

(415) Digital Publishing

Description

Evaluate knowledge and skills utilizing Illustrator[®], or InDesign[®], software to create a variety of interactive documents.

Eligibility

Any student member may enter this event.

Contestant may supply

Contestants may bring a Mac computer, if desired. Those contestants using Mac computers must also bring printer, software, paper, extension cords, power supply (must bring all). Color printing is permitted

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allowed

Published and/or unpublished non-electronic written reference materials

Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate expertise in using desktop publishing software to create a variety of business publications for web, print, and mobile devices
- Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations
- Create and edit documents using Illustrator[®] and/or InDesign[®]
- Demonstrate color management
- Use principles of design, layout, and typography in presentation of text
- Demonstrate an in-depth knowledge of typography such as leading, kerning, tracking, and appropriate font choice
- Create multipage and multicolumn documents
- Create a desktop publication that includes graphics in the form of illustrations, shapes, shading, and layers
- Create interactive documents that can be viewed on devices and/or a PDF file
- Incorporate video into desktop publishing documents for devices and multiple screens
- Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, digital publications, interactive documents, presentation handouts, etc.

Equipment/supplies provided

Computer

Flash drive

Software as designated for this event

Graphics files

Method of evaluation

Application

Length of event

No more than ten (10) minutes orientation

No more than ninety (90) minutes testing time

No more than ten (10) minutes wrap-up

Entries

Each state is allowed five (5) entries