

GRAPHIC DESIGN—*New*

(NOT A NATIONAL EVENT)

An essential part of today's business world is commercial graphic design; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotion purposes.

NBEA STANDARDS REINFORCED BY EVENT

Career Development, Communication, Marketing

ELIGIBILITY

The top five (5) teams who placed at the winter regional conferences may enter this event. A team must be composed of one (1) or two (2) person(s). No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference. All team member(s) must be on record in the FBLA state and national offices as paying dues by February 15.

1. Participants must be selected in accordance with the regulations of the local chapter and the state association.
2. If the entry is a team, rather than an individual, no more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference. If the entry is an individual, that participant may not have placed first in this event at a previous State Business 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 is composed of two (2) parts: a promotional piece and an oral presentation.

Pre-judged Promotional Piece

Teams will be asked to create a promotional piece in appropriate format using the guidelines outlined under GUIDELINES. A team will consist of one or two person(s).

Oral Presentation

Based on the judges' ratings of the promotional piece, a maximum of fifteen (15) teams will be selected to make oral presentations at the State Business Leadership Conference.

2009 STATE BUSINESS LEADERSHIP CONFERENCE TOPIC

You will create a promotional flyer for Washington State FBLA. This flyer will be used to create an awareness of FBLA through the nine (9) goals and will be distributed to families and businesses throughout the state. Your design must contain the FBLA logo or emblem, **Washington State Future Business Leaders of America**, and www.wafbla.org:

Give at least two (2) examples of how Washington State FBLA meets each of the nine (9) goals.

GUIDELINES

Promotional Piece

1. The top five winners at the regional level will proceed to the state level. Promotional pieces will be created at the home school site and **received** in the state office by March 10. Promotional pieces not received in the state office by the designated due date will not be graded.
2. Judges will choose the top fifteen (15) promotional pieces from all entries. Those finalists will be scheduled for oral presentations.
3. The winning promotional piece will become the property of Washington State FBLA for possible use in state publications. Entries will be placed in the Chapter Exit Packet for pick up after closing session. Washington State FBLA is not responsible for promotional pieces not claimed.
4. The theme and type of promotion piece, i.e., flyer, publication cover, newsletter, brochure, or other, will be included in these guidelines at the beginning of the school year. Participants will have until the stated winter regional conference deadline to produce their layout and design. All arrangements and art work must be done by the participants. The final layout must include the FBLA logo or emblem.
5. Participants should place emphasis on graphic interpretation of the topic and design.
6. The finished product may be submitted in black and white or in color on plain paper.

7. Participants **must** utilize:

One 8.5" by 11" Card Stock, Printer Paper, or High Gloss
Computer Application Publishing Software, including but not limited to: **Adobe InDesign, Photoshop, Illustrator, Microsoft Word, and Publisher**

Oral Presentation

The fifteen (15) teams with the highest scores on the promotional piece will be scheduled for the performance. The order of performance will be drawn at random by an impartial person in the event office.

A maximum time limit of five (5) minutes will be allowed for the oral presentation, which will describe the promotional piece and include an explanation of the choices made in the design of the flyer.

If a team has two members, both team members must participate in the oral presentation.

A timekeeper will stand at the end of four (4) minutes. When each team is finished, a timekeeper will record the time used by each team, noting deductions of one point for each full half minute over five (5) minutes or under three (3) minutes for the presentation. One (1) point per half minute over five (5) minutes or under three (3) minutes will be deducted from the final score.

Following each oral presentation, the judges will conduct a three-minute (3) question-and-answer period.

Oral presentations are open to conference attendees, except performing participants of this event.

JUDGING

A panel of judges selects the winners. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number is five (5). This is a state event only. Winners do not proceed on to national competition.



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Promotional Piece Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation and Theme					
Development of theme	0	1-7	8-14	15-20	
Effective use of promotional piece	0	1-7	8-14	15-20	
Art Design and Layout					
Technique	0	1-3	4-7	8-10	
Concept—Originality/Creativity	0	1-3	4-7	8-10	
Design—Purposeful/Informational	0	1-3	4-7	8-10	
Layout—Direction/Balance	0	1-3	4-7	8-10	
Typography—Readability/Style	0	1-3	4-7	8-10	
Economy—Simplicity/Clarity	0	1-3	4-7	8-10	
Promotional Piece Score					/100 m

Student Name(s):			
School:		City:	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator



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Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Oral Presentation					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1-3	4-9	10-15	
Oral presentation is forceful, shows self-confidence, poise, and good voice projection	0	1-3	4-9	10-15	
All team members participate actively during the presentation	0	1-3	4-9	10-15	
Explanation of Project					
Description of promotional piece	0	1-3	4-9	10-15	
Description of development and design ideas	0	1-8	9-17	18-25	
Demonstration of Leadership Ability					
Facts presented in orderly manner and evidence of planning and review	0	1-3	4-9	10-15	
Subtotal					/100 m
Time Penalty Deduct five (5) points for presentation over five (5) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score (add total points and report score)					/100 m

Student Name(s):			
School:		City:	
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator