



FUNDAMENTAL DESKTOP PUBLISHING

(400)

NATIONAL 2025

Production:

Job 1: Advertisement _____ (110 points)

Job 2: Pet Walking Report Form _____ (135 points)

Job 3: Newsletter _____ (180 points)

TOTAL POINTS _____ (425 points)

Test Time: 90 minutes

GENERAL GUIDELINES:

Failure to adhere to any of the following rules will result in disqualification:

1. Member must hand in this test booklet and all printouts if any. Failure to do so will result in disqualification.
2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

EXAM GUIDELINES:

1. Ensure this test booklet contains Jobs 1-3.
2. Key all jobs according to the instructions given.
3. Correct any and all formatting, spelling or grammar errors. Use the formatting guide in the *Style & Reference Manual*.
4. Correct all errors. Copy will be graded on accuracy, creativity, originality, and adherence to design principles such as: contrast, emphasis, visual hierarchy, flow and overall appearance.
5. Software templates may be used; however, creativity points may be reduced.
6. Only the graphics and resources provided may be used. You may, however, use Word Art, lines, circles, squares, rectangles, polygons, and/or AutoShapes. In addition, you may modify and enhance the graphics supplied.
7. Your name or initials should *not* appear on any work you submit. Using a text box, include your contestant number and job number in the lower right-hand corner of ALL work submitted (unless otherwise specified), key your Member ID and job number.
8. If you complete the event before the end of the time allotted, notify the proctor. Time may be considered a factor in determining a winner when there is a tie score.

All competition materials (including project files, completed job, etc.) must be submitted through the National BPA Pre-submit System (presubmit.bpa.org).

FDP-Job1-MemberID.pdf

FDP-Job2-MemberID.pdf

FDP-Job3-MemberID.pdf

Job 1: Advertisement			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Advertisement must include the following: Refined Retreat Pet Services' logo & name	10		
Advertisement must include the following: 10 for the price of 9 for the following services: walks, grooming & training	10		
Advertisement should measure 4"x6"	20		
Accurate spelling, punctuation, and grammar	5		
Print on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Advertisement is distinctive, effectively using fonts, typeface and sizing.	0-20		
Advertisement applies principles of design and rules for proper layout.	0-20		
Advertisement design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-20		
Total points possible	110		

Job 2: Pet Walking Report Form			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Pet Walking Report Form size 6"x5"	10		
Pet Walking Report Form must include the following: Refined Retreat Pet Services' logo & name	10		
Pet Walking Report Form must display: Pet name	5		
Pet Walking Report Form must display: Walker name	5		
Pet Walking Report Form must display: Date & Time	5		
Pet Walking Report Form must display: Route with total distance	10		
Pet Walking Report Form must display: A way to indicate pet performance	10		
Pet Walking Report Form must display: Notes about the walk	10		
Accurate spelling, punctuation, and grammar	5		
Print on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Pet Walking Report Form is distinctive, effectively using fonts, typeface and sizing.	0-20		
Pet Walking Report Form applies principles of design and rules for proper layout.	0-20		
Pet Walking Report Form design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-20		
Total points possible	135		

Job 3: Newsletter			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Newsletter size 8.5"x11"	10		
Newsletter must include the following: Refined Retreat Pet Services' logo, name & business information	20		
Newsletter must include the following: An article introducing Emily & Refined Retreat Pet Services using content compiled from information provided	20		
Newsletter must include the advertisement information from Job 1	20		
Newsletter include 'screenshot' of pet walking report form from Job 2	20		
Newsletter must include: One customer testimonial	10		
Accurate spelling, punctuation, and grammar	5		
Print on an 8.5 x 11 sheet of paper member ID and job # in the lower right corner of the full page	5		
DESIGN ELEMENTS TO EVALUATE (Points awarded may range from 0 and up for each design element)			
Newsletter is distinctive, effectively using fonts, typeface and sizing.	0-20		
Newsletter applies principles of design and rules for proper layout.	0-20		
Newsletter design & content reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-30		
Total points possible	180		