

Member ID: _____

Time: _____

Rank: _____



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)

Industry Certification

Desktop Publishing I (YouScience)

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:

Ensure this test booklet contains Jobs 1-3.

Key all jobs according to the instructions given.

Correct any and all formatting, spelling or grammar errors. Use the formatting guide in the *Style & Reference Manual*.

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.

Software templates may be used; however, creativity points may be reduced.

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.

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.

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.

PART ONE Instructions: Production

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

PART TWO Instructions: Industry Certification

This exam requires the Desktop Publishing I (YouScience). Please do not leave your seat or exit the room until you have completed the certification. After the certification has been administered, you are permitted to leave.

Design Brief

Meet Emily, a vibrant 30-year-old with an innate love for dogs. Having grown up surrounded by furry companions, Emily has developed an exceptional understanding of canine behavior and needs. Recently, after noticing the bustling pace of her neighborhood and the number of working professionals with beloved pets, Emily has decided to combine her passion for animals with her entrepreneurial spirit. She envisions starting a pet care business that provides pet walking and sitting business that offers a personalized and reliable service for pet owners in her community. Emily is determined to create a brand that stands out. She believes that providing a warm, trustworthy, and professional service is essential. She aims to build a clientele by offering tailored animal care services, ensuring the happiness, health, and safety of each furry client. Having embarked on this journey, Emily seeks assistance in establishing her business. She requires marketing materials to promote her services within the neighborhood and beyond. She envisions a modern, inviting brand image that resonates with pet owners and conveys her commitment to their pets' well-being.

Emily understands the power of professional design in making a memorable impression. She values creativity and seeks visually appealing materials that effectively communicate her business's reliability and dedication to excellent pet care. Her vision is to create a cohesive brand identity that reflects her love for dogs and her business's commitment to providing top-notch services. Emily has settled on the name 'Refined Retreat Pet Services'. Emily is licensed & insured.

Services: Pet walking, Pet sitting (overnight, drop-in, playtime), Grooming, and Training

Refined Retreat Pet Services business information:

Emily (no last name)

Emily@RefinedRetreatPetServices.com

123 Main Street

Anytown, USA 12345

111.111.1111

www.RefinedRetreatPetServices.com

Customer testimonials:

I highly recommend Refined Retreat Pet Services! My two pugs received the care and attention they needed, and my house was very well kept! Emily is very friendly, trustworthy and dependable. ~Elaine

You will not be disappointed! My doggos do the happy dance upon Emily's arrival. She is prompt, reliable, trustworthy and will update me when I'm out of town which is comforting. ~Bob

Emily is genuine and reliable. I wouldn't hesitate to recommend her and Beans loves her daily walks. It's great to know your pet is well cared for while you are at work. ~Janice

Images:

Images are available in the provided 'Images' folder.

Job 1: Advertisement

Directions: Design an ad for Emily's Refined Retreat Pet Services business

The objective of this assignment is to create an advertisement.

Using design software, create an ad for Refined Retreat Pet Services.

Ad must include the following:

Retreat Pet Services' logo & name

10 for the price of 9 for the following services: walks, grooming & training

Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.

Advertisement should measure 4" x 6"

Job 2: Pet Walking Report Form

Directions: Design a Pet Walking Report form for Emily's Refined Retreat Pet Services mobile application

The objective of this assignment is to design a pet walking report page for Refined Retreat Pet Services.

Using design software, design a pet walking report page for Refined Retreat Pet Services.

Pet walking report form dimensions must be 6"x5"

Pet walking report form must include the following:

Refined Retreat Pet Services' logo

Pet walking report form must include space for:

Pet name

Walker name

Date

Time

Route with total distance

A way to indicate pet performance

Notes about the walk

Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.

Job 3: Newsletter

Directions: Design a newsletter for Emily’s Refined Retreat Pet Services business website.

The objective of this assignment is to design a newsletter for Refined Retreat Pet Services.

Using design software, design a newsletter for Refined Retreat Pet Services. This newsletter is the first and should include a brief article introducing Emily & Refined Retreat Pet Services.

Newsletter size must be 8.5”x11”, and must include the following:

Pet walking report form must include the following:

Refined Retreat Pet Services’ logo

Refined Retreat Pet Services business information

Content compiled from information provided

An article introducing Emily & Refined Retreat Pet Services

Include the advertisement information from Job 1

Include ‘screenshot’ of pet walking report form from Job 2

One customer testimonial

Overall design reflects Emily’s love for animals and her business's commitment to providing top-notch services.

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		