DESKTOP PUBLISHING CONTEST: JUNIOR DIVISION

CONTEST CHAIR
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The Junior Division OBEA Desktop Publishing Contest is open to all students who have completed (or are presently enrolled in) BTT1O or BTT2O. Students in this course generally learn introductory/intermediate functions of the software required for completion of this project. **Individual students are eligible to participate in the Contest. NO PARTNER OR GROUP SUBMISSIONS WILL BE ACCEPTED.**

The project can be completed using one or more of the following:
- ✓ Microsoft Office/Google Applications (integrated software)
- ✓ A paint program (i.e., Adobe Photoshop, Microsoft Paint, etc.)

Projects completed with any other program e.g. CANVA, Lucidpress, Scribus will not be accepted.

Students are to prepare original layouts for their submissions. Templates are not to be used in the preparation of contest entries.

Teachers will select the submissions per school. Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

Only five (5) submissions per school are accepted. Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form. **All student entries must be submitted directly to the Contest Chair in digital (PDF) and original file creation format e.g. a MS-Word file of the menu and a pdf version of the menu would be submitted.**

CONTEST DETAILS

The students are to design promotional materials to be used by an online restaurant. The items include a logo, an advertisement, a menu, and a coupon. These items must be in colour, on separate pages, submitted in order (as listed on the Contest Requirements on the next page), and placed in an electronic portfolio or file folder.

All entries must be submitted in both hard copy and electronic format

CONTEST REQUIREMENTS

Make up a name for your restaurant. Use the name to create a distinctive logo for the restaurant. This logo will be used in all of the promotional items that will be developed for the restaurant.

1. Creatively design the following pieces for your restaurant:

a) Create an advertisement for the restaurant that can be mailed or faxed that **advertises a particular promotion for the restaurant for that week and that can be** displayed on the restaurant's website.

b) Create a menu for the restaurant. Use your own creativity in deciding how to format the restaurant's menu. This can be displayed on the restaurant's website.

c) Design a coupon promoting a special at the restaurant (i.e., 2 for 1 dinner, free dessert, etc.). Use your own creativity. This can be displayed on the restaurant's website.

PLEASE NOTE THE FOLLOWING SUBMISSION REQUIREMENTS:

1. All Contest requirements (namely--the advertisement, menu, and coupon) are designed for being put online.

2. All entries must be prepared in digital format and submitted in digital and hard copy format.

3. Submit by mail all students' entries in their entirety **(IN PDF FORMAT AND CREATION FILE SOFTWARE ONLY)** directly to the Contest Chair by the due date as indicated on the Contest Timeline Chart.

EVALUATION RUBRIC

Criteria	Level 1 (50-59%) (Unsatisfactory)	Level 2 (60-69%) (Partially Competent)	Level 3 (70-79%) (Proficient)	Level 4 (80-100%) (Exemplary)
KNOWLEDGE	Demonstrates a lack of understanding of effective Desktop Publishing Techniques. Demonstrates a lack of planning, including ineffective use of fonts, font styles, white space and graphics. The overall set up is ineffective.	Demonstrates limited understanding of effective Desktop Publishing Techniques. Demonstrates some evidence of planning, including the use adequate fonts and font styles, white space, graphics. Overall the adequate use of font, font styles, white space and graphics is inconsistent between documents. The overall set up is weak.	Demonstrates a considerable understanding of effective Desktop Publishing Techniques. Demonstrates a considerable degree of planning, including the use adequate fonts and font styles, white space, graphics. Overall the use of font, font styles, white space and graphics are effective. The overall set up is considerably effective.	Demonstrates a high degree of understanding of effective Desktop Publishing Techniques. Demonstrates an excellent degree of planning, including the use adequate fonts and font styles, white space, graphics. Overall the use of font, font styles, white space and graphics are extremely effective. The overall set up is considerably outstanding.
THINKING	Demonstrates a lack of integration between the desktop publishing techniques and the purpose of each document. The intent of each document is unclear or does not exist. The presentation is inadequate. Desktop publishing techniques are not used to convey the purpose of each document.	Demonstrates limited integration between the desktop publishing techniques and the purpose of each document. The intent of each document is unclear. The presentation is satisfactory. Desktop publishing techniques are ineffectively used to convey the purpose of each document.	Demonstrates considerable integration between the desktop publishing techniques and the purpose of each document. The intent of each document is evident. The presentation is good. Desktop publishing techniques are effectively used to convey the purpose of each document.	Demonstrates a high degree of integration between the desktop publishing techniques and the purpose of each document. The intent of each document is clearly evident and effectively presented. Desktop publishing techniques are highly effectively and convey the purpose of each document in a clear and creative manner.
APPLICATION	Demonstrate a lack of desktop publishing techniques through each document. Design elements are not considered (colour, font). If they are considered they are used with an inadequate degree of effectiveness and creativity. Components are not presented. The layout and design are presented with no consideration given to the intent of the component and the target audience of each item. Graphics, font size and styles are not integrated into each item are appealing to the intended audience. The logo is inadequate and its placement throughout the items is ineffective or not existent. Required promotional items are not included.	Demonstrate limited use of desktop publishing techniques through each document. Limited design elements (colour, font) are used with an adequate degree of effectiveness and creativity. Components are ineffectively presented. The layout and design are presented with little consideration given to the intent of the component and the target audience of each item. Graphics, font size and styles are not integrated into each item are appealing to the intended audience. The logo is adequate and its placement throughout the items is ineffective. Few required promotional items are included.	Demonstrate considerable effective use of desktop publishing techniques through each document. Some design elements (colour, font) are used with a good degree of effectiveness and creativity. Some components are effectively presented. The layout and design are presented with some consideration given to the intent of the component and the target audience of each item. This is evidenced throughout some the components. Graphics, font size and styles are occasionally integrated into each item are appealing to the intended audience. The logo is good and its placement throughout the items is somewhat effective. Some required promotional items are included (logo, advertisement, menu, and coupon).	Demonstrate highly effective use of desktop publishing techniques through each document. All design elements (colour, font) are used with a high degree of effectiveness and creativity. All components are effectively presented. The layout and design are presented with a significant of consideration given to the intent of the component and the target audience of each item. This is evidenced throughout all the components. Graphics, font size and styles are effectively integrated into each item are appealing to the intended audience. The logo is well designed, appealing and placed throughout the items in an effective manner. All required promotional items are included (logo, advertisement, menu, and coupon).
COMMUNCATION	Items contain many spelling and grammatical errors. The promotional items are not professional. Communication is not purpose-ful and does not relate to the intent of the promotional item. The target audience is not considered.	Items contain many spelling and grammatical errors. The promotional items are not professional. Communication is not purposeful and does not relate to the intent of the promotional item or to the target audience.	Items contain some spelling and grammatical errors. The promotional items are somewhat professional. Some of the communication is purposeful and related the intent of the promotional to the target audience with considerable effectiveness.	Items are free from spelling and grammatical errors. The promotional items are extremely professional. All communication is purposeful and related the intent of the promotional to the target audience with a high degree of effectiveness.

OBEA CONTEST IDENTIFICATION FORM 2022-2023

Each Contest entry must include this completed, typed Identification Form, one per student, to be eligible. The form is completed using Microsoft Word. Save a filled form as a pdf file.

To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required and it must be typed for submission. Form is signed.
- For ongoing contests, a *maximum of 5 entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the contest chair.

CONTEST INFORMATION	
Select a Contest:	
For Website Contests: URL	

STUDENT INFORMATION	
Name	
Home Address	
City	Postal Code
Email	Home Phone

TEACHER AND SCHOOL INFORMATION	
Course Title	Course Code
Teacher Name	
Full School Name	
Full School Address	
City	Postal Code
Email	Pbone
OBEA Membership Number (if applicable)	
Name of School Board	

OBEA SPONSOR INFORMATION Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.	
Sponsor Name	
Email	Phone
OBEA Membership Number	

RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

Signature of Student (18 or over)   Signature of Parent/Guardian (if student is under 18)

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