be accepted by judges—but not without penalty points being assessed.

Note: Please see the Special Event Guidelines at the beginning of this section for additional information.

## School Site

Two (2) hours will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions. **Please note: final products must be submitted in COLOR.** Participants will complete problem(s) that may include application of the following:

- ▽ Graphics
- ▽ Text creation
- ▽ Lay-out creativity
- ▽ Selection of appropriate fonts and type sizes

## Objective Test

The online written test will constitute 15% of the final score.

## **Desktop Publishing continued...**

The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in black and white or in color or plain paper.

Word division manual and dictionaries be used as reference materials. Voice recognition software may be used where appropriate.

Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person. No reference materials may be used other than that provided or specifically allowed by the national association.

Documents received from local and state chapter become property of FBLA-PBL, Inc. and may be used for publication or reproduction for sale by the national association.



# Desktop Publishing Production Test Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Usability</b>					
Piece effectively meets goals of the project	0	1 – 6	7 – 14	15 – 20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1 – 2	3 – 4	5	
Information effectively synthesized	0	1 – 2	3 – 4	5	
<b>Technical Features</b>					
Appropriate font selection (i.e., size, font type, mix, leading)	0	1 – 3	4 – 7	8 – 10	
Effective text treatment (i.e., paragraph indents bullets, hanging indents, alignment, text wrapping)	0	1 – 3	4 – 7	8 – 10	
Effective application of a special effect(s), which may include but is not limited to drop case, shadowing, reverse type, screens, mirror images	0	1 – 3	4 – 7	8 – 10	
<b>Layout</b>					
Creative, original	0	1 – 3	4 – 7	8 – 10	
Appealing	0	1 – 3	4 – 7	8 – 10	
Selection and effective use of graphics)	0	1 – 3	4 – 7	8 – 10	
<b>Overall Effort</b>					
<ul style="list-style-type: none"> <li>∇ Comprehensive approach to the project</li> <li>∇ Effective use of technology for the task</li> <li>∇ Final project indicates a clear thought process and an intended, planned direction with the formulation and execution of a firm idea</li> </ul>	0	1 – 3	4 – 7	8 – 10	
<b>Total Points</b>					<b>/100 max.</b>
<b>Penalty Points</b>	Deduct 2 points for each typographical, spelling or grammatical error.				
<b>Final Score</b>					<b>/100 max.</b>

Names: \_\_\_\_\_

School: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: