

Member ID: _____

Time: _____

Rank: _____



Fundamental Desktop Publishing (400)

State 2025

Production:

Job 1: Loyalty Punch Card _____ (110 points)

Job 2: Report Card _____ (150 points)

Job 3: Invoice _____ (145 points)

TOTAL POINTS _____ (405 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. Your name or initials should *not* appear on any work you submit. Use your Member ID in any occasion you would normally key your reference initials.
5. In the lower **right** hand corner of ALL work submitted (unless otherwise specified), key your Member ID and job number.
6. 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.
7. Place your scoring sheet on top of your jobs. Jobs should be placed in numerical order.

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, 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: Loyalty Punch card

Directions: Design a loyalty punch card for Refined Retreat Pet Services business

The objective of this assignment is to create a credit card sized punch card that Emily can give to clients to keep track of drop-in visits. Each card is good for 10 visits.

Using design software, create a punch card for Refined Retreat Pet Services.

Pet punch card dimensions must be 3.5"x2" and must include the following:

Refined Retreat Pet Services' Logo

Business information

A way to keep track of visits

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

Job 2: Pet Report Cards

Directions: Design pet report cards for Emily's Refined Retreat Pet Services business.

The objective of this assignment is to create a pet report card. Emily will use the cards to share information regarding their pet during services.

Using design software, create a pet report card for Emily.

Pet report cards dimensions must be 5"x7"

Pet training report card must include the following on side one:

Refined Retreat Pet Services' logo

Business information

Space for pet information

Person providing service

A creative way to indicate pet performance

Service(s) provided

Comments

Job 3: Invoice for services

Directions: Design an invoice for services for Emily’s Refined Retreat Pet Services business

The objective of this assignment is to create an invoice for services.

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

Invoice dimensions must include the following:

Refined Retreat Pet Services’ logo

Refined Retreat Pet Services business information

Pet/owner information

Date(s) of service

In table format: services rendered, cost, total.

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

Replicate the invoice so that four invoices are displayed on one 8.5'x11" sheet.

Job 1: Loyalty Punch Card			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Loyalty Punch Card shown as 3.5"x2".	10		
Loyalty Punch Card includes Refined Retreat Pet Services' Logo	10		
Loyalty Punch Card Refined Retreat Pet Services' business information	10		
Loyalty Punch Card includes a way to keep track of visits	10		
Accurate spelling, punctuation, and grammar	5		
Printed 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)			
Loyalty Punch Card is distinctive, effectively using fonts, typeface and sizing.	0-20		
Loyalty Punch Card applies principles of design and rules for proper layout.	0-20		
Loyalty Punch Card Overall 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: Report Card			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Report Card shown as 5"x7".	10		
Report Card includes Refined Retreat Pet Services' Logo	10		
Report Card includes Refined Retreat Pet Services' business information	10		
Report Card includes space for pet information	10		
Report Card includes space for person providing service	10		
Report Card includes a creative way to indicate pet performance	10		
Report Card includes service(s) provided	10		
Report Card includes space for comments	10		
Accurate spelling, punctuation, and grammar	5		
Printed 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)			
Report Card is distinctive, effectively using fonts, typeface and sizing.	0-20		
Report Card applies principles of design and rules for proper layout.	0-20		
Report Card Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-20		
Total points possible	150		

Job 3: Invoice for Services			
TECHNICAL SPECIFICATION POINTS (All points or none are awarded for each technical requirement).			
	<i>Points</i>	<i>Score</i>	<i>Total</i>
Invoice includes: Refined Retreat Pet Services' Logo	10		
Invoice includes: Refined Retreat Pet Services business information	10		
Invoice includes: Space to enter pet/owner information	10		
Invoice includes: Space to enter date(s) of service	5		
Invoice includes: In table format: services rendered, cost, total.	20		
Invoice replicated so that four invoices are displayed on one 8.5'x11" sheet.	20		
Accurate spelling, punctuation, and grammar	5		
Printed 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)			
Invoice is distinctive, effectively using fonts, typeface and sizing.	0-20		
Invoice applies principles of design and rules for proper layout.	0-20		
Invoice Overall design reflects Emily's love for animals and her business's commitment to providing top-notch services.	0-20		
Total points possible	145		