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
The topics listed below are prioritized, listing first the most important content areas of the test.

Objective Test Competencies
- Create, design, and produce useable copy
- Understanding and mastering of basic desktop terminology and concepts
- Related desktop application knowledge
- Message presentation, accuracy, and proofreading

Production Competencies
- Documents address topic and are appropriate for the audience
- Required information is effectively communicated
- Graphics, text treatment, and special effects show creativity and cohesiveness of design
- Appropriate selection of fonts and type sizes
- Overall layout and design is creative and appealing
- Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

Procedures/Tips
- Review the event guidelines in the *CMH* since guidelines may change.
- Review the Competitive Events Tips in the front of the book.

Web Site Resources
- http://desktoppub.about.com/library/tips/bldesigntip03.htm
- http://desktoppub.about.com/library/weekly/aa122900f.htm
- http://www.webopedia.com/Software/Desktop_Publishing/

Desktop Publishing Sample Questions

1. If you wish to trim the horizontal and vertical edges of an image, you should use which command?
   a. cut
   b. copy
   c. nudge
   d. crop

2. What is the different in vector graphics and raster graphics?
   a. Raster graphics are made u of dots, and vector graphics are made up of lines and curves.
   b. Raster graphics are made up of dots, and vector graphics are made up of symbols.
   c. Raster graphics are made up of lines and curves, and vector graphics are made up of dots.
   d. There is no difference between raster graphics and vector graphics

3. How many colors does the GIF format allow?
   a. 256
   b. 52
   c. 650
   d. 128

4. The difference between degrees of lightness and darkness on a page is known as
   a. contrast.
   b. focus.
   c. balance.
   d. saturation.

5. The intensity of a color is called:
   a. saturation
   b. hue
   c. contrast
   d. luminescence

6. What is the purpose of a kicker when designing a newsletter?
   a. to indicate a new column
   b. to indicate the end of a page
   c. to indicate a direct quote
   d. to indicate the purpose and set the stage for a document

7. Which of the following is a sans serif font?
   a. Garamond
   b. Arial
   c. Bell MT
   d. Times New Roman

8. Which of the following is not a coloring option in Microsoft Word?
   a. automatic
   b. washout
   c. gradient
   d. grayscale

9. Drawing and object on top of another object is called:
   a. wrapping
   b. stacking
   c. grouping
   d. cropping

10. An imaginary horizontal line on which characters rest is called the
    a. baseline.
    b. horizontal plane.
    c. point line.
    d. pixel line.

11. Which of the following is **true** of a newsletter?
    a. It must always contain a headline and body.
    b. It must always be asymmetrically designed.
    c. It must always contain a drop cap.
    d. It will always be in two columns.

12. What keyboard command allows you to position the cursor at the top of the next page?
    a. SHIFT + ENTER
    b. CTRL
    c. SHIFT
    d. ALT + ENTER

13. In Microsoft Word, a table style includes
    a. color.
    b. borders.
    c. borders and shading
    d. shading.

14. Background space with no text or graphics is classified as a
    a. unnecessary space.
    b. blank space.
    c. white space.
    d. design space.

15. What is the keyboard shortcut for superscript?
    a. ALT + SHIFT + *
    b. CTRL + SHIFT + =
    c. CTRL + SHIFT + *
    d. ALT + SHIFT + =

16. When a typeface has the same amount of spacing for each character, the typeface is classified as
    a. proportional.
    b. monospaced.
    c. single spaced.
    d. minispaced.

17. Balancing similar elements equally on a page is known as
    a. asymmetrical design.
    b. symmetrical design.
    c. proportional design.
    d. comparative design.

18. Sections separated by folds in a brochure are called
    a. footers.
    b. headers.
    c. tables.
    d. panels.

19. When designing a desktop publishing document, what is the purpose of creating a thumbnail sketch?
    a. to experiment with the color on the document
    b. the experiment with the document design
    c. to develop a symmetrical design
    d. to determine how much white space the document needs

20. Moving an object by small increments is called
    a. stacking.
    b. pushing.
    c. nudging.
    d. cropping.

21. An area where text will not print is classified as a
    a. nonprintable zone.
    b. unprintable area.
    c. unprintable zone.
    d. nonprinting area.

22. What is the term for a page element that prints to the edge of the page?
    a. group image
    b. watermark image
    c. bleed image
    d. pixel image

23. A decorative typeface would be appropriate for
    a. a church bulletin.
    b. a report.
    c. an invitation.
    d. a newsletter.

24. That argument is very convincing.
    a. This sentence is grammatically incorrect.
    b. This sentence is grammatically correct.

25. This news is very exciting.
    a. This sentence is grammatically incorrect.
    b. This sentence is grammatically correct.

26. Grace, along with Beth and Harriett, serve in tour loan department.
    a. This sentence is grammatically incorrect.
    b. This sentence is grammatically correct.

27. Martin Smith and Johnny Harris _____ running for mayor.
    a. is
    b. are

28. Here ____ the full list of students.
    a. is
    b. are

29. The number of retirees this year _____ greater than expected.
    a. is
    b. are

30. Carla and Peter, our new neighbors, ____ both doctors.
    a. Is
    b. are

Instructions
Time allowed is two hours and must be a two-member team.

Performance Indicators
- Appropriate names of variables used
- Commentary provided line-by-line and/or section is readable, useful, and complete
- General program documentation readable, useful, and complete
- Input/output and program parameters properly documented
- Readme file contains name, state, school, instructions, and algorithm
- Program is concise, does not contain unnecessary complexity
- Appropriate data types used
- Algorithms reliable and straightforward
- Unusual approaches should be well documented
- Algorithms did not impose any special limitations not described in the program instructions
- Program was error free
- The program handled user and/or data input errors well
- Program functioned as required and meets requirements
- Resulting outputs, screens, and messages were useful

Background Information

You have been hired by a local restaurant as a graphics designer. It is your job to advertise for the company by creating professional materials to be used by the restaurant. The name of the restaurant is *Mack's Grill and Chill*, which prepares sandwiches and several frozen treats. For your first task, you have been asked to create a menu for *Mack's* that will display the variety of items available to customers. In designing the menu, you must create a logo for *Mack's Grill and Chill*, and the logo will be used throughout the documents you will design. You have also been asked to create a business card and monthly calendar. The finished publications can be printed using a color or black and white printer. Each area must be completed.

Job 1: Menu. The menu should be a bi-fold and double-sided. You must include the following elements in the menu:
- A professional logo for the restaurant
- Two different fonts
- Text boxes
- Appropriate tabs and leaders
- Reverse type and rotated text
- No more than three colors
- At least three clipart images

The menu items should be illustrated in the inside of the menu and the business name, contact information, and logo should appear on the outside of the menu. The following items should be included in the menu and should be formatted using tabs and leaders.

Burgers and Sandwiches		Side Items	
Hamburger	$2.19	French Fries	$1.19
Cheeseburger	$2.69	Tater Tots	$1.09
Chicken Sandwich	$2.89	Onion Rings	$1.39
Fish Sandwich	$3.19	Red Beans and Rice	$1.79
Fried Shrimp Sandwich $3.25		Cole Slaw	$1.00
BLT	$1.99	Potato Chips	$1.00
Patty Melt	$2.00	Pasta Salad	$1.25
Grilled Cheese Sandwich	$1.25		
Pulled Pork BBQ Sandwich	$3.50		
Mack's Club Sandwich $4.25			
Philly Steak and Cheese	$3.19		

Drinks and Frozen Treats		Daily Specials--$4.99 --Includes drink and dessert	
Sodas	$1.29		
Bottled Water	$1.00	Monday	Spaghetti and Meatballs
Iced Tea	$1.29	Tuesday	Lasagna
Lemonade	$1.29	Wednesday	Fried Fish Dinner
Hot Fudge Sundae	$1.99	Thursday	One-topping Single Pizza
Banana Split	$2.19	Friday	Hamburger Steak
Milkshakes	$2.00		

When designing the menu, be sure to choose appropriate font sizes and use appropriate positioning and white space throughout the document.

Job 2: Business Card. The business card for *Mack's Grill and Chill* should be 2 inches high by 3 and ½ inches wide. Business cards are printed 10 to a page. You are to create one card and copy the card so that there are 10 on the page. Include the contact information and the logo. The restaurant has asked you to use a design element that will allow the website and e-mail address to be clearly visible on the card.

Job 3: Calendar. Design a calendar for August 2005. The calendar should include the name and logo for the restaurant and should be printed using landscape orientation. The following information should be included in the calendar.

Employee Birthdays		Banquets and Special Events	
Janet Smith	August 2	Rotary Club Luncheon	August 4
Matt Morrison	August 10	FBLA Banquet	August 13
Shirley Gates	August 12		
Brian Bombalay	August 18		
Sara Williams	August 23		

Other Useful Information

Publication specifics for menu, business card, and calendar are as follows:
1. The name of the company is *Mack's Grill and Chill*
2. The logo should be designed for *Mack's Grill and Chill*
3. Clipart should be representative of the menu items
4. The address is Mack's Grill and Chill, 8947 North Valley Street, Nashville, Tennessee, 29874
5. Phone numbers are: Main No. 875-914-5677, Fax: 875-914-5678
6. E-mail is macksgrill@south-net.com
7. Web address is http://www.macksgrillandchill.org

Cyber Security Answer Key

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

Database Design & Application Answer Key

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

Desktop Publishing Answer Key

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

Economics Answer Key

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

Entrepreneurship Answer Key

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