

Digital Design & Promotion

An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.

Competencies

Participants should be prepared to create a digital design promotional logo and tag line for given topic, demonstrate appropriate graphic design rules, show creativity and cohesiveness of design and tag line, develop creative and appealing layout and design, use appropriate artwork and design techniques to address the given topic, use effective colors, layout, and design, describe logo and tag line and sell the recommendation, demonstrate good communication skills, possess good decision-making and problem-solving skills, effectively answer questions, and explain process for deciding design and tag line.

Business Education Curriculum Standards:

Communication, Information Technology

2011-12 State and National Topic:

You will develop a full promotional package for the Lancaster Youth Center (or you may substitute a local youth center in your community), a local youth association. This is a safe place that provides an alcohol, tobacco, and drug free environment for youth to gather, to be themselves, and to find their voice in the community. The association provides after-school activities for youth in grades 6-12.

You should have a primary logo design and six supporting designs that show how the logo would be incorporated in the following: (1) a long horizontal format, (2) a long vertical format, (3) a full page advertisement, (4) a small version of the logo to go on clothing merchandise, (5) a black and white logo, and (6) a three-color logo that could be used for three-color printing.

Eligibility

Each chapter may submit entries of individuals or teams composed of two (2) individual members from the same chapter. 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

Prejudged Project

- ▽ Projects must address the given topic. Student members, not advisers, must prepare projects.
- ▽ Participants should place emphasis on graphic interpretation of the topic and design.
- ▽ You may not use any words, diagrams, clipart, and/or artwork that are not public domain.

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- ▽ Logo must be saved PDF format and submitted via our online submission tool.
- ▽ Graphics should be computer generated.
- ▽ Nothing is to be mailed to Nevada FBLA. The PDF version of the entry should be submitted via our online submission tool.

Performance

- ▽ A maximum of ten (10) finalists will present their design to a panel of judges.
- ▽ Presentation of entry must be conducted by participants who authored the event. In case of a team event, at least one author must give the presentation; however, all team members who wish to be recognized must register for SBLC. No replacements or substitutions will be allowed.
- ▽ The presentation will be the opportunity for the students to "sell" their design and include an explanation of the choices made in the design.
- ▽ Participants are responsible for bringing a copy of the project submitted to use in the on site presentation.
- ▽ Visual aids related to the project may be used; however, no items may be left with judges.
- ▽ The individual or team must provide all equipment for the presentation. Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
- ▽ The individual or team has seven (7) minutes to present to a panel of judges to sell the logo and tag line concept.
- ▽ A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- ▽ Following each presentation, judges will conduct a three (3) minute question and answer period.



Digital Design & Promotion Production Test Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed toward a specific audience	0	1-7	8-14	15-20	
Presentation					
Layout has direction and balance.	0	1 – 3	4 – 7	8 – 10	
Font, colors, and graphics enhance aesthetic appeal.	0	1 – 3	4 – 7	8 – 10	
Graphic design shows creativity, originality, and supports topic	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate.	0	1-3	4-7	8-10	
Presentation is clear and concise.	0	1-3	4-7	8-10	
Design gains attention and has eye appeal.	0	1-3	4-7	8-10	
Total Points					/100 max.
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

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Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of promotional piece	0	1-3	4-7	8-10	
Description of development and design ideas	0	1-7	8-14	15-20	
Create interest and desire for design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-7	8-14	15-20	
Benefits matched to customer needs	0	1-3	4-7	8-10	
Design and Layout					
Concept – originality and creativity	0	1-3	4-7	8 – 10	
Design – purposeful and informational	0	1 – 3	4 – 7	8 – 10	
Layout – direction and balance	0	1 – 3	4 – 7	8 – 10	
Typography – readability, style, clarity	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal	/140 Max				
Time Penalty Deduct five (5) points for presentations over 7 minutes. Time:					
Dress Code Penalty: Deduct five (5) points when dress code is not followed					
Total Points	/140 max.				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: