

# DESKTOP PUBLISHING CONTEST: SENIOR DIVISION

## Contest Chair

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The Senior Division OBEA Desktop Publishing Contest is open to all students who have completed (or are presently enrolled in) BTA30 and/or BTX 40. Students in this course generally learn the advanced features of the software required for completion of this project. **Individual students and teams of two students are eligible to participate in the Contest.** The components of the Contest can be completed using any combination of:

- Microsoft Office Suite/Google Applications
- Microsoft Publisher (desktop publishing software)
- Adobe Illustrator, Adobe Photoshop, Adobe InDesign

**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) formats.**

## CONTEST DETAILS

The students are to design promotional materials that would be used by an online travel agency. The package of promotional materials includes a logo, a three-fold distribution brochure, an advertisement, business cards, and a four-page newsletter. 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 a digital file folder. **Students are to prepare original layouts for their submissions. Templates are not to be used in the preparation of contest entries.**

**All files must be submitted electronically in PDF FORMAT.**

**Note:** Participation in the Desktop Publishing Senior Division Contest can be used as a Specialized Business Certification or Experiential Learning Component in the completion of the SHSM program.

## CONTEST REQUIREMENTS

1. Make up a name for a travel agency. [1] [SEP]
2. Use a publishing program of your choice to design the logo. Ensure that it is in a format that can be scaled such that different sizes of the logo can be used on the various documents that [1] [SEP] will be created for the travel agency. Note: the logo must be used on all items produced. [1] [SEP]
3. Design a three-fold distribution brochure (two-sided) that can be used as an advertising tool for the travel agency. Design the brochure to ensure that all necessary information (i.e., services offered, book flight tickets, arrange complete vacation packages, arrange car rentals, etc., contact information) is included and that it is in an appealing, professional-looking design.
4. Create an advertisement to promote the travel agency.
5. Create business cards to promote the travel agency. The number of business cards is up to you.
6. Create a four-page newsletter from the travel agency that can be mailed to clients. The newsletter should include the necessary information about the travel agency along with such things as: articles about areas that satisfied customers have visited. For example, a report from a couple recently returning from a honeymoon, a description of an exotic place that would be an ideal vacation. An itinerary of each day of the vacation. Use your imagination! The newsletter is to be set up with three columns. Be sure to incorporate digital pictures and graphics where possible.

### All components of this Contest will be judged based on the following criteria:

- Professional quality of all materials produced.
- Adherence to appropriate desktop-publishing techniques.
- Creativity of each of the components.
- Completeness of each of the items as well as the entire submission.

### PLEASE NOTE THE FOLLOWING SUBMISSION REQUIREMENTS

- All Contest requirements (namely—the logo, the three-fold brochure, the advertisement, the business cards, and the four-page newsletter) are designed for being put online.
- All entries must be prepared in digital format.
- Submit EMAIL all students' entries in their **entirety (both digital – PDF COPIES)** directly to the Contest Chair by the due date as indicated on the Contest Timeline Chart.

# EVALUATION RUBRIC

|   |  |  |  |   |
|---|--|--|--|---|
| <p style="text-align: center;"><b>KNOWLEDGE</b></p>     | <p>Demonstrates a lack of understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates a lack of planning, including ineffective use of fonts, font styles, white space and graphics.</p> <p>The overall set up is ineffective.</p>   | <p>Demonstrates limited understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates some evidence of planning, including the use adequate fonts and font styles, white space, graphics.</p> <p>Overall the adequate use of font, font styles, white space and graphics is inconsistent between documents.</p> <p>The overall set up is weak.</p>   | <p>Demonstrates a considerable understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates a considerable degree of planning, including the use adequate fonts and font styles, white space, graphics.</p> <p>Overall the use of font, font styles, white space and graphics are effective.</p> <p>The overall set up is considerably effective.</p>   | <p>Demonstrates a high degree of understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates an excellent degree of planning, including the use adequate fonts and font styles, white space, graphics.</p> <p>Overall the use of font, font styles, white space and graphics are extremely effective.</p> <p>The overall set up is considerably outstanding.</p>  |
| <p style="text-align: center;"><b>THINKING</b></p>      | <p>Demonstrates a lack of integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is unclear or does not exist.</p> <p>The presentation is inadequate.</p> <p>Desktop publishing techniques are not used to convey the purpose of each document.</p>  | <p>Demonstrates limited integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is unclear.</p> <p>The presentation is satisfactory.</p> <p>Desktop publishing techniques are ineffectively used to convey the purpose of each document.</p>  | <p>Demonstrates considerable integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is evident.</p> <p>The presentation is good.</p> <p>Desktop publishing techniques are effectively used to convey the purpose of each document.</p>   | <p>Demonstrates a high degree of integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is clearly evident and effectively presented.</p> <p>Desktop publishing techniques are highly effectively and convey the purpose of each document in a clear and creative manner.</p>   |
| <p style="text-align: center;"><b>APPLICATION</b></p>   | <p>Demonstrate a lack of desktop publishing techniques through each document.</p> <p>Design elements are not considered (colour, font). If they are considered they are used with an inadequate degree of effectiveness and creativity.</p> <p>Components are not presented. layout and design are presented with no consideration given to the intent of the component and the target audience of each item.</p> <p>Graphics, font size and styles are not integrated into each item are appealing to intended audience.</p> <p>The logo is poor and its placement throughout the items is ineffective or not existent.</p> <p>Required promotional items are not included.</p> | <p>Demonstrate limited use of desktop publishing techniques through each document.</p> <p>Limited design elements (colour, font) are used with an adequate degree of effectiveness and creativity.</p> <p>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</p> <p>Graphics, font size and styles are not integrated into each item are appealing to the intended audience.</p> <p>The logo is adequate and its placement throughout the items is ineffective.</p> <p>Few required promotional items are included.</p> | <p>Demonstrate considerable effective use of desktop publishing techniques through each document.</p> <p>Some design elements (colour, font) are used with a good degree of effectiveness and creativity.</p> <p>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.</p> <p>Graphics, font size and styles are occasionally integrated into each item are appealing to the intended audience.</p> <p>The logo is good and its placement throughout the items is somewhat effective.</p> <p>Some required promotional items are included (logo, brochure, advertisement, business cards, etc)</p> | <p>Demonstrate highly effective use of desktop publishing techniques through each document.</p> <p>All design elements (colour, font) are used with a high degree of effectiveness and creativity.</p> <p>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.</p> <p>Graphics, font size and styles are effectively integrated into each item are appealing to the intended audience.</p> <p>The logo is well designed, appealing and placed throughout the items in an effective manner.</p> <p>All required promotional items are included (logo, brochure, advertisement, business cards, and newsletter).</p> |
| <p style="text-align: center;"><b>COMMUNICATION</b></p> | <p>Items contain many spelling and grammatical errors.</p> <p>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.</p>   | <p>Items contain many spelling and grammatical errors.</p> <p>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.</p>   | <p>Items contain some spelling and grammatical errors.</p> <p>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.</p>   | <p>Items are free from spelling and grammatical errors.</p> <p>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.</p>  |

# OBEA CONTEST IDENTIFICATION FORM 2020-2021

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:<br><b>Choose an item.</b>   |             |
| 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   | Phone       |
| OBEA Membership Number (if applicable)  |             |
| Name of School Board  |             |
| OBEA SPONSOR INFORMATION <small>Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.</small> |             |
| 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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