

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.

OBJECTIVE TEST COMPETENCIES (May include, but not limited to.)

- create, design, and produce useable copy
- understanding and mastery of basic desktop terminology and concepts
- related desktop application knowledge
- desktop layout rules and standards
- message presentation, accuracy, and proofreading

PRODUCTION COMPETENCIES

- documents address topic and 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

NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, technological

Information Technology: information technology and major business functions, application software, input technologies, information retrieval

CAREER CLUSTER(S): Business, Management & Administration; Information Technology; Marketing, Sales, & Service

ELIGIBILITY

Each region may enter its top five (5) teams who placed at the winter regional conference of the current school year. A team of two (2) members must create each entry. Participants must be members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15. If the student who placed in the region's top five cannot attend State Business Leadership Conference, one substitute may be named.

1. Participants must be selected in accordance with the regulations of the local chapter and the state association.
2. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

OVERVIEW

This event consists of two (2) parts: an objective test and a school-site production test. Participants are required to complete both parts.

A one-hour written objective test will be administered at State Business Leadership Conference based on the competencies listed and will be machine graded. Team members will take one test cooperatively. Ties will be broken based the last ten questions and in groups of ten thereafter. The objective test constitutes fifteen (15) percent of the final event score. The objective test will be based on previously written competencies and basic skill knowledge. Nongraphing calculators will be provided.

Two (2) hours will be allowed for the production test at a school site. Additional time will be allowed for general directions. Participants will complete one or more problems that may include application of the following:

- A. Graphics
- B. Text creation
- C. Lay-out creativity (use of templates is discouraged)
- D. Selection of appropriate fonts and type sizes

GUIDELINES

1. Documents received from local chapters become the property of Washington State FBLA and may be used for publication or reproduction for sale by the state office.
2. Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.
3. The production portion of this event is administered prior to the SBLC.
4. Two computers may be used for this competitive event. The test will be completed collaboratively with both team members contributing to the product. The contestants may also choose to use a scanner and the Internet to download freeware pictures. No other equipment may be used. Participants will turn in one copy of the finished product. It may be in black and white or color, printed on plain white paper. The skill test will constitute eighty-five (85) percent of the final event score.
5. No reference materials are allowed.
6. Voice recognition software may be used where appropriate; local chapters must provide the software.
7. The finished product may be submitted in black and white or in color on plain paper.
8. The test must be deleted from the hard drive or diskette upon completion of the test.

School Site Testing

School testing administration may be accomplished as follows:

The state office will send the test to a local test proctor at the student's location identified by the chapter adviser on the State Business Leadership Conference event entry form. The local test proctor will administer the test. Local FBLA advisers or assistants must not be proctors. Tests not returned to the state office by the designated due date will not be graded.

Two hours will be allowed for this test at the school testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order. The test must be deleted from the hard drive upon final completion of the test.

Hand-held calculators are not allowed on the production portion of the test.

JUDGING

Judging will be based on printed copy and evaluated by a panel of judges. All decisions of the judges are final. The production portion of this event will constitute 85 percent of the final score. The objective test constitutes fifteen (15) percent of the final event score.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by the judges and/or number of entries. The maximum number will be five (5).

NATIONAL ENTRIES

Washington State may submit two (2) teams composed of two (2) individuals for national competition in this event.