

## **Desktop Publishing Application – Middle Level**

*This event provides recognition for FBLA-Middle Level members who can demonstrate skills in the areas of desktop publishing and creativity.*

### **Description**

Participants should be prepared to create, design and produce usable copy on a computer using desktop publishing software. Students should be prepared to create documents such as a flyer, brochure and invitation that include graphics, text, layout creativity and appropriate fonts and type sizes.

### **Business Education Curriculum Standards:**

Communications, Information Technology

### **Region/State Eligibility**

Each middle level chapter may enter up to five teams in this event. Each team may consist of a minimum of one (1) member and a maximum of three (3) members. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. 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.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

### **National Eligibility**

Each state may submit the top two entries. Entries may be created by an individual member or by a team, not to exceed three members. Participants must be members of an active local middle level chapter who are on record in the FBLA-PBL national center as having paid dues by January 31 of the current school year.

### **Procedure**

1. The competitor will take a skills test administered through school-site testing prior to the Regional Leadership Conference.
2. 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. **The local chapter adviser is NOT permitted to be the school site administrator.**
3. Students will be given 45 minutes to complete this skill test. Additional time will be allowed for general directions, equipment setup and warm-up. Problems are weighted according to difficulty and may be completed in any order.
4. Students may use only one computer for the event.
5. Participants may bring clip art or use the Internet to access graphics.
6. The finished product will be submitted in black and white on plain paper.
7. Word-division manuals and dictionaries may be used as reference materials.
8. Participants must recognize the necessity for accurate proofreading.
9. The region adviser, in consultation with the remaining local chapter advisers, must determine the procedure for returning the school-site tests to the region adviser.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing, cordless calculators.

The skill portion of the test will count as 100% of the total score.

### **Region/State Judging**

Ties will be broken as follows:

**First Tiebreaker:** Total points of the *Content effectively covers topic with all the vital information* section on the rating sheet.

**Second Tiebreaker:** Total points of the *Presentation appeals to intended audience* section on the rating sheet.

### **Region Recognition**

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

### **State Recognition**

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1<sup>st</sup> and 2<sup>nd</sup> place winners in this event.

### **National Recognition**

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL web site, and individuals will receive a medal of outstanding achievement.

# Desktop Publishing Application – Middle Level

## Production Test Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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### Overall Appeal

Presentation immediately grabs audience.	0	1-3	4-7	8-10	
Content effectively covers topic with all the vital information—who, what, when, where, why, and how.	0	1-3	4-7	8-10	
Presentation appeals to intended audience.	0	1-3	4-7	8-10	

### Layout

Layout is creative and original	0	1-3	4-7	8-10	
Text and graphics are well-balanced with no overlapping items that reduce visibility.	0	1-3	4-7	8-10	
Graphics are appropriate to subject and are effectively utilized	0	1-3	4-7	8-10	
Font selection (type, size, style, kerning, leading, number of typefaces) is appropriate and appealing	0	1-3	4-7	8-10	

### Technical Features

Effective application of a special effect(s) may include but, not limited, to drop caps, shadowing, reverse type, screens, and mirror images	0	1-3	4-7	8-10	
Effective text treatment (i.e., paragraph indents, bullets, numbering, hanging indents, alignment, text wrapping)	0	1-3	4-7	8-10	
Proper use of grammar, spelling, punctuation, etc.)	0	1-3	4-7	8-10	

### Final Score

/100 max

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

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

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

Judge's Comments: