

(410) Graphic Design Promotion

Description & Eligibility

Develop and illustrate a theme in various promotional materials. Any postsecondary or secondary contestant may enter this judged event. Contestants must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/or Fair Use Guidelines will be disqualified.**

Topic

BPA 60th Anniversary Celebration Branding: Business Professionals of America is celebrating its **60th Anniversary** next year, and your task is to help brand this milestone celebration! You will need to design a cohesive set of graphics to commemorate this event, honoring BPA's legacy while looking toward its future.

Task: Create the following

- 60th Anniversary Logo design (must include "60 Years" or "60th Anniversary" and a tagline like "Honoring the Past" or "Empowering the Future")
- Windbreaker for the 60th Anniversary (front & back design)
- Stress Ball (unique design & shape)

Contestant Must Supply

- Optional - Design printouts
- Optional - Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.).

Competition Notes

- Method of evaluation: judged.
- Carry-in and set-up of equipment must be done solely by the contestant within the time allotted.
- No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges.
- Length of event: no more than three (3) minutes for setup, no more than six (6) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Finals may be part of the competition.
- Each state is allowed three (3) entries.

Technical Pre-Submit Specifications

What to submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
The following items have been saved as PDFs and bundled together in a single ZIP file. 1. 60th Anniversary Logo 2. Windbreaker for the 60th Anniversary (front & back design) 3. Stress Ball (unique design & shape) 4. Works Cited 5. BPA Release Form	GDP-ContestantID.zip	April 1, 2026, 11:59 p.m. Eastern Time

Contest Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to develop and present ideas to prospective customers
- Use principles of design, layout, and typography in graphic design
- Generate appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image

Contest Specifications for this Event

- All graphics must be computer-generated.
- Only contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration.
- It is recommended designs be at least 300 dpi.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Contestant ID is required for all submissions. Materials from non-registered contestants and/or those missing Contestant ID cannot be accepted.
- The contestant is responsible for securing a signed BPA Release Form(s) from any person, including oneself, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

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Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
The following items have been saved as PDFs and bundled together in a single ZIP file.				
1. 60th Anniversary Logo 2. Windbreaker for the 60th Anniversary (front & back design) 3. Stress Ball (unique design & shape) 4. Works Cited 5. BPA Release Form				/10
Evaluation Criteria	Below Expectations 1-6 points	Meets Expectations 7-14 points	Above Expectations 14-20 points	Points Awarded
Logo	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Windbreaker	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Stress Ball	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Complementary Designs	Products lack cohesion or are too similar; minimal differentiation.	Products show some variation and complement each other with minor inconsistencies.	Products are clearly distinct yet cohesive; each adds unique value to the whole.	/20

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Technical Scoring Rubric (Con't)

Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Design Elements/Focal Point	Center of interest is unclear or missing in most products.	Center of interest is present in most products but may lack emphasis.	Center of interest is clearly defined and effectively emphasized in all products.	/30
Balance, Unity, And Harmony	Designs lack visual balance or unity; elements feel disconnected.	Designs show some balance and unity with minor inconsistencies.	Designs are visually balanced, unified, and harmonious throughout.	/30
Design Layout	Design elements are poorly placed; little use of rule of thirds or emphasis.	Design elements are generally well-placed with some use of design principles.	Design elements are strategically placed using rule of thirds and strong emphasis.	/30
TOTAL TECHNICAL POINTS				/300

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Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic. <input type="checkbox"/> Y <input type="checkbox"/> N Contestant followed the Copyright and/or Fair Use Guidelines. <input type="checkbox"/> Y <input type="checkbox"/> N If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> : _____				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Contestant rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Contestant occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Contestant maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	The presentation lacks coherence, and the contestant's approach does not clearly convey a structured or purposeful flow.	The presentation has some gaps in organization, and the contestant's structure is occasionally unclear or inconsistent.	The presentation content flows adequately, and the contestant demonstrates a clear and well-integrated structure throughout.	/15
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-30 points	Above Expectations 31-50 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/50
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than six (6) minutes.			/10
TOTAL PRESENTATION POINTS				/100

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

PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES