
Publication Design

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

Competencies

- documents address topic are appropriate for the audience
- required information is effectively communicated
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- 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):

Communication; Information Technology

2018 Topic

You have been hired to develop a publication portfolio for a new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The materials developed should clearly identify the target market and its products. Give the business a name. The portfolio should include a logo for the business, a poster to advertise the business, a business card, and three additional promotional products.

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 project 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.

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.

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.

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 competitors each region may enter is the first- and second-place winners who are members of active local chapters and are on record in the Pennsylvania 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.

In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-2) may compete again in the same event as a team member the following year, not as an individual.

If one of the team's members cannot attend the SLC but has participated in the production portion of the event, the remaining team member will be permitted to attend the SLC to take the objective portion of the test. The non-attending member must still be registered for the SLC in order to claim any awards which the team may win.

The participant(s) are required to take both the objective and complete the production project in order to win an award at the SLC.

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 student who 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.pafbla.org/importantdates.php, which is posted on the PA FBLA web site.

At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.

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 event is to highlight print publications.
4. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
5. Competitors should bring copies of printed materials designed for presentation.
6. Comply with state and federal copyright laws.

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7. The presentation should include the team’s objective toward the topic; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
 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. Competitors must prepare projects. Advisers and others are not permitted to help.
 12. Competitors are responsible for bringing a copy of their project to show to the judges.
 13. 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.
 14. The individual or team will have seven (7) minutes to a panel of judges and sell the logo and tag line concept.
 15. 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.
 16. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
 17. 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.
 18. **The participant must comply with the PA FBLA Dress Code which can be found at 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 Procedure

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.

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5. **The team members must comply with the PA FBLA Dress Code which can be found at 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.**

Oral Presentation

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2. The event is to highlight print publications.
3. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
4. Competitors should bring copies of printed materials designed for presentation.
5. Comply with state and federal copyright laws.
6. The presentation should include the team's objective toward the topic; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
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. Competitors must prepare projects. Advisers and others are not permitted to help.
11. Competitors are responsible for bringing a copy of their project to show to the judges.
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.
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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. 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

Region Awards

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

State Awards

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

National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend 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.

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

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student 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.



PUBLICATION DESIGN

Performance Rating Sheet

Revised 2017-18

Preliminary Round

Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Describe the event topic and 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 of the design for the intended target audience	0	1-7	8-14	15-20	
Incorporates a consistency in graphic design to theme	0	1-5	6-10	11-15	
Includes correct grammar, punctuation, spelling, and information related to event topic	0	1	2-3	4-5	
Delivery Skills					
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	
Subtotal /100 max.					
Time Penalty Deduct five (5) points for presentations over seven (7) minutes					
Penalty Deduct five (5) points for failure to follow event guidelines.					
Dress Code: Deduct five (5) points for not following dress code.					
Total Points /100 max.					
Final Score /100 max.					

Names: _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Competitive Events Team