

# 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)**

- basic desktop terminology and concepts
- related desktop application knowledge
- digital imaging and graphics
- desktop layout rules and standards
- safety, ethics, and legal issues
- print process
- 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 composed of two (2) individuals who placed at the winter regional conference of the current school year. A team of two (2) members must create each entry. 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 members of an active local chapter and on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a previous State Business Leadership Conference nor entered this event at a previous National Leadership Conference. No more than one (1) team member may have won first place in this event at a previous SBLC or competed in this event at a prior NLC.
4. Participants failing to report on time for the event will not be permitted to compete.
5. 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 (1) hour objective test will be administered based on the competencies listed. Team members will take one test collaboratively. The objective test constitutes fifteen (15) percent of the final event score. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices are allowed.

Two (2) hours will be allowed for the production test at a school site. The score on this portion of the event will constitute 85 percent of the final score.

## **GUIDELINES**

### School Site Production Testing

1. The production portion of this event is administered prior to the SBLC.
2. No reference materials are allowed.
3. Documents produced for this event must be prepared by the participants without help from the adviser or any other person.

4. In case of a tie, the production test will be used to break a tie.
5. Two (2) hours will be allowed for the production test at the school testing site prior to SBLC. 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.
6. Calculators are not allowed on the production portion of the test.
7. The test must be deleted from the hard drive upon completion of the test.
8. 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.
9. Two computers may be used for this competitive event. The test will be completed collaboratively with both team members contributing to the product. The participants 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.
10. The finished product must be submitted in color on plain paper.
11. The state office will send the test to the chapter adviser or proctor designated on the State Business Leadership Conference event entry form. The local chapter adviser or test proctor will administer the test. Tests not returned to the state office by the designated due date will not be graded.
12. Refer to copyright guidelines found in the Format Guide.

#### **JUDGING**

The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

Objective tests will be machine graded. In the case of a tie in the final score, final rankings will be determined using the following tie breakers in the following order: highest score on the production test; highest score on the written test; the highest score on the last ten questions of the written test and in groups of 10 thereafter.

#### **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.