

(410) Graphic Design Promotion (S | PS)

Description

Develop a theme with a tagline, illustrate the theme in a logo design and utilize the logo in a promotional flyer and pin.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2023.

Eligibility

Any Secondary or Post-secondary division student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition in order to be ranked.

Topic

Develop a logo, tagline, flyer and pin promoting the Business Professionals of America National Leadership Conference in Anaheim, CA – April 26-30, 2023.

Member must supply

Four (4) documents—one flyer (8.5"x11"), one member-generated logo (4"x4"), one pin-sized logo (2"x2"), Works Cited

Additional copies of flyer, logo, pin-sized logo, and Works Cited for final rounds

Digital presentation tools may be used

Carry-in and set-up of equipment must be done solely by the member and must take place within the time allotted

Member must supply all supporting devices (e.g., extension cords, power supply, etc.)

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image
- Demonstrate an understanding of developing for a target audience

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Member may select any theme promoting the Business Professionals of America National Leadership Conference in Anaheim, CA – April 26-30, 2023.
- Theme needs to be 30 characters or less, including spaces.
- Dimensions of flyer must be 8½"x11" either landscape or portrait. It is recommended you use at least 300 dpi.
- Dimensions of the member-generated logo must *not* exceed 4"x4". It is recommended you use at least 300 dpi. Member-generated logo must be submitted on a separate 8½"x11" paper.

- Dimensions of the member-generated logo in pin-size print must *not* exceed 2"x2". It is recommended you use at least 300 dpi. Member-generated pin-sized logo must be submitted on a separate 8½"x11" paper.
- One (1) 8½"x11" original flyer, one (1) member-generated 4"x4" logo, one (1) member-generated 2"x2" pin-sized logo, shall be produced at home/school. The graphics must *not* be professionally or commercially produced or printed.
- **The flyer, logos, signed [Release Form\(s\)](#), Works Cited must be submitted in JPG, PNG, or PDF formats at <https://presubmit.bpa.org>, no later than 11:59 p.m. Eastern Standard Time on April 1, 2022.**
- The member is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Confirmation of receipt will be provided, when the project is submitted.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Materials from non-registered members and/or those missing Member ID *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- One flyer (8.5"x11"), one member-generated logo (4"x4"), one pin-sized logo (2"x2") and Works Cited form *must* be submitted at the time of the presentation at NLC, at both the preliminary and final competition.
- The member will give a presentation on how the graphic was developed and produced. A question-and-answer session will follow.
- The flyers, logos, pin-sized logo and forms will *not* be returned.
- Appropriate use of grammar, spelling and punctuation.
- Member-generated logo is effective when reduced to trading pin size.
- The length of the presentation will be no more than six (6) minutes, followed by no more than five (5) minutes of judges' questions.
- All graphics must be computer generated. Only member-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- Business Professionals of America logo, name, and tagline must appear on the flyer.
- All written materials must follow the organization's [Graphic Standards](#) and make proper use of the BPA logo and/or organization's name. (Refer to the [Graphic Standards](#) in the [Style & Reference Manual](#).)
- Member's name may *not* appear anywhere on output.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.
- The top three places in the Middle Level, Secondary and Post-secondary national competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.
- All materials, other than the required submission materials, may *not* be left with judges.

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes for set-up

No more than six (6) minutes for the presentation

No more than five (5) minutes for judges' questions

Finals may be included at regional, state and national levels

Entries

Each state is allowed three (3) entries

Members in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

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Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
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If yes, please stop scoring and provide a brief reason for the *disqualification* below:

Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>
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Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> ● Signed Released Form(s) ● Flyer – PDF, JPG or PNG Format ● Logo (4” x 4”) – PDF, JPG or PNG Format ● Logo (2” x 2” pin size) – PDF, JPG or PNG Format ● Works Cited formatted according to the BPA Style & Reference Guide <p style="text-align: center;"><i>All points or none are awarded by the Technical Judge.</i></p>				10	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, & accurate)	1-5	6-10	11-15	16-20	
Design is effective and consistent in graphic and theme for logo, pin, and poster	1-5	6-10	11-15	16-20	
Followed Basic Principles of Typography	1-5	6-10	11-15	16-20	
Color selection was appropriate for theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer – 10 points (all or nothing)				10	
Pin design is effective at 2” x 2” – 10 points (all or nothing)				10	
BPA logo and tagline meet the Graphic Standards as outlined in the Style & Reference Manual – 10 points (all or nothing)				10	
TOTAL TECHNICAL POINTS (200 points maximum)					

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Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery Maintain eye contact, voice inflection, well-spoken, etc.	1-5	6-10	11-15	16-20	
Covers inspiration for the theme chosen & concept development	1-5	6-10	11-15	16-20	
Demonstrates clear connection between design and BPA NLC location	1-5	6-10	11-15	16-20	
Covers selection of design elements typography, color scheme, layout, etc.	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-2	3-5	6-8	9-10	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
TOTAL PRESENTATION POINTS (120 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per member, <i>not</i> per judge.	Points Awarded
Set-up lasted no longer than three (3) minutes – 10 points	10
Presentation met presentation time requirements (maximum 6 minutes) – 10 points	10
Documentation submitted at time of check-in: flyer (1 copy), logo (1 copy), pin-size logo (1 copy), and (1 copy) Works Cited. <i>Must have for preliminaries and finals</i>	10
Member name does <i>not</i> appear on submitted output (pin, logo, & flyer)	10
Appropriate use of grammar, spelling and punctuation	10
Dimensions of member-generated logo do <i>not</i> exceed 4"x4" and 2"x2"	20
TOTAL SPECIFICATION POINTS (70 points maximum)	

TOTAL MAXIMUM POINTS = 390

PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES

Business Professionals of America Workplace Skills Assessment Program

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