

GRAPHIC DESIGN (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.

PRODUCTION COMPETENCIES

- 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

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).

1. All team member(s) must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference or have placed first in this event at a previous State Business 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 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.

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.

2012 STATE BUSINESS LEADERSHIP CONFERENCE TOPIC

Would you like your design to be selected as the 2012 State Pin? How would you like your pin to be traded at our National Conference in San Antonio, Texas?

Your job is to create a pin design to reflect Washington State FBLA. The winning pin design will be used as our state's trading pin at the National Leadership Conference in San Antonio, Texas.

GUIDELINES

Promotional Piece

1. The top five winners at the regional level will proceed to the state level. Designs will be created at the home school site and submitted electronically via e-mail to graphicdesign@wafbla.org for receipt in the state office by March 5. Designs not received in the state office by the designated due date will not be graded. A "Return Receipt" should be requested by the sender to assure state office acceptance.
2. Artwork must be submitted in JPEG or GIF formatting, in color, and at a minimum 300 dpi resolution.
3. Judges will choose the top fifteen (15) designs from all entries. Those finalists will be scheduled for oral presentations.
4. The top five (5) winning designs will become the property of Washington State FBLA for possible use in state publications.
5. The topic is included in these guidelines. Participants will have until the stated winter regional conference deadline to produce their design. All arrangements and art work must be done by the participants.

6. The Regional Adviser should be consulted regarding mailing instructions for the winter regional conference.
7. Participants should place emphasis on graphic interpretation of the topic and design.
8. Color selection will not be limited. Each color must be separated by either a gold, silver, or black line or outline. (Outline must be the same for all colors and doesn't count as a color itself.). White and black are considered colors, except for black when used as outline only.
9. The pin size will not exceed 1 inch after it is made. Please take into consideration the reduction in size and understand that very small detail in your design may not be seen.
10. Pin design submissions must be sent with dimensions of 5" by 5".
11. Pins must have FBLA letters or logo on the pin.
12. The pin must represent Washington State in words or symbolism so that there is no mistake in recognizing our state.
13. Pins cannot pertain to any copyright material.
14. Pin designs must be created on a computer. Adobe InDesign, Adobe Illustrator, Photoshop, or similar programs are preferred. If created in Vector format in a program such as Adobe Illustrator, please also submit EPS file, with text converted to outlines.

Presentation

1. The fifteen (15) teams with the highest scores on the design will be scheduled for the performance. The order of performance will be drawn at random by an impartial person in the event office.
2. Team members are expected to actively participate in the oral presentation.
3. Teams have seven (7) minutes to interact with a panel of judges and present their design. This is a role play. The judges will play the role of the Advertising and Promotions Department of the company.
4. Teams should introduce themselves, describe their design, make their recommendations, and summarize their presentation.
5. Two (2) note cards may be used during the presentation and performance of the event. Information may be written on both sides of the cards. Note cards will not be collected following the presentation.
6. Visual aids and samples related to the project may be used in the presentation; however, no items may be left with the judges.
7. A timekeeper will stand at the end of six (6) minutes and again at seven (7) minutes. When the presentation is finished, the time used by the participant(s) will be recorded, noting a deduction of five (5) points for time under 6:31 minutes or over 7:29 minutes.
8. Presentations are open to conference attendees who are not 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 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 max.

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

Judge's Comments:



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Oral Presentation Rating Sheet

Final Round

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	
Delivery					
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 with evidence of planning and review	0	1-3	4-9	10-15	
Subtotal	/100 max.				
Time Penalty Deduct five (5) points for presentation under 6:31 or over 7:29 minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score (add total points and report score)	/100 max.				

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

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator