



DESKTOP PUBLISHING CONTEST: SENIOR DIVISION

CONTEST CHAIR

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The senior division OBEA desktop publishing contest is open to all students who have completed (or are presently enrolled in) BTA30 and/or BTX4. Students in this course generally learn the advanced features of the software required for completion of this project. Individuals or groups of no more than three students are eligible to participate in the contest.

The components of the contest can be completed using any combination of:

- Microsoft Office Suite
- Corel WordPerfect Suite
- A paint program (i.e. Adobe Photoshop, Microsoft Paint, etc.)
- Microsoft Publisher (desktop publishing software)
- HTML or HTML generating software (i.e. Dreamweaver, FrontPage, etc.)

Only two submissions per school are accepted. Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

REMINDER - 2 ENTRIES PER SCHOOL

CONTEST DETAILS

The student(s) must design the promotional material that would be used by a travel agency. The package of promotional material should be printed in colour and submitted in folder type portfolio. All files must be copied onto a CD and included in the package. All contest parts are to be on separate pages and in order as listed on the Summary Sheet. Contest entries will not be returned.

CONTEST REQUIREMENTS

1. Make up a name for a travel agency.
2. Use a paint program (your choice) to design the logo. Ensure that it is in a format that can be scaled such that different sizes of the logo can be used on the various documents that will be created for the travel agency. Note: the logo must be used on all items produced.
3. Design a three-fold distribution brochure (two-sided) that can be used as an advertising tool for the travel agency. Layout the brochure to ensure that all necessary information (i.e. services offered, book flight tickets, arrange complete vacation packages, arrange car rentals, etc., contact information) is included and that it is in an appealing, professional-looking design.
4. Design a poster-type flyer that can be faxed or put up on bulletin boards to advertise the travel agency.



5. In addition, design the following for your travel agency and include them in the portfolio for the travel agency:
 - a) letterhead
 - b) business cards
 - c) envelopes
6. Create a 4-page newsletter from the travel agency that can be mailed to clients. The newsletter should include the necessary information about the travel agency along with such things as; articles about areas that satisfied customers have visited. For example, a report from a couple recently returning from a honeymoon, a description of an exotic place that would be an ideal vacation. An itinerary of each day of the vacation. Use your imagination! The newsletter is to be set up with three columns. Be sure to incorporate digital pictures and graphics where possible.

All components of this contest will be judged based on the following criteria:

- Professional quality of all materials produced.
- Adherence to appropriate desktop-publishing techniques.
- Creativity of each of the components.
- Completeness of each of the items as well as the entire submission.



DESKTOP PUBLISHING CONTEST – SENIOR DIVISION SUMMARY SHEET

Name of Participant		
Home Address	Street	
	City	
	Postal Code	
Home Phone Number		
Name of 2nd Member		
Home Address	Street	
	City	
	Postal Code	
Home Phone Number		
Name of 3rd Member		
Home Address	Street	
	City	
	Postal Code	
Home Phone Number		
School Name		
School Address	Street	
	City	
	Postal Code	
Phone Number		
Fax Number		
Teacher's Name		

	Document	File Name	✓
1	Name of travel agency		
2	Logo		
3	Three-fold brochure		
4	A poster type flyer (8 ½ x 11)		
5 (a)	Letterhead		
5 (b)	Business card		
5 (c)	Envelope		
6	Newsletter		

TEACHERS

Please check off completed sections. This sheet **MUST** be included with the submission.

PLEASE NOTE

All items are to be numbered as indicated above, printed in colour on the corresponding paper, and included in the portfolio (i.e. letterhead on letter-size paper, return address on an envelope, business card on a business card size paper, 3 fold brochure printed on both sides and folded, etc.). Don't forget to enclose your CD containing all files in the package.



EVALUATION RUBRIC

	Level 1	Level 2	Level 3	Level 4
Knowledge	<p>Demonstrates a lack of understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates a lack of planning, including ineffective use of fonts, font styles, white space and graphics.</p> <p>The overall set up is ineffective.</p>	<p>Demonstrates limited understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates some evidence of planning, including the use adequate fonts and font styles, white space, graphics.</p> <p>Overall the adequate use of font, font styles, white space and graphics is inconsistent between documents.</p> <p>The overall set up is weak.</p>	<p>Demonstrates a considerable understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates a considerable degree of planning, including the use adequate fonts and font styles, white space, graphics.</p> <p>Overall the use of font, font styles, white space and graphics are effective.</p> <p>The overall set up is considerably effective.</p>	<p>Demonstrates a high degree of understanding of effective Desktop Publishing Techniques.</p> <p>Demonstrates an excellent degree of planning, including the use adequate fonts and font styles, white space, graphics.</p> <p>Overall the use of font, font styles, white space and graphics are extremely effective.</p> <p>The overall set up is considerably outstanding.</p>
Thinking	<p>Demonstrates a lack of integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is unclear or does not exist.</p> <p>The presentation is inadequate.</p> <p>Desktop publishing techniques are not used to convey the purpose of each document.</p>	<p>Demonstrates limited integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is unclear.</p> <p>The presentation is satisfactory.</p> <p>Desktop publishing techniques are ineffectively used to convey the purpose of each document.</p>	<p>Demonstrates considerable integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is evident and... The presentation is good.</p> <p>Desktop publishing techniques are effectively used to convey the purpose of each document.</p>	<p>Demonstrates a high degree of integration between the desktop publishing techniques and the purpose of each document.</p> <p>The intent of each document is clearly evident and effectively presented.</p> <p>Desktop publishing techniques are highly effectively and convey the purpose of each document in a clear and creative manner.</p>



	Level 1	Level 2	Level 3	Level 4
Application	<p>Demonstrate a lack of desktop publishing techniques through each document.</p> <p>Design elements are not considered. (colour,font,) If they are considered they are and used with an inadequate degree of effectiveness and creativity.</p> <p>Components are not presented. The layout and design are presented with no consideration given to the intent of the component and the target audience of each item. .</p> <p>Graphics, font size and styles are not integrated into each item are appealing to the intended audience.</p> <p>The logo is inadequate and its placement throughout the items is ineffective or not existent.</p> <p>Required promotional items are not included.</p>	<p>Demonstrate limited use of desktop publishing techniques through each document.</p> <p>Limited design element (colour, font,) and used with an adequate degree of effectiveness and creativity.</p> <p>Components are ineffectively presented. The layout and design are presented with little consideration given to the intent of the component and the target audience of each item. .</p> <p>Graphics, font size and styles are not integrated into each item are appealing to the intended audience.</p> <p>The logo is adequate and its placement throughout the items is ineffective.</p> <p>Few required promotional items are included.</p>	<p>Demonstrate considerable effective use of desktop publishing techniques through each document.</p> <p>Some design element (colour,font,) and used with a good degree of effectiveness and creativity.</p> <p>Some components are effectively presented. The layout and design are presented with some consideration given to the intent of the component and the target audience of each item. This is evidenced throughout some the components.</p> <p>Graphics, font size and styles are occasionally integrated into each item are appealing to the intended audience</p> <p>The logo is good and its placement throughout the items is somewhat effective.</p> <p>Some required promotional items are included (Logo, flyer, Advertisement, business cards, newsletter, three-fold distribution brochure, letterhead and envelopes).</p>	<p>Demonstrate highly effective use of desktop publishing techniques through each document.</p> <p>All design element (colour,font,) and used with a high degree of effectiveness and creativity.</p> <p>All components are effectively presented. The layout and design are presented with a significant of consideration given to the intent of the component and the target audience of each item. This is evidenced throughout all the components.</p> <p>Graphics, font size and styles are effectively integrated into each item are appealing to the intended audience.</p> <p>The logo is well designed, appealing and placed throughout the items in an effective manner.</p> <p>All required promotional items are included (Logo, flyer, Advertisement, business cards, newsletter, three-fold distribution brochure, letterhead and envelopes).</p>
Communication	<p>Items contain many spelling and grammatical errors.</p> <p>The promotional items are not professional.</p> <p>Communication is not purposeful and does not relate to the intent of the promotional item .</p> <p>The target audience is not considered.</p>	<p>Items contain many spelling and grammatical errors.</p> <p>The promotional items are not professional.</p> <p>Communication is not purposeful and does not relate to the intent of the promotional item or to the target audience.</p>	<p>Items contain some spelling and grammatical errors.</p> <p>The promotional items are somewhat professional.</p> <p>Some of the communication is purposeful and related the intent of the promotional to the target audience with considerable effectiveness.</p>	<p>Items are free from spelling and grammatical errors.</p> <p>The promotional items are extremely professional.</p> <p>All communication is purposeful and related the intent of the promotional to the target audience with a high degree of effectiveness.</p>