Sales & Pricing Performance | Pursuit Services

Graphic Design Candidate

Skills Assessment

May 2021

accenture

Congratulations on making it to this step in the process!

- This assessment will provide you the opportunity to demonstrate your skills in the areas we consider relevant to providing proposal graphic design and desktop publishing support
- Please carefully follow the instructions to complete this assessment
- You will have **24 hours** to return this assessment

Objective

Using the theme and description indicated below, along with provided content, examples, logos, and branding requirements, create a Word proposal document and a PPT presentation which visually conveys the theme:

Theme = Details Matter

Details matter, accuracy matters, efficiency matters, confidence matters, and people matter. Accenture will tend to those details no matter how small and provide a solution that will leave no detail overlooked.

Client Name = Acme Corporation

Proposal Title = Digital Identity and Access Management

Evaluation Criteria:

- ✓ Technical skill (proficiency in software used – Word and PowerPoint)
- ✓ Ability to follow instructions
- ✓ Use of color according to branding guidance
- ✓ Image selection (relevant to the theme)
- ✓ Graphic concept and design
- ✓ Overall design principles

If you have any questions regarding instructions, please use your best judgement and proceed accordingly – some instructions are intentionally vague to allow for creative solutions and interpretation.

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Instructions

Task 1

Word Proposal Document

- Using the file **Content - Word Proposal For Formatting** as your starting point, follow the instructions provided in the file to format the document

Color Palette:

- Use the Color Palette as indicated in **Appendix 1 – Branding Color Palette and Logo Use**
- Add a Custom Color Theme in Word named "Accenture Purple" using the color palette indicated

Theme Cover Imagery:

- Refer to example cover layouts and imagery in **Appendix 2 – Example Covers, Imagery, and Layouts**
- Search and select your choice of a full-page cover image using https://www.gettyimages.com/ based on the theme and description "Details Matter"

  NOTE: You do not need to sign in or need a login.
- Save a "comp" of your chosen image (i.e., right click the image displayed onscreen and save it to your computer)

  NOTE: The free, low resolution "comp image" is watermarked with "gettyimages." You do not need to purchase a download from Getty Images for the purpose of completing this assessment
- Logos are provided in the "**Accenture Logos**" folder
- Place the image on the cover page of the Word document with the specified text and the logo in the proper location as indicated in **Appendix 1 – Branding Color Palette and Logo Use**

Formatting and Styles:

- Create or modify Word styles as needed, to ensure that the text properties follow the guidance provided and color theme. Refer to **Appendix 3 – Example Proposal Template** for formatting guidance
- For font use (Arial + Arial Black) – body text at 10pt; can use Palatino Linotype for subheadings
- Create boxed text content and table content (instructions indicated in red) to make them visually appealing while keeping the text editable and using color(s) from the color palette theme

✓ Save your file using the naming convention:

Task 1 - Word Proposal_FirstNameLastName.docx

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Task 2

Design a graphic using PowerPoint

- Use file **Task 2 - Graphic - Accenture Overview_Template** to create your original graphic – instructions are provided in red
- This graphic will be inserted into the Word proposal document file and PPT presentation where indicated

✓ Save your files using the naming conventions:

Task 2 - Graphic - Accenture Overview_FirstNameLastName.pptx

Task 3

Presentation formatting/design

- Update all the slides in the file **Task 3 - Content - PPT Presentation for Formatting** using the color palette and theme by following instructions provided in the file
  - Use the Color Palette as indicated in **Appendix 1 – Example Color Palette**
  - Use the same theme cover imagery as created in Task 1, reformat as needed for presentation dimensions
  - Refer to **Appendix 4 – Example Presentation Template** for formatting guidance
  - Keep any images or iconography simple (flat style icons). If you need to use any images then use watermarked images from https://www.gettyimages.com/. For icons you can refer to https://www.flaticon.com/ (No need to register or buy) OR use your own FREE resources
  - Use Slide Masters to aid with formatting consistency

✓ Save your files using the naming convention:

Task 3 - PPT Presentation_FirstNameLastName.pptx

Review your work and submit

Submit the following completed assessment files using the naming conventions below:

- **Task 1 - Word Proposal_FirstNameLastName.docx**
- **Task 2 - Graphic - Accenture Overview_FirstNameLastName.pptx**
- **Task 3 - PPT Presentation_FirstNameLastName.pptx**

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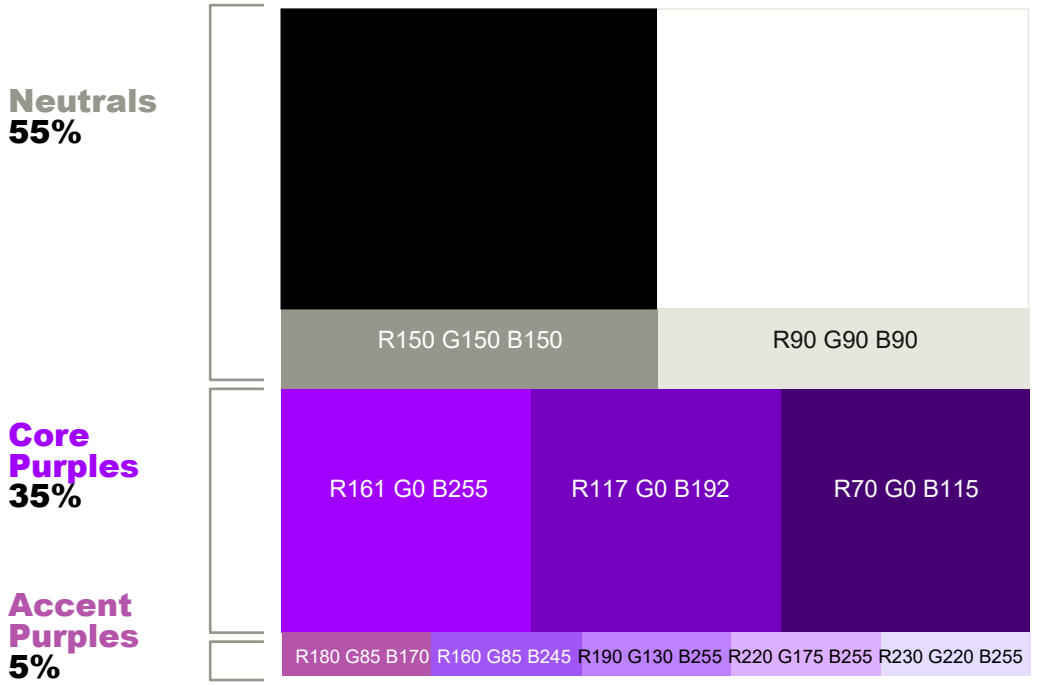
Appendix 1
Branding Color Palette and Logo Use

Color overview

- The three core purples are used across all services, networks, and offers – no separate colors for businesses
- Avoid using too many colors in the same page, screen, or layout
- Do not use the accent purples colors as primary color

Visual balance guide:
Everyday use



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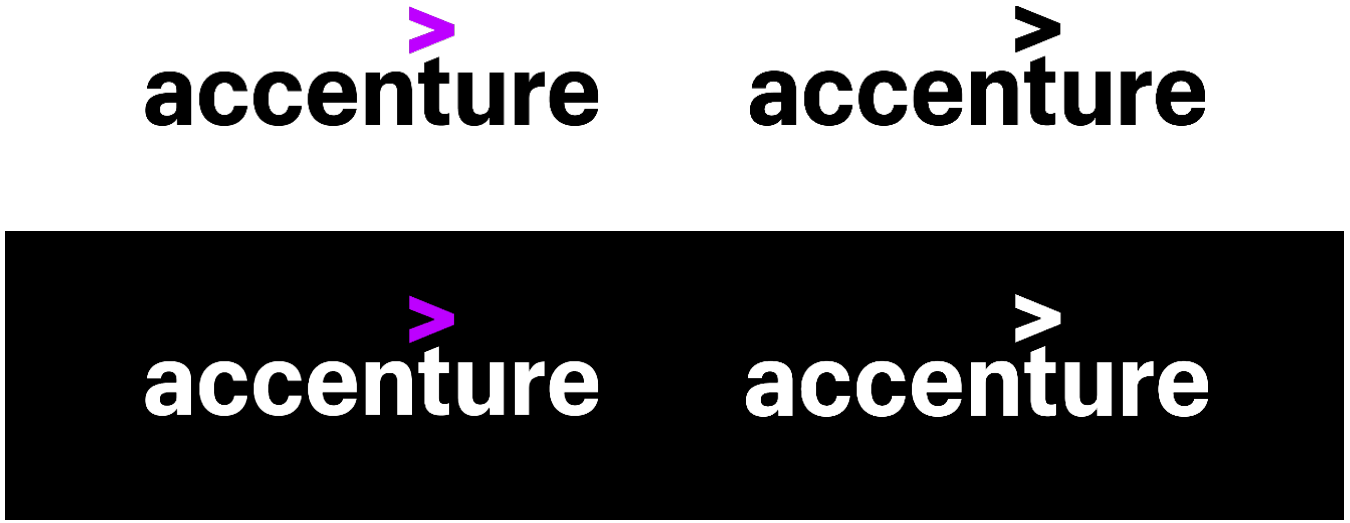
Logo use

Important:
Accenture logo should only be used in the variations shown here – **NOT in any other colors**

Logo sits in one of the four corners of a layout as primary position; with center-aligned content the logo can also sit in the center top or bottom



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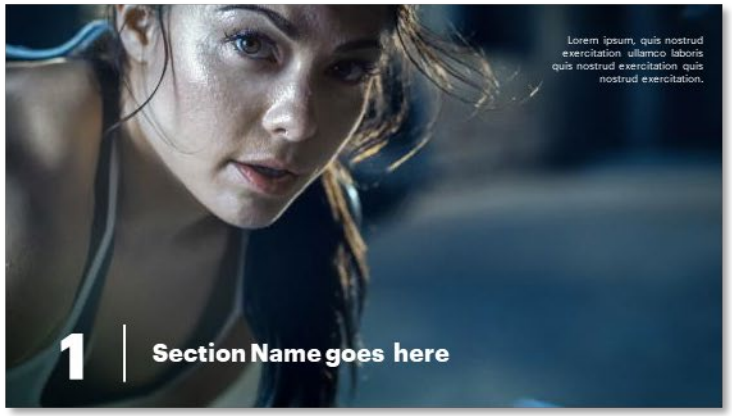
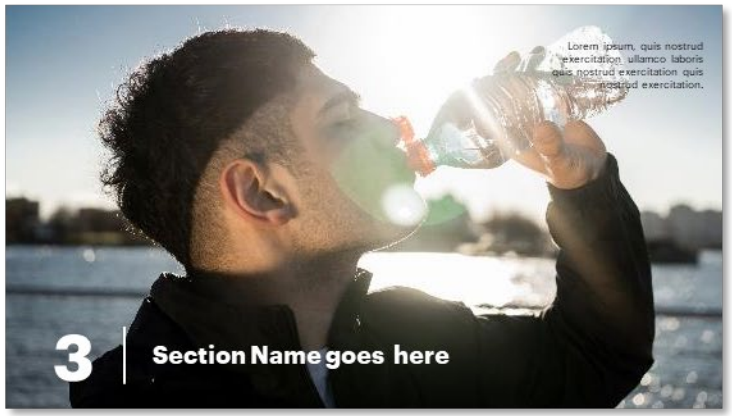
Appendix 2
Example Covers, Imagery, and Layouts

Cover and imagery examples





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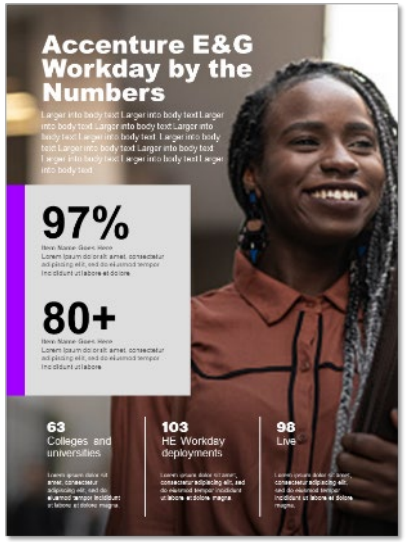
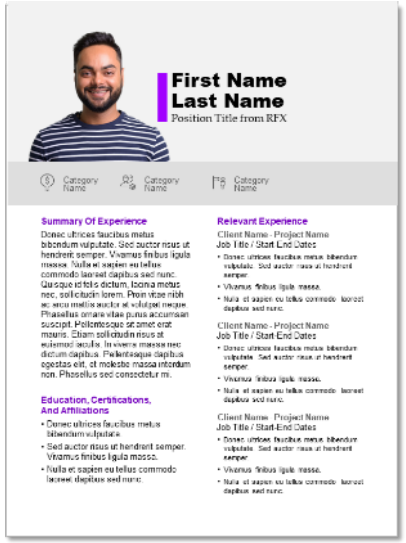
Cover and layout example





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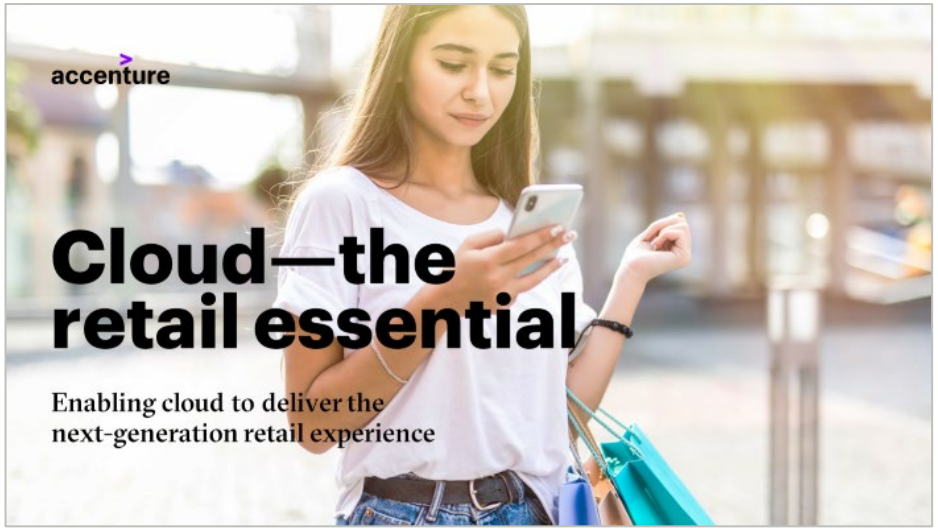
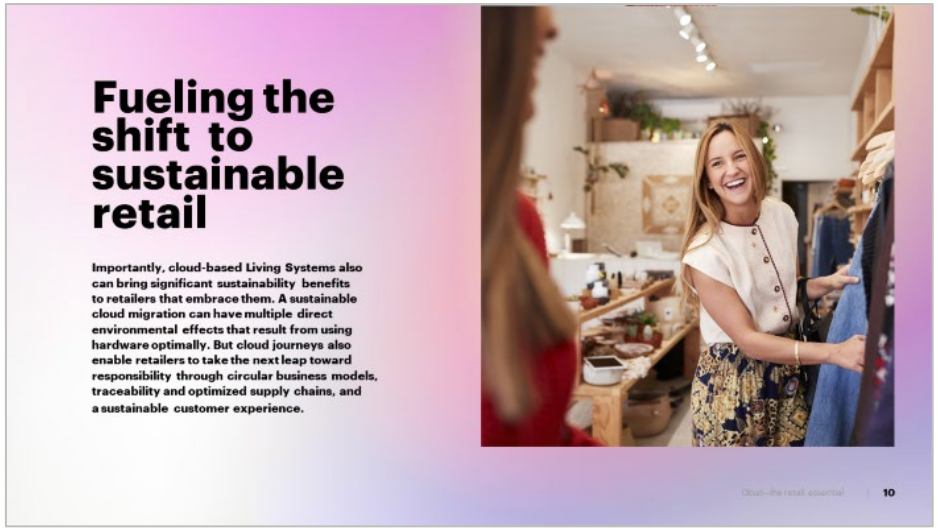
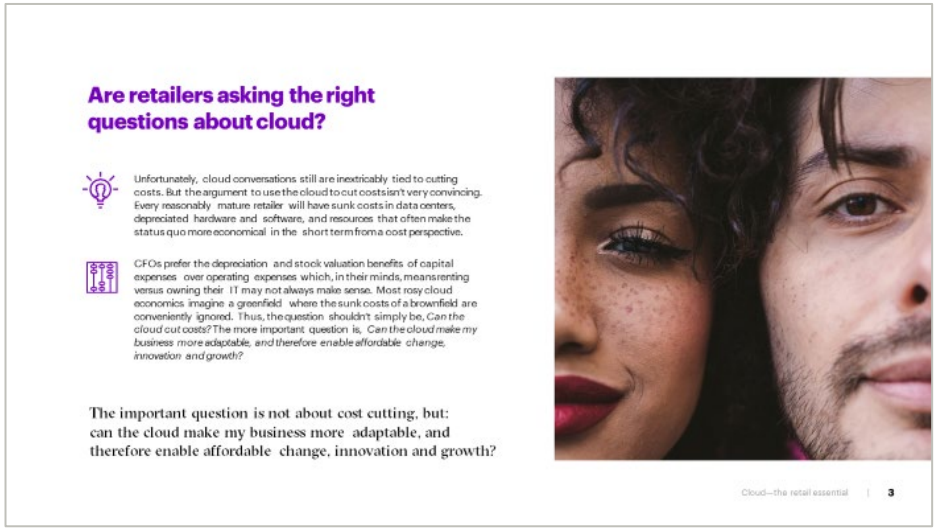
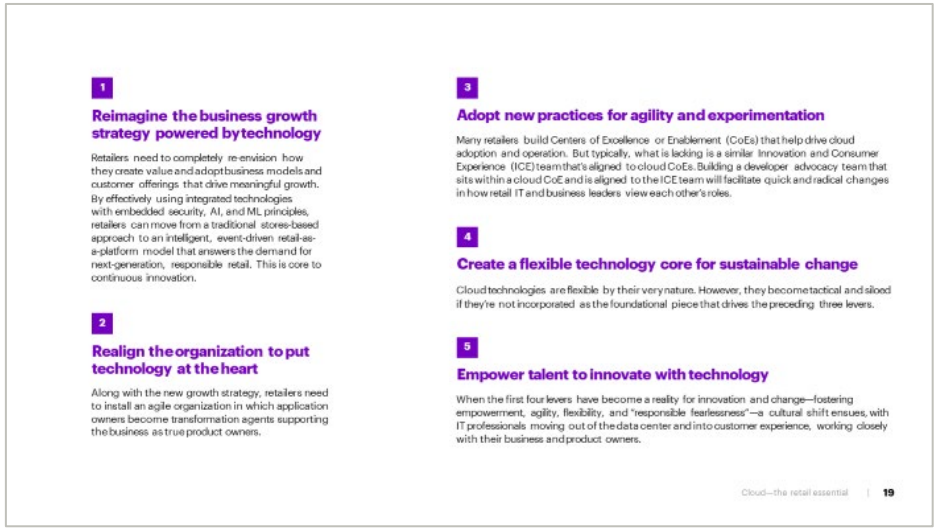
Cover and layout example









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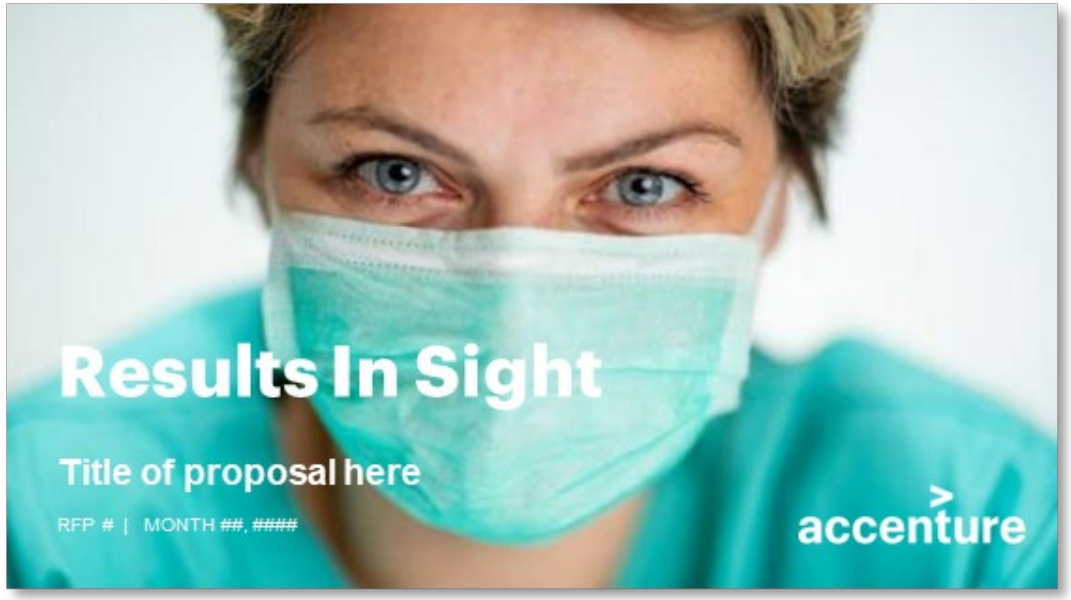
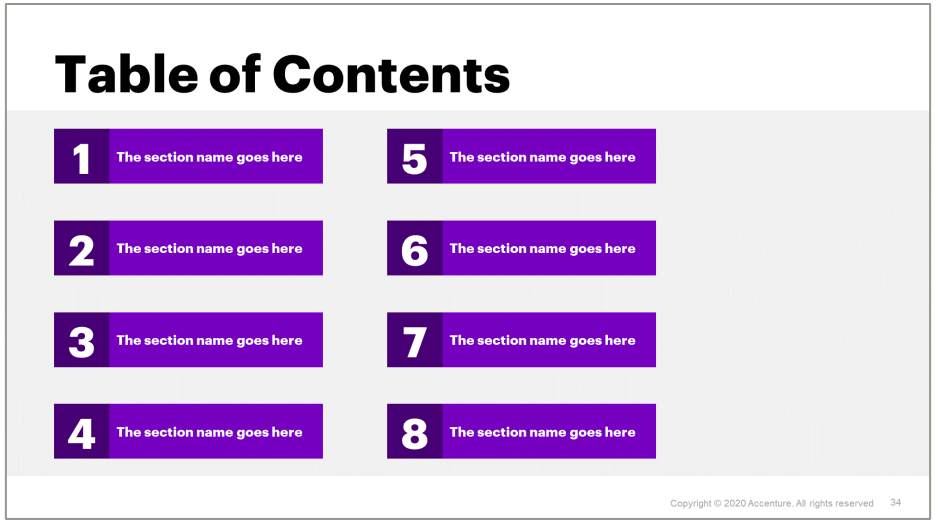
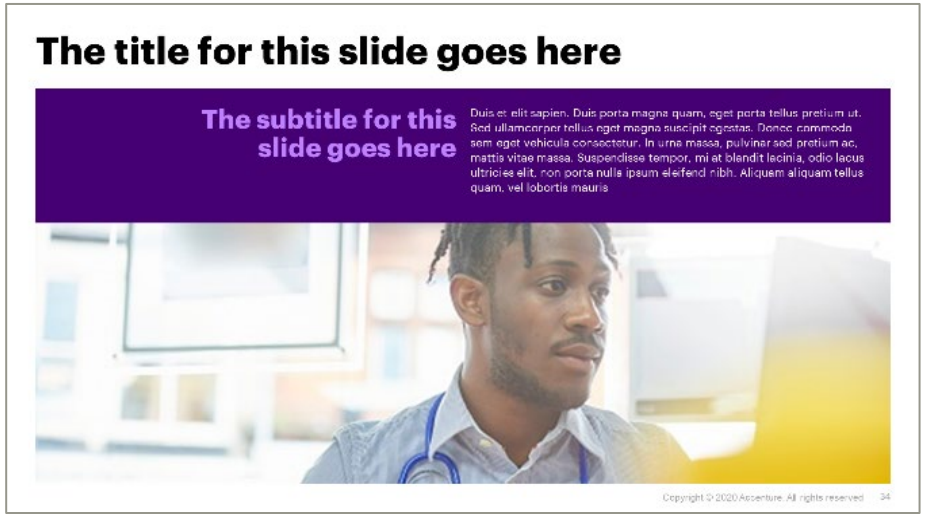
Cover and layout example







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Appendix 3
Example Proposal Template

accenture

State Government
Department

ERP Solutions

RFP #8675309
December 24, 2020

Change is a force
you can harness.

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1.0 Formatting Samples Heading 1

This is a placeholder for introductory text or thesis statement text. Placeholder for introductory text or statement. This is a placeholder for introductory text or thesis statement text. Placeholder for introductory text or statement. This is a placeholder for introductory text or statement text.

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here.

This is a placeholder for text [Text Before Bullets]:

- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet Last [Bullet 1 Last]

Focus box header text goes here

Focus box text goes here to highlight key points or include specific facts to call out:

- Focus box bullet 1 goes here
- Focus box bullet inserted here
  - Focus box bullet 2 goes here
- Focus box bullet inserted here

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text.

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text.

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text.

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1.1 Sample Heading 2

RFx Requirement Text. This is a placeholder for RFx requirements if desired. RFx Requirement Text. This is a placeholder for RFx requirements if desired. RFx Requirement Text. This is a placeholder for RFx requirements if desired RFx Requirement Text. This is a placeholder for RFx requirements if desired.

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. Use Cross-reference feature to refer to Figure 1 with descriptive text as an introduction prior to the figure.

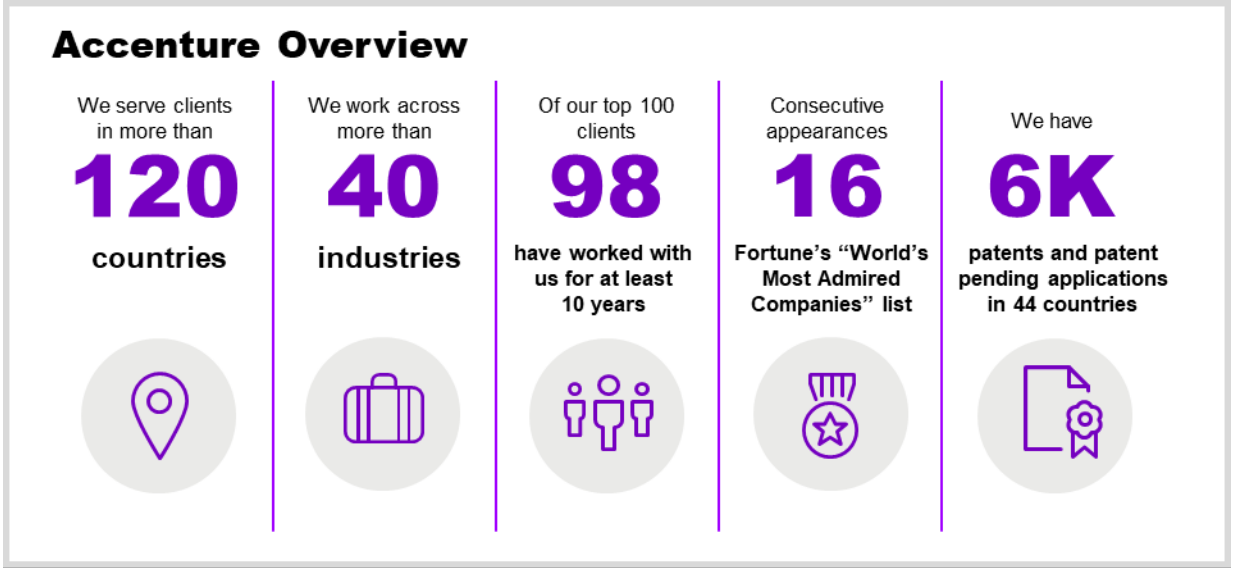

Figure 1. Figure Caption goes here

1.1.1 Sample Basic Table default style

This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. Use "Cross-reference" feature to refer to Table 1 with descriptive text as an introduction prior to the table.

	Table Header	Table Header Example	Table Header	Table Header
Table Subhead	Table text	• Table Bullet 1 • Table Bullet 1 • Table Bullet 2 – Table Bullet 2	• Table Bullet 1 • Table Bullet 1	• Table Bullet 1 • Table Bullet 1 • Table Bullet 1

Table Subhead	Table text	• Table bullet 1
		• Table bullet 1
		  – Table bullet 2
		  – Table bullet 2
			• Table Bullet 1
			• Table Bullet 1
			  – Table Bullet 2
			  – Table Bullet 2
				• Table bullet 1
				• Table bullet 1
				• Table bullet 1

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1.1.2 Sample Heading 3

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here.

This is the placeholder for text. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here.

> This is the placeholder for quote box text. This is a placeholder for quote. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text.
>
> — Name, Title

1.1.2.1 Sample Heading 4

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text [Text Before Bullets]:

- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet Last [Bullet 1 Last]

Sample Heading 5

This is the placeholder for text. This is a placeholder For text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is the placeholder for text. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here.

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1.1.2.2 Sample Heading 4

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is a placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is the placeholder for response text.

This is a placeholder for text. Text goes here. This is a placeholder for text [Text Before Bullets]:

- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet Last [Bullet 1 Last]

Sample Heading 5

This is the placeholder for text. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is the placeholder for text. This is a placeholder for text.

Sample Heading 6

Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. This is a placeholder for text [Text Before Bullets]:

- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet [Bullet 1]
- First Level Bullet Last [Bullet 1 Last]

Sample Heading 7

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here.

Sidebar title sample heading

Table text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here.

Table text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here.

- Table Bullet 1
- Table Bullet 1
- Table Bullet 1
- Table Bullet 1

This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here.

- Table Bullet 1
- Table Bullet 1
- Table Bullet 1

This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here.

- Table Bullet 1
- Table Bullet 1
- Table Bullet 1

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1.3 Heading sample with longer header text inserted here

RFx Requirement Text. This is a placeholder for RFx requirements if desired. RFx Requirement Text. This is a placeholder for RFx requirements if desired. RFx Requirement Text. This is a placeholder for RFx requirements if desired RFx Requirement Text. This is a placeholder for RFx requirements if desired.

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is the placeholder for response text.

Sample Basic Table Style 2 with banded rows

This is the placeholder for text. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. Use “Cross-reference” feature to refer to Table 2 with descriptive text as an introduction prior to the table.

	Table Header	Table Header	Table Header
Table Subhead	Table text. Text goes here. This is a placeholder for text. Text goes here. Enter text here.	• Table Bullet 1 • Table Bullet 1	• Table Bullet 1 • Table Bullet 1 • Table Bullet 1

Table Subhead	Table text. Text goes here. This is a placeholder for text. Text goes here.	• Table Bullet 1
		• Table Bullet 1
		  – Table Bullet 2
		  – Table Bullet 2
			• Table Bullet 1
			• Table Bullet 1
			• Table Bullet 1

Table Subhead	Table text. Text goes here. This is a placeholder for text.	• Table Bullet 1 • Table Bullet 1	• Table Bullet 1 • Table Bullet 1

Table Subhead	Table text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text.	• Table Bullet 1
		• Table Bullet 1
			• Table Bullet 1
			• Table Bullet 1
			  – Table Bullet 2
			  – Table Bullet 2

Table 2. Table caption goes here

Sample Heading 5

This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. Text goes here. Enter text here. This is the placeholder for response text. This is the placeholder for response text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is a placeholder for text. This is a placeholder for text. Text goes here. This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for response text. This is a placeholder for text.

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This is a placeholder for text [Text Before Bullets]:

1. [Style = Outline - Number] Numbered Text
2. [Style = Outline - Number] Numbered Text
3. [Style = Outline - Number] Numbered Text
    a. [Style = Outline - Alpha] Alpha ordered Text
    b. [Style = Outline - Alpha] Alpha ordered Text
    c. [Style = Outline - Alpha] Alpha ordered Text

This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. This is a placeholder for text. Text goes here.

Sample basic table default style

This is a placeholder for text. Text goes here. Enter text here. This is the placeholder for text. Use “Cross-reference” feature to refer to Table 3 with descriptive text as an introduction prior to the table.

	Table Header	Table Header Example	Table Header	Table Header
Table Subhead	Table text	• Table Bullet 1 • Table Bullet 1 • Table Bullet 2 – Table Bullet 2	• Table Bullet 1 • Table Bullet 1	• Table Bullet 1 • Table Bullet 1 • Table Bullet 1

Table Subhead	Table text	• Table Bullet 1
		• Table Bullet 1
		  – Table Bullet 2
		  – Table Bullet 2
			• Table Bullet 1
			• Table Bullet 1
			  – Table Bullet 2
			  – Table Bullet 2
				• Table Bullet 1
				• Table Bullet 1
				• Table Bullet 1

Table Subhead	Table text	• Table Bullet 1
		• Table Bullet 1
		  – Table Bullet 2
		  – Table Bullet 2
			• Table Bullet 1
			• Table Bullet 1
				• Table Bullet 1
				• Table Bullet 1
				  – Table Bullet 2
				  – Table Bullet 2

Table Subhead	Table text	• Table Bullet 1
		• Table Bullet 1
		  – Table Bullet 2
		  – Table Bullet 2
			• Table Bullet 1
			• Table Bullet 1
			  – Table Bullet 2
			  – Table Bullet 2
				• Table Bullet 1
				• Table Bullet 1
				• Table Bullet 1

Table 3. Table caption goes here

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Appendix 4
Example Presentation Template

accenture | CLIENT LOGO PLACEHOLDER

Presentation title placeholder

Subtitle placeholder if needed

Date or Speaker Name(s)

Agenda

Agenda overview or summary text

1. Agenda Bullet
2. Agenda Bullet
3. Agenda Bullet
4. Agenda Bullet
5. Agenda Bullet

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Agenda

1

Agenda text item

2

Agenda text item

3

Agenda text item

4

Agenda text item

5

Agenda text item

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One column with image

Subhead text placeholder

Level 1 Arial (Body) sentence case

- Level 2 is Arial (Body)
- This is a placeholder for bulleted text
- This is a placeholder for additional bulleted text

This can be used for highlight text or commentary

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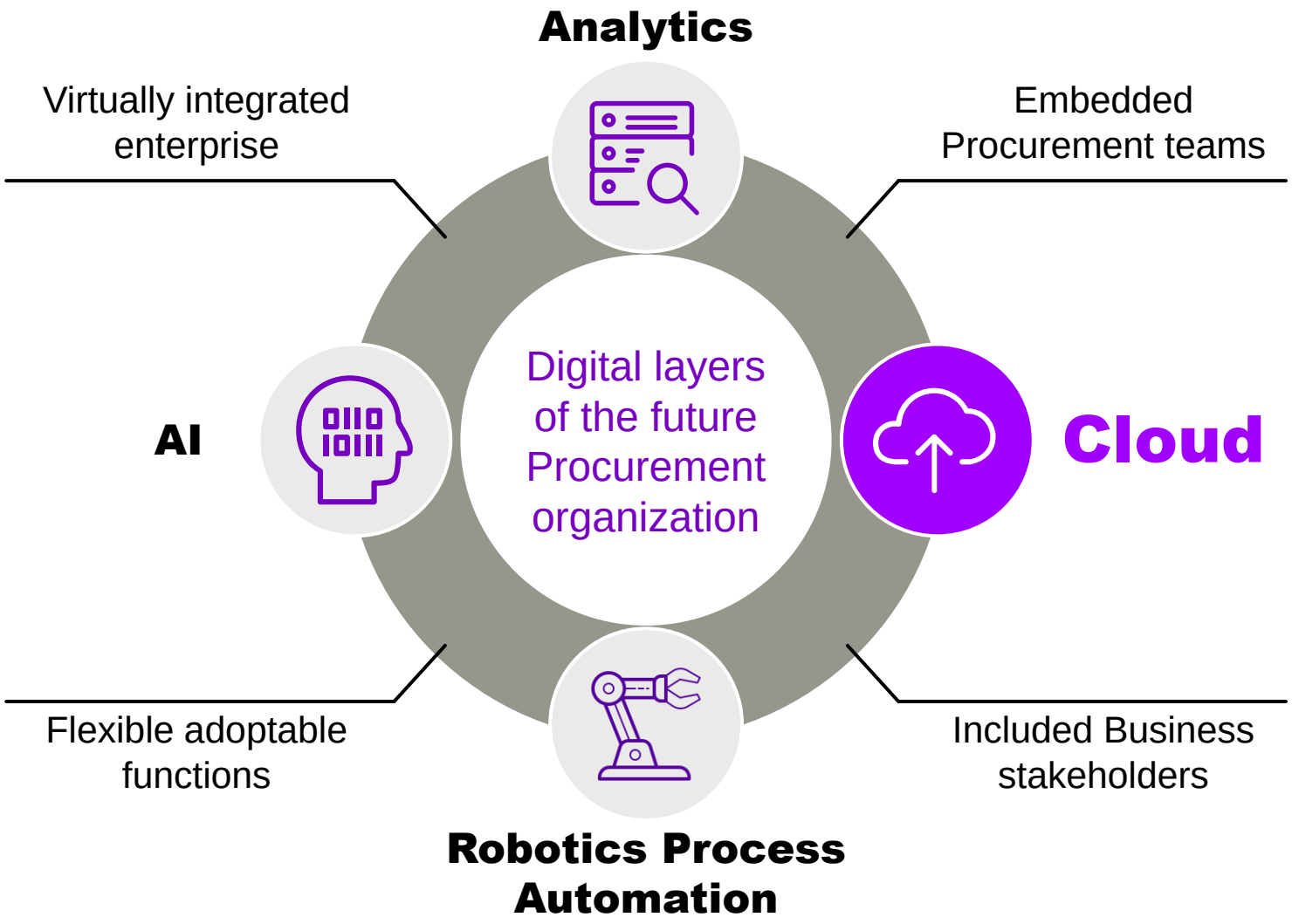
Example graphic (line icon style)



Cloud Callout Example

00%

Stat headline

Stat details placeholder information – Stat details placeholder information

00%

Stat headline

Stat details placeholder information – Stat details placeholder information

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Table design example

Subhead text placeholder

		Table Heading					
Table Heading	**Table Heading**	**1**	**2**	**3**	**4**	**5**	**6**
Table Text	• Table Text Bulleted List • Table Text Bulleted List • Table Text Bulleted List	●	●	●		●	●
Table Text	Table Text	●	●		●		●
Table Text	Table Text: • Table Text Bulleted List • Table Text Bulleted List • Table Text	●	●	●		●	
Table Text	Table Text	●	●	●	●	●	●
Table Text	• Table Text Bulleted List • Table Text Bulleted List • Table Text	●	●	●	●		

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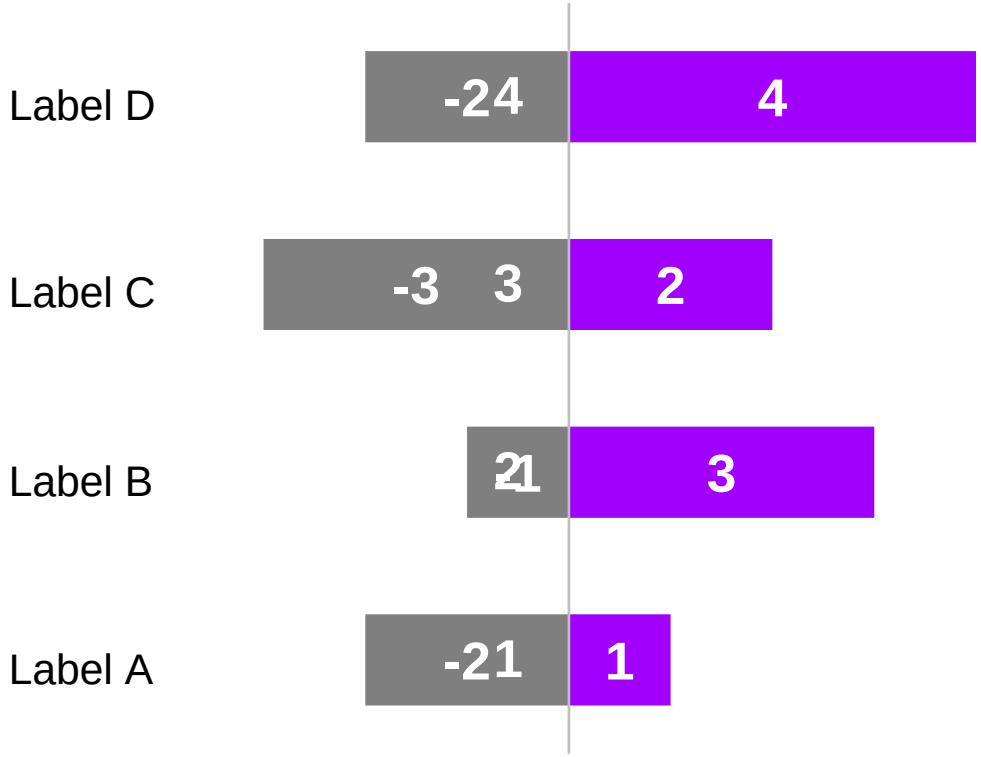
Like tables, charts should be simple

Chart title or explanation

Avoid legends and label chart directly



Subtitle Example

00%

Stat headline

Stat details placeholder information – Stat details placeholder information

00%

Stat headline

Stat details placeholder information – Stat details placeholder information

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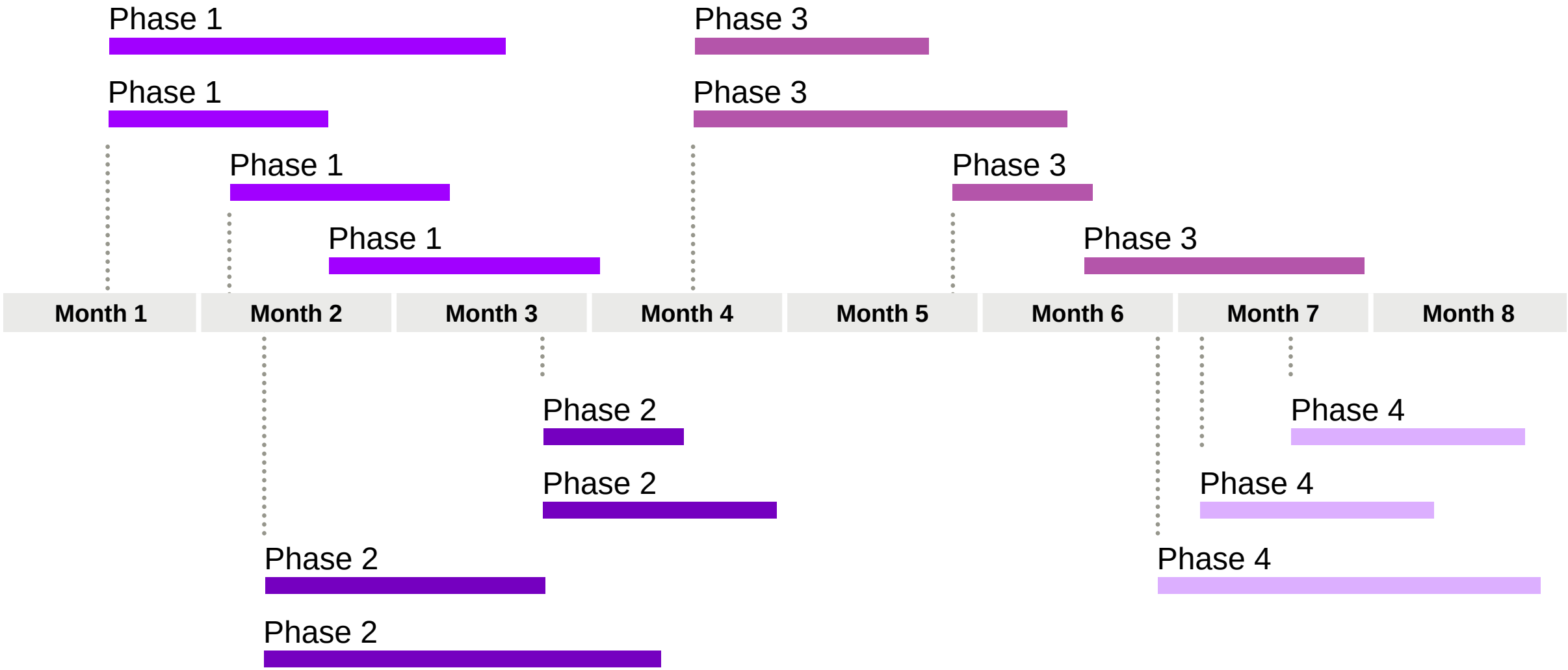
Timeline example



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Case study example

Large shipping industry client

Challenge

Insert case study challenge placeholder. Placeholder for brief overview of client challenge. Insert client story challenge placeholder. Placeholder for brief overview of client challenge.

What Accenture Did

Insert case study overview information placeholder. Brief overview of how Accenture helped. Insert client story overview information placeholder. Placeholder for brief overview.

People and Culture

Insert case study overview information about the people and culture. Placeholder for brief overview on the people and culture aspect. Insert case study overview information about the people and culture.

Value Delivered

Insert case study overview of how our solution helped bring the desired value to the client. Placeholder of the value Accenture delivered to the client. Placeholder of the value Accenture delivered to the client.

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