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# **Graphic Design**

*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**

### *Project Competencies*

- create a digital design promotional logo and tag line for given topic
- demonstrate appropriate graphic design rules
- show creativity and cohesiveness for 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

### *Performance Competencies*

- answer questions effectively
- demonstrate the ability to make a businesslike presentation
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explain content logically and systematically

### **Business Education Curriculum Standard(s):**

Career Development; Communication; Information Technology; Marketing

## **2018 Topic**

Create a digital magazine spread for the FBLA publication, Tomorrow's Business Leader. You must include a cover; a feature article on an FBLA program; an interview with an educator, professional member, or sponsor; and a promotional announcement for the 2018 National Leadership Conference in Baltimore.

## **Region Eligibility**

Each chapter may enter two teams of one to three (1-3) members who must be from the same school. The participants must be members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

*In the event of a team entry, no more than one (1) member may have submitted a promotional piece for judging at a previous Region Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.*

It is the responsibility of the:

### **local chapter adviser**

- pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

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### **region adviser**

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

## **State Eligibility**

The minimum number of teams each region may enter is the first- and second-place winners whose participants are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

*One team member may repeat and may have entered this event at a prior State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual.*

**If one or more of the team’s members cannot participate in the performance and the team no longer has the required number of members, the team will not be allowed to substitute other participants and the team will be disqualified.**

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

### **local chapter adviser**

- to contact the region adviser about the team that will not be attending.

### **region adviser**

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference. to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbala.org/importantdates.php](http://www.pafbala.org/importantdates.php), which is posted on the PA FBLA web site.

## **Region Procedure**

The following procedures must be used:

### **Oral Presentation**

1. There will only be one round of competition at the region level.
2. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as region winners must register for the RLC. No replacements or substitutes will be allowed.
3. The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
4. Participant(s) are responsible for bringing a copy of the project submitted to use in the onsite presentation.
5. The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated.
6. Emphasize graphic interpretation of the topic and design.
7. Do not use any words, diagrams, clip art, and/or artwork that are not public domain.
8. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items.
9. The chapter must provide the computer, LCD projector, screen, table, and electrical power for this event unless otherwise announced by the region adviser.
10. The participants are responsible for bringing a copy of their promotional pieces.
11. Visual aids related to the project may be used; however, no items may be left with the judges or audience.

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12. The individual or team must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
  13. The individual or team will have seven (7) minutes to a panel of judges and sell the logo and tag line concept.
  14. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. 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.
  15. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  16. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
  17. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

## **State Regulations**

### **Conference Requirements**

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
  - The order of performance will be drawn at random by a member of the state committee.
  - Based on the judges' scores, up to twelve (12) teams will be posted and will compete in the final round.
2. The following procedures will be followed during the **final round**:
  - The order of performance will be drawn at random by a member of the state committee.
3. The adviser must report to event confirmation to verify the competitor's participation in this event. Participants not confirmed will be disqualified from the event.
4. Both the rounds will be open to an audience.
5. **The team members must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**

### **Conference Requirements**

#### **Oral Presentation**

1. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
2. The presentation will be the opportunity for the students to "sell" their design and include an explanation of the choices made in the design.
3. Participant(s) are responsible for bringing a copy of the project submitted to use in the onsite presentation.
4. The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated.

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5. Emphasize graphic interpretation of the topic and design.
  6. Do not use any words, diagrams, clip art, and/or artwork that are not public domain.
  7. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items.
  8. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
  9. The participants are responsible for bringing a copy of their promotional pieces.
  10. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
  11. The individual or team must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
  12. The individual or team will have seven (7) minutes to a panel of judges and sell the logo and tag line concept.
  13. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. 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.
  14. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  15. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
  16. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

## **Region and State Judging**

The individual/team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Content* section on the Performance Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Delivery* section on the Performance Rating Sheet.

### **Third Tiebreaker**

- Total points of the “Explains the design and development process” category within the *Content* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://www.pafbla.org/tiebreakers.php)

## **Region Awards**

Each region may decide the number and type of awards to be presented at the RLC.

## **State Awards**

The state will present a maximum of ten (10) awards at the State Leadership Conference.

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## **National Conference Eligibility**

The first-, second-, third-, and fourth-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first-, second-, third-, or fourth-place winner(s) cannot attend, it is the responsibility of the:

**local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about the student(s) who will not be attending.

**PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



# GRAPHIC DESIGN

## Performance Rating Sheet

Revised 2017-18

Preliminary Round

Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Description of the promotional materials	0	1-7	8-14	15-20	
Explains the design and development process	0	1-7	8-14	15-20	
Create interest and desire for the design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-7	8-14	15-20	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for guidelines not being followed.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

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

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Chief Administrator \_\_\_\_\_

Official Checker \_\_\_\_\_