
Desktop Publishing

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

Participants should be prepared to create, design, and produce usable copy on a computer using desktop publishing software. The documents will address the topic and are appropriate for the audience; communicate information effectively; show creativity and cohesiveness of design; develop a final product that indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea; have appropriate selection of fonts and type sizes, and use graphics, text treatment, and special effects that show creativity and cohesiveness of design. 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; digital imaging and graphics; safety, ethics, and legal issues; print process; and message presentation, accuracy, and proofreading.

Career Cluster(s):

Business, Management, and Administration; Information Technology; Marketing, Sales and Service

Business Education Curriculum Standard(s):

Communication, Information Technology

Region Eligibility

Each chapter may enter two teams of two members. 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. If the region conference is scheduled after 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.

One team member may repeat and may have entered this event at a previous Regional Leadership Conference.

It is the responsibility of the:

local chapter adviser

- to 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.

One team member may repeat and may have entered this event at a previous State Leadership Conference.

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 participating team is required to take both the objective and production tests. Otherwise, the participating 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 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—Production Testing

The following procedures must be used:

1. The production tests will be provided to the school-site test administrator at each school. The Proctor Instructions, Proctor Script, Proctor Certification Forms, and Student Certification Forms will be provided.
2. **The local chapter adviser is not permitted to be the school-site administrator.**
3. Two **continuous** hours will be allowed for the skills test at the school testing site. The test **cannot** be administered in multiple sessions. Additional time will be allowed for general directions. Participants will complete problems that may include application of the following:
 - Graphics
 - Text creation
 - Layout creativity
 - Selection of appropriate fonts and type sizes
4. The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and/or the Internet to download freeware pictures. No other equipment may be used. The finished product must be submitted in color.
5. No reference materials are allowed.
6. Voice recognition software may be used where appropriate. The chapter must supply the software.
7. Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.

Region Procedure—Objective Test

1. A one-hour written objective test will be administered based on the previously written competencies and basic skill knowledge section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time in order to begin the test. If any team member arrives after the objective test has begun, he or she will be admitted to the testing area, and the team will be permitted to take the test in the remaining amount of time for the event. The participants will not receive any additional instructions from the event administrators.**

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2. If one team member is not present at the RLC, the other team member may be allowed to take the written test; however, both team members must be registered for the RLC and have taken the production test.
 3. **The participants must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. Since this is a collaborative test, if one member is not permitted to enter the testing area, no team members will be admitted to the testing area until all in compliance with the dress code.**
 4. Participants must furnish their own No. 2 pencils and erasers.
 5. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

State Procedure—Production Testing

The following procedures must be used:

1. The region adviser must submit the names of the RLC eligible winners on the Regional Winners Reporting Form to the PA FBLA Executive Director/State Chairman. The school-site test administrator for each winner must be listed on the Regional Winners Reporting Form. **The local chapter adviser is not permitted to be the school-site administrator.**
2. The PA FBLA Executive Director/State Chairman will provide the school-site testing materials directly to the test administrator. It is the responsibility of the local chapter adviser to make the test administrator aware that he or she is to receive, administer, and return these tests in the proper pre-addressed envelope by the received by date to the PA FBLA Executive Director/State Chairman. The chapter adviser is to provide no assistance in this process. **If the materials are not received by the deadline date, the team is disqualified.**
3. If at any time during this process it is determined that the student will not be taking the test, the test administrator must return the unopened test package **within five working days** to the PA FBLA Executive Director/State Chairman. The PA FBLA Executive Director/State Chairman will mail the test package to the next eligible participant.
4. Two **continuous** hours will be allowed for the skills test at the school testing site. The test **cannot** be administered in multiple sessions. Additional time will be allowed for general directions, equipment set up, and warm up. Participants will complete a performance test that may include application of the following:
 - Graphics
 - Text creation
 - Layout creativity
 - Selection of appropriate fonts and type sizes
5. Two computers may be used by the team of two participants for this competitive event. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product must be submitted in color.
6. No reference materials may be used other than that provided or specifically allowed by the national association.

State Procedure—Objective Test

1. The team will take a one-hour collaborative written objective test based on the Competencies section listed in these guidelines. **Since this is a collaborative test, all team members must be present at the same time in order to begin the test. If any team member arrives after the objective test has begun, he or she will be admitted to the testing area, and the team will be permitted to take the test in the remaining amount of time for the event. The participants will not receive any additional instructions from the event**

administrators.

2. If one team member is not present at the SLC, the other team member may be allowed to take the written test; however, both team members must be registered for the SLC and have taken the production test.
3. The participants must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. Since this is a collaborative test, if one member is not permitted to enter the testing area, no team members will be admitted to the testing area until all in compliance with the dress code.
4. At the State Leadership Conference, participants or the chapter adviser must confirm the event. Participants who are not confirmed will be disqualified.
5. Participants must furnish their own No. 2 pencils and erasers. No other equipment or materials are permitted in this event.
6. At the State Leadership Conference, the participant will be provided a calculator to use in this competitive event. Participants may not use their own calculators. At the SLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

Region and State Judging

This event will be scored in the following manner:

- 15% objective test score
- 85% production test (school-site test) score

Judging of the school-site test will be based on the participant's printed copy. A panel of judges will evaluate the documents, and all decisions of the judges are final.

At the Regional and State Conferences, the following tiebreaker policy will be as follows:
All objective tests will be graded through the online test service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

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- and second-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- or second-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.



DESKTOP PUBLISHING

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Usability					
Document effectively meets goals of the project	0	1-6	7-14	15-20	
Document 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	
Technical Features					
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 cap, shadowing, reverse type, screens, mirror images	0	1-3	4-7	8-10	
Layout					
Creative, original	0	1-3	4-7	8-10	
Appealing	0	1-3	4-7	8-10	
Selection and effective use of graphic(s)	0	1-3	4-7	8-10	
Overall Effort					
<ul style="list-style-type: none"> Comprehensive approach to the project Effective use of technology for the task Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea 	0	1-3	4-7	8-10	
Total Points				/100 max.	
Penalty Points: Deduct points for each typographical or grammatical error.					
Production Score				/100 max.	

Names: _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS (scores checked for accuracy)
<input type="checkbox"/> Co-Competitive Events Coordinator

USE THE FOLLOWING METHOD TO DETERMINE THE FINAL
SCORE FOR THIS COMPETITOR

Desktop Publishing

Total Points Received on the Production Portion	_____	
Multiplied by	x	.85
Equals Final Score on Production Test		(a) _____
Objective Test Score	_____	
Multiplied by	x	.15
Equals Final Score on Objective Test.....		(b) _____
ADD (a) AND (b) FOR FINAL SCORE.....		(c) _____

Names: _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Co-Competitive Events Coordinator _____

Chief Administrator _____

Official Checker _____