

Overview

This event provides recognition to FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.

This event consists of two parts: an objective test taken at the NLC and a skills production test taken prior to the NLC.

Competencies and Task Lists

<http://www.fbla-pbl.org/docs/ct/FBLA/DESKTOPPUBLISHING.pdf>

Web Site Resources

- Business Education Links
<http://lessonplans.btskinner.com/>
- Graphic Design Tutorials
<http://graphicdesign.sfcc.spokane.cc.wa.us/tutorials/>

DESKTOP PUBLISHING SAMPLE QUESTIONS

1. The print quality of a graphic is known as:
 - a. pixels
 - b. graphic quality
 - c. resolution
 - d. print quality
2. Experienced designers know that the first consideration in designing a document is the _____ that will be used.
 - a. color
 - b. graphics
 - c. medium
 - d. printer
3. Which one of the following words is spelled incorrectly?
 - a. descendant
 - b. handkerchief
 - c. February
 - d. fourteen
4. The thickness of a line is measured in:
 - a. dots
 - b. pixels
 - c. points
 - d. picas
5. The design of a line is referred to as the line:
 - a. style
 - b. weight
 - c. design
 - d. pattern

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6. The thickness of a line is called:
 - a. point size
 - b. line weight
 - c. line thickness
 - d. line style
 7. When you want to change the direction of an image use the:
 - a. rotating tool
 - b. pointer tool
 - c. rectangle frame tool
 - d. cropping tool
 8. The space between the graphic and the wrapped text is the:
 - a. text wrap space
 - b. standoff
 - c. gutter
 - d. wrap space
 9. The company logo should:
 - a. attract the reader's attention
 - b. be very large
 - c. be small and unremarkable
 - d. be placed at the bottom of the page
 10. ____ refers to the arrangement of shapes, illustrations, and text on a page so the elements create a harmonious composition.
 - a. Text layout
 - b. Balance
 - c. Brightness
 - d. Perspective
 11. Which one of the following sentences does **not** follow correct number usage rules?
 - a. John is six feet three inches tall.
 - b. Class starts at 8:45 a.m.
 - c. The dimensions of the room were 15 by 30 feet.
 - d. Do you know what your retirement benefit will be at age 65?
 12. Which sentence is **not** punctuated correctly?
 - a. The bid arrived after we had made our decision.
 - b. Whomever you nominate will have my support.
 - c. Please review these quickly, I need them tomorrow.
 - d. Before we make a decision, we must have all the facts.
 13. Which sentence is **not** punctuated correctly?
 - a. This package is for Amy whom I am visiting.
 - b. Please don't litter; recycle whenever possible.
 - c. In 2004, 35 cases were reported.
 - d. In the article I read, there was no mention of the trip.
 14. Which name and title is capitalized incorrectly?
 - a. Mr. Larry Brooks, Associate Dean
 - b. Ladies and Gentlemen:
 - c. Associate professor Diane Keller
 - d. Dear Ms. Wilson:

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15. Which term is a synonym for "stacking"?
- a. layering
 - b. nudging
 - c. wrapping
 - d. separating
16. What does the acronym "dpi" stand for?
- a. dots per increment
 - b. dots per inch
 - c. dot point increments
 - d. dot points include
17. A _____ folds the sides in toward the middle of the page.
- a. gatefold
 - b. trifold
 - c. Zfold
 - d. accordion fold
18. What term is defined as "a nonprinting page that contains text, graphics, and other elements that will appear on every page in the publication"?
- a. publication template
 - b. document master
 - c. document template
 - d. publication master
19. What type of publication is most likely to include detailed information about a product or service?
- a. poster
 - b. business card
 - c. brochure
 - d. newsletter
20. Which one of the following actions would a publication designer do to align text in multiple columns perfectly even at the bottom of a newsletter?
- a. adjust the leading
 - b. adjust the tracking
 - c. adjust the kerning
 - d. add graphics to fill the space
21. One of the most useful design techniques is contrast. Which one of the following statements correctly lists the three elements of contrast?
- a. lightness, brightness, texture
 - b. repetition, scale, texture
 - c. scale, tone, texture
 - d. scale, brightness, contrast
22. Which one of the following statements lists a step that is **not** typically completed during the proofreading process?
- a. Look at the line spacing between paragraphs and before and after main or text headings.
 - b. Verify that the correct type of paper has been used for the publication.
 - c. Check for widows and orphans.
 - d. Assess the uniformity and appropriateness of all margins.

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23. Many desktop publishing programs let you apply _____ options that are used to change the appearance of a page.
- built-in
 - plug-in
 - add-on
 - template
24. Which method is used by most desktop publishing programs to set ruler guides?
- You click or Shift-click on the ruler and drag the guide into the window.
 - They are set in the Page Setup or Document Setup dialog box.
 - You click on the ruler marking where you want the guide to be, and it appears in the window.
 - They are set in the Ruler Guides dialog box.
25. Which command can be used to link an object in a document as opposed to embedding the object?
- Link
 - Paste Special
 - Paste Link
 - Paste
26. The settings that control how a publication prints on your desktop printer are called print:
- characteristics
 - properties
 - traits
 - parameters
27. Many desktop printers have a _____ region, which is an area at the top, bottom, or sides of a document that it cannot print in.
- mask
 - transparent
 - nonprintable
 - forbidden
28. The _____ is a collection of linked documents, graphics, and sounds that can be accessed over the Internet.
- Web
 - digital divide
 - cyberspace
 - blogosphere
29. There are _____ points in an inch.
- 72
 - 12
 - 10
 - 36
30. _____ is the area on a page that has no text or graphics.
- White space
 - Blank space
 - Open space
 - Unused space

DESKTOP PUBLISHING SAMPLE PRODUCTION TEST

General Instructions

Your high school is offering a special international field trip class for seniors. The class involves attending a regular class during the students' senior year and taking a field trip to Mexico during their spring break. The name of the class will be "International Studies and Field Experience."

Your task is to create two publications. The first publication is a promotional poster advertising the class, and the second publication is a brochure that students can take home to their parents with information about the class.

In addition to the information and instructions for the publications provided below, somewhere in your publication you must include a minimum of **five (5)** of the following elements:

- Four or more appropriate graphics
- Lines with patterns and/or weights
- Filled shapes
- Reverse text
- Two or more typefaces and font sizes
- Rotated text
- Shadow boxes

Your publications will be graded on usability. The creativity, originality, and appeal of your layout and effective use of graphics will be judged. You will also be evaluated on your use of technical features, including appropriate font selection, effective text treatment (indents, bullets, paragraphs, text alignment, and text wrapping), and effective application of special effects (drop cap, shadowing, reverse type, mirror images, etc), if utilized.

JOB 1: Promotional Poster

You are to create a promotional poster advertising the international field trip class. Print the poster on one 8.5-by-11-inch page.

Include all of the following information on the poster, arranged any way you choose. Be sure to include some of the required elements listed above in the **General Instructions**.

Bienvenido!
International Studies and Field Experience
Available for seniors 2010 - 2011

Earn honors credit
Learn about International Business
Spend a week in Mexico February 22-March 1, 2011
Experience the Mexican culture by immersing yourself in it
Meet new people and interact with other students

For more information, see Mrs. Taylor in Room 208

Print Job 1 Print promotional poster.

JOB 2: Informational Brochure

The purpose of the informational brochure is to provide detailed information about the class. Interested students will take the brochure home to their parents.

You will print your brochure on two 8.5-by-11-inch pages (one for the front and one for the back), or you may print your brochure on the front and back of one page if you have that capability. You may choose to design a brochure that will be folded once or twice or any other creative brochure format you choose.

Be sure to include some of the required elements listed on the prior page in the **General Instructions** section. Additional information for the brochure is provided below. Some of the following information is required and some is optional, as space allows.

Required information:

International Studies and Field Experience
Available for seniors 2010-11

Earn honors credit
Learn about International Business
Spend a week in Mexico February 22-March 1, 2011
Experience the Mexican culture by immersing yourself in it
Meet new people and interact with other students

For more information, contact Mrs. Taylor in Room 208 or at (555) 555-1234

Space is Limited
Reserve your spot
now!

Enrollment is only guaranteed for the first ten students. After that, students will be admitted on a space-available basis.

Cost Information:

Students are responsible for the cost of the trip including hotel, airfare, and fees, which total approximately \$1,500. An additional \$350 to \$500 (or more) of spending money to cover food and entertainment while on the trip is recommended. A \$100 non-refundable deposit is due upon pre-registration (by November 15) to reserve your airline ticket.

Passport Information:

Students are required to have a passport. If you do not already have a passport, apply for one now—these could take six weeks or more to process. Students can apply for passports and have their photos taken at their local post offices.

Course Requirements:

Course requirements include individual and group international business and culture research assignments before leaving for Mexico. Participation in the actual trip is required, including attendance at ALL lectures, tours, and required group activities. While in Mexico, students will keep a daily journal of their learning experiences, and a report will be submitted by each student approximately four weeks after returning to school.

Optional Information—Choose at least two or all of the following paragraphs to include:

International Studies and Field Experience is a once-in-a-lifetime opportunity to earn high school honors credit while participating in the most exciting and learning-intensive field trip a student will ever take!

Through a partnership with San Jose State University and the Universidad Autonoma de Guadalajara (UAG), Mexico's oldest private university, students will learn about international business while fully immersed in an authentic cultural experience.

Guadalajara is Mexico's second largest city, located in the state of Jalisco, which boasts a lovely, moderate climate most of the year—fortunately, we'll be missing the rainy season. The experience begins at Lake Chapala, Mexico's largest lake where we'll have the opportunity to experience Mexican culture in its true form. If you've only been to Cancun, you know nothing about Mexican culture!

After two days of sight-seeing, shopping, and exploring; the "class" part of the trip begins. Each day consists of a lecture followed by a tour of a business or manufacturing facility, with free time most evenings to explore the city and visit historic government buildings, churches, museums, and markets.

Some of last year's lecture topics included international trade, small business ownership and development, the Asian market experience, the Mexican banking system, and work safety and risk. Facility tours included Empaques Modernos, a cardboard packaging manufacturer; Exportacion Artesal Orbe, a glass blowing factory; and BIMBO, a bakery.

In addition to the lectures and tours, we have the opportunity to eat at some of Mexico's finest restaurants, some "not-so-fine" restaurants, and experience the "big city" feel of Guadalajara. Throughout the experience, we are chaperoned by representatives of UAG during all required activities, and follow the "buddy system" at all other times.

Print Job 2 Print brochure.

Cyber Security Answer Key

1) C	11) D	21) B
2) A	12) D	22) D
3) B	13) A	23) D
4) B	14) D	24) D
5) A	15) A	25) C
6) D	16) D	26) D
7) A	17) D	27) C
8) C	18) C	28) C
9) A	19) A	29) D
10) C	20) D	30) C

Database Design & Applications Answer Key

1) D	11) A	21) A
2) C	12) B	22) B
3) A	13) A	23) B
4) A	14) B	24) C
5) B	15) C	25) D
6) D	16) A	26) C
7) D	17) B	27) D
8) D	18) C	28) C
9) A	19) D	29) C
10) A	20) B	30) B

Desktop Publishing Answer Key

1) C	11) A	21) C
2) C	12) C	22) B
3) B	13) A	23) A
4) C	14) C	24) A
5) A	15) A	25) B
6) B	16) B	26) B
7) A	17) A	27) C
8) B	18) B	28) A
9) A	19) C	29) A
10) B	20) A	30) A

Economics Answer Key

1) A	11) D	21) B
2) D	12) A	22) D
3) B	13) D	23) D
4) B	14) C	24) A
5) A	15) B	25) D
6) B	16) C	26) D
7) C	17) B	27) C
8) C	18) A	28) D
9) D	19) D	29) B
10) C	20) A	30) B

Entrepreneurship Answer Key

1) B	11) A	21) C
2) A	12) B	22) D
3) B	13) A	23) C
4) D	14) D	24) A
5) C	15) A	25) A
6) B	16) C	26) B
7) B	17) A	27) B
8) A	18) C	28) D
9) C	19) B	29) C
10) D	20) B	30) A