

# DIGITAL DESIGN & PROMOTION

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

## PROJECT COMPETENCIES

- create a digital design promotional logo and tag line for the given topic
- demonstrate appropriate graphic design rules
- show creativity and cohesiveness of design and tag line
- develop creative and appealing layout and design
- use appropriate artwork and design techniques to address the given topic
- use effective colors, layout, and design

## PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

## NBEA STANDARDS REINFORCED BY EVENT

Career Development

Communication: technological

Marketing: promotion and sales

Information Technology: graphic design

**CAREER CLUSTER(S):** *Business Management & Administration; Information Technology; Marketing*

## ELIGIBILITY

Each region may enter its top five (5) teams composed of one (1) or two (2) individuals who placed at the winter regional conference of the current school year. If this competition is not offered at the region level, each local chapter may enter one team. A team of one (1) or two (2) members must create each entry. If a student who placed in the region's top five cannot attend State Business Leadership Conference, one substitute may be named. 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.

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.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
6. 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: a prejudged promotional piece and a presentation component. Participants are required to complete both parts to be eligible for an award.

## 2012 SBLC TOPIC

The topic to be developed in this presentation and submitted for competition at the 2012 State Business Leadership Conference will be:

**You will develop a full promotional package for the Lancaster Youth Center (or you may substitute a local youth center in your community), a local youth association. This is a safe place that provides an alcohol, tobacco, and drug-free environment for youth to gather, to be themselves, and to find their voice in the community. The association provides after-school activities for youth in grades 6-12.**

**You should have a primary logo design and six supporting designs that show how the logo would be incorporated in the following: (1) a long horizontal format, (2) a long vertical format, (3) a full page advertisement, (4) a small version of the logo to go on clothing merchandise, (5) a black and white logo, and (6) a three-color logo that could be used for three-color printing.**

This topic will also be used for competitions at the national level.

### **COPYRIGHT AND FAIR USE INFORMATION**

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

### **GUIDELINES**

#### **Prejudged Project**

1. Projects must address the given topic. Student members, not advisers, must prepare projects.
2. Participants should place emphasis on graphic interpretation of the topic and design.
3. You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
4. Logo must be saved in JPEG, GIF, or PDF format.
5. Graphics should be computer generated.
6. A "Statement of Assurance" entry form must be completed and submitted for receipt by March 5, the SBLC registration deadline.
7. Members are expected to follow all applicable copyright laws.
8. Two (2) DVDs or USB flash drives must be received in the state office for judging by March 5 along with a Statement of Assurance. Label the media with the name of the event, state, participants' name(s), and school.

#### **Oral Presentation**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. Presentation of the entry must be conducted by participants who authored the event. In case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as state winners must register for the SBLC. No replacement or substitutions will be allowed.
3. The presentation will be the opportunity for the students to "sell" their design and include an explanation of the choices made in the design.
4. Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.
5. Visual aids related to the project may be used; however, no items may be left with the judges or audience.
6. The individual or team must provide all equipment for the presentation.
7. Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
8. The individual or team has seven (7) minutes to present to a panel of judges and sell the logo and tag line concept.
9. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
11. Performances are open to conference attendees who are not performing participants in this event.

### **JUDGING**

Promotional pieces will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the promotional pieces and the oral presentation scores. The promotional piece score will be used to break a tie. All decisions of the judges are final.

### **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) individuals or teams composed of two (2) individuals for national competition in this event.



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## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed toward a specific audience.	0	1-7	8-14	15-20	
<b>Presentation</b>					
Layout has direction and balance.	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image.	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports topic.	0	1-3	4-7	8-10	
Format is consistent and appropriate.	0	1-3	4-7	8-10	
Graphic design is clear and concise.	0	1-3	4-7	8-10	
Design gains attention and has eye appeal.	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Penalty Points</b> Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
<b>Final Score</b>					<b>/100 max.</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# DIGITAL DESIGN & PROMOTION

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of promotional piece	0	1-3	4-7	8-10	
Description of development and design ideas	0	1-7	8-14	15-20	
Create interest and desire for design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-7	8-14	15-20	
Benefits matched to customer needs	0	1-3	4-7	8-10	
<b>Design and Layout</b>					
Concept—originality and creativity	0	1-3	4-7	8-10	
Design—purposeful and informational	0	1-3	4-7	8-10	
Layout—direction and balance	0	1-3	4-7	8-10	
Typography—readability, style, clarity	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/140 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/140 max.</b>
<b>Prejudged Score</b>					<b>/100 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/240 max.</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator