

DESKTOP PUBLISHING

Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition to PBL members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.

Eligibility

Each state may enter two (2) participants who are members of active local chapters, on record in the national center as having paid dues by April 15 of the current school year.

Overview

This event consists of two (2) parts: an objective test and a production test, both administered prior to SBLC. Participants are required to complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 20 percent of the final event score. This is a collaborative test. Nongraphing calculators will be provided.

Two (2) hours will be given for the school-site production test. Calculators are not allowed on the production portion of the test. The score received on this portion of the event will constitute 80 percent of the final event score. Tests must be submitted by

Guidelines

- The team of two participants for this competitive event may use two computers. The participants also may choose to use a scanner and the Internet to download freeware pictures.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- No reference materials are allowed.
- The finished product must be submitted in color.
- The production test will be used to break a tie.
- Refer to the copyright guidelines found in the Format Guide.

Objective Test Competencies

- basic desktop terminology and concepts
- related desktop application knowledge
- digital imaging and graphics
- desktop layout rules and standards
- safety, ethics, and legal
- 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