

# 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.

### NBEA STANDARDS REINFORCED BY EVENT

Career Development, Communication, Marketing

### 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). No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference.

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. If the entry is a team, rather than an individual, no more than one (1) team member may have placed first in this event at a previous State Business Leadership Conference. If the entry is an individual, that participant may not 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 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.

### 2010 STATE BUSINESS LEADERSHIP CONFERENCE TOPIC

You will create a logo and slogan for the promotional brochure for the Washington State FBLA Professional Division.

***Your job is to research the professional division and create a logo and slogan to reflect the mission and purpose of the professional division.***

### 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 via e-mail to [graphicdesign@wafbla.org](mailto: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" must be requested by the sender to assure state office acceptance.
2. Judges will choose the top fifteen (15) designs from all entries. Those finalists will be scheduled for oral presentations.
3. The top five (5) winning designs will become the property of Washington State FBLA for possible use in state publications.
4. The topic will be included in these guidelines at the beginning of the school year. 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.
5. The Regional Adviser should be consulted regarding mailing instructions for the winter regional conference.
6. Participants should place emphasis on graphic interpretation of the topic and design.
7. The finished product may be submitted in black and white or in color and printable on plain paper.
8. Participants **must**:
  - create a design printable on one 8.5" by 11" sheet of paper.
  - use computer application publishing software, including but not limited to: **Adobe InDesign, Photoshop, Illustrator, Microsoft Word, and Publisher**

**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. The judges will play the role of the hiring business of the contractor.
4. Teams should introduce themselves, describe their design, make their recommendations, and summarize their presentation.
5. Two (2) 4" by 6" 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.
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
<b>Presentation and Theme</b>					
Development of theme	0	1-7	8-14	15-20	
Effective use of promotional piece	0	1-7	8-14	15-20	
<b>Art Design and Layout</b>					
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	
<b>Promotional Piece Score</b>					<b>/100 m</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



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## Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Oral Presentation</b>					
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	
<b>Explanation of Project</b>					
Description of promotional piece	0	1-3	4-9	10-15	
Description of development and design ideas	0	1-8	9-17	18-25	
<b>Demonstration of Leadership Ability</b>					
Facts presented in orderly manner and evidence of planning and review	0	1-3	4-9	10-15	
<b>Subtotal</b>					<b>/100 m</b>
<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>Final Score</b> (add total points and report score)					<b>/100 m</b>

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

Judge's Comment

VERIFICATION  
(scores checked)  
 Administrator