DESKTOP PUBLISHING

OVERVIEW

Participants produce a portfolio containing a news release, a three (3)-column newsletter, and a poster. Each of these publications is designed to stimulate interest in, create awareness of, and encourage participation in a national charity, community service organization, or local fundraising initiative. The news release and poster should foster curiosity that leads to learning more details about the selected initiative. The three (3)-column newsletter (8½" x 11" trifold) should inform readers of the cause, explain activities that reflect involvement, and provide details about how individuals can become involved.

Semifinalists work to solve an on-site problem that demonstrates their ability to use the computer to design and edit materials for in-house publication.

PURPOSE

Participants are provided with the opportunity to demonstrate an understanding of desktop publishing software and the technology used to prepare three (3) common publication formats.

ELIGIBILITY

Participants are limited to three (3) individuals per state, one (1) entry per individual.

TIME LIMITS

A. Entries must be started and completed during the current school year.

B. Participants have a thirty (30)-minute set-up time before the event.

C. Participants have two and one-half (2½) hours to complete the on-site problem.

ATTIRE

Competition attire, as described in National TSA Dress Code (www.tsaweb.org/Dress-Code), is required for this event.

☑️ In this event, students have the opportunity to compete using the computer and software of their choice.
PROCEDURE

A. Participants check in their entries at the time and place stated in the conference program.

B. Entries are reviewed by evaluators.

C. Semifinalists report to the event area at the time and place stated in the conference program for the on-site component.

D. Semifinalists are allowed thirty (30) minutes to set up before the event.

E. Semifinalists are provided with the publishing problem and are allowed two and one-half (2½) hours to complete their entry.

F. A final color output of each semifinalist is saved as a PDF file, turned in on a USB flash drive, and judged.

G. All winning entries, digital and hard copy, become the property of TSA, Inc.

H. Participants pick up their entries from the display area at the time and place stated in the conference program.

It is essential that students and advisors routinely check the TSA website (www.tsaweb.org) for updated information about TSA general rules and competitive events. This information is found on the website under Competitions/Updates and Clarification. When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

REGULATIONS

A. The printed publication items (a news release, a three (3)-column newsletter, and a poster) must follow these guidelines:

1. The printed items should be developed in color on white 8½" x 11" paper. Color, preprinted, or designed paper may not be used.

2. Clip art may be used. No templates may be used.

3. The printed items must have applicable headings. The content of the items must be appropriate for viewing at the national TSA conference. Any entry that includes images depicting sex, drugs, tobacco, gangs, cults, etc. will be disqualified.

4. The news release and poster should be printed only on one (1) side of a white 8½" x 11" sheet of paper.

5. The newsletter must be printed on both sides of a white 8½" x 11" sheet of paper.
6. All items (comprising a “portfolio”) should be put in clear sheet protectors and placed in a clear front report cover. Additional items may not be included.
7. The portfolio is identified using only the participant’s identification number. Participants are to create a fictitious or real national charity, community service organization, or local fundraising initiative. Participants are not to identify themselves or other members of their chapter in their publications.

B. Semifinalists supply their own computer work station with USB port, power strip/surge protector, extension cord, and software for the on-site portion of the event. A laptop computer is recommended. Any semifinalist who does not provide these items will not be allowed to compete in the on-site event.
   1. The on-site entry is identified using only the participant’s conference identification number. The purpose of the entry is to create a printable product, using a real or fictitious entry.
   2. Clip art may be used. No templates may be used.
   3. All on-site work is developed, saved as a PDF file on a USB flash drive and submitted using only the participant’s identification number.
   4. Semifinalists leave the event room only with permission from the event coordinator.
   5. The on-site entry should be saved and submitted when the work is completed and/or when time elapses.
   6. All entries become the property of TSA, Inc. and will not be returned after judging.

EVALUATION

Evaluation is based on points earned for portfolio development, pre-press abilities, the solution to the on-site problem, and the final printed product. Please refer to the official rating form/rubric for more information.
STEM INTEGRATION

This event aligns with the STEM educational standards noted below. Please refer to the STEM Integration section of this guide for more information.

Science, Technology, Engineering, Mathematics

COMMON CORE STATE STANDARDS (CCSS) INTEGRATION

Please refer to the Common Core State Standards (CCSS) Integration section of this guide for more information.

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

- COMMUNICATION — Students ensure that the entry is complete and presentable. Suggested leadership lessons: *Promote It* and *Put It Together*
- CREATIVE THINKING — Students create original ideas based on specifications. Suggested leadership lessons: *HAT To Be Creative* and *Invention Mishap*
- PROBLEM SOLVING — Students devise a plan for how to solve a problem. Suggested leadership lessons: *Effective Brainstorming* and *Problem Solving Steps*

Additional leadership skills promoted in this event: decision making, evaluation, organization

TSA AND CAREERS

This competition connects to one or more of the career areas featured in the TSA AND CAREERS section of this guide. Use The 16 Career Clusters chart and the TSA Competitions and The 16 Career Clusters grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

Advertising or marketing executive
Editor or copy editor
Corporate communications manager
Writer
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator
B. Evaluators for portfolios, two (2) or more
C. Evaluators for on-site activity, two (2) or more

MATERIALS

A. Coordinator’s notebook, containing:
   1. Event guidelines, one (1) copy for the coordinator and for each evaluator
   2. Official rating forms
   3. List of entries with finalist report
   4. List of evaluators/assistants
   5. Pens for evaluators
   6. Results envelope
B. Tables for computer systems (2' x 4' minimum, each), one (1) per participant
C. Chairs, one (1) per participant

RESPONSIBILITIES

A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator’s notebook. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled.
B. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
C. Check in the entries at the time stated in the conference program. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC chairperson. Late entries are considered on a case-by-case basis and only when the lateness is caused by events beyond the participant’s control. Requirements for attire do NOT apply during check-in.
D. Place an entry number in the lower right-hand corner of the portfolio. Secure the entries in the designated area.
Desktop Publishing

E. Meet with your evaluators/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

F. Evaluators independently review each entry and complete the official rating form.

G. Identify and post the twelve (12) semifinalists

H. Inspect the area(s) in which the on-site activity is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.

I. Meet with your evaluators for the on-site activity to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

J. Semifinalists report for the on-site problem.

K. Begin the event at the scheduled time by closing the doors and checking the entry list. All semifinalists and evaluators should be in the room at this time. Semifinalists not present may be disqualified. In order to compete, semifinalists must be on the posted entry list or must have approval of the CRC chairperson.

L. Evaluators monitor the participants during the on-site activity, independently review each entry, and complete the official rating form.

M. Each participant (noting his/her individual ID number) will save the final product in a PDF file on a USB flash drive. The coordinator will download the files from the USB drive to a designated computer, which will be used by judges for viewing and evaluating.

N. For participants who violate the rules, the decision either to deduct 20% of the total possible points or to disqualify the entry must be discussed and verified with the evaluators, event coordinator, and a CRC manager; all must initial either of these actions on the rating form.

O. Evaluators total the scores from the display and the on-site problem for each semifinalist and then calculate the average of their scores to determine the ten (10) finalists. Evaluators discuss and break any ties for the top ten (10) placements.

P. Complete and submit the finalist report, which includes a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.

Q. If necessary, manage security and the removal of materials from the area.
## Desktop Publishing

### 2015 & 2016 OFFICIAL RATING FORM

#### News Release (30 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance 1-4 points</th>
<th>Adequate performance 5-8 points</th>
<th>Exemplary performance 9-10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layout and design (X1)</td>
<td>The layout does not resemble a standard news release and/or is missing essential design elements to attract the reader’s attention.</td>
<td>The layout resembles a standard news release, includes most design elements, has few mistakes, and grabs the reader’s attention.</td>
<td>The news release is concise, encompasses all standard layout elements, attracts the reader’s attention, and has creativity at the forefront of the design.</td>
</tr>
<tr>
<td>Content (X1)</td>
<td>The news release lacks the necessary elements to promote a cause, purpose, or need.</td>
<td>The news release contains the elements necessary to promote initial involvement, and it is somewhat creative, which results in a release that may attract attention; the news release conveys the intended message adequately.</td>
<td>The release contains all elements necessary to promote involvement; it is written in a creative and entertaining style that would appeal to and attract potential responders.</td>
</tr>
<tr>
<td>Effectiveness (X1)</td>
<td>The news release does not convey the intended message appropriately and/or contains unrelated text.</td>
<td>The news release conveys the intended message adequately, with some use of related graphics and text.</td>
<td>The news release can be easily understood and interpreted, with exceptional use of related text.</td>
</tr>
</tbody>
</table>

#### Newsletter (40 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance 1-4 points</th>
<th>Adequate performance 5-8 points</th>
<th>Exemplary performance 9-10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative layout and graphics (X1)</td>
<td>The layout does not reflect the standard three-column newsletter and/or is missing essential design elements; graphics are either non-existent or are poorly placed and/or of poor quality.</td>
<td>The layout is adequate for a standard three-column newsletter and may draw the reader to key information; the graphics are adequate but may appear as an afterthought of the design.</td>
<td>The layout is exceptional and draws the reader to key information conveyed; the graphics are well placed, exceptional, and enhance the overall design.</td>
</tr>
<tr>
<td>Content (X1)</td>
<td>The newsletter does not provide details about the need and purpose, and/or it does not include information about ongoing activities.</td>
<td>The newsletter provides some basic details about current events and activities, and it offers news of past or upcoming events.</td>
<td>The newsletter provides clear details about current activities; it includes concise, accurate information about past and future initiatives.</td>
</tr>
<tr>
<td>Effectiveness (X1)</td>
<td>The newsletter does not effectively convey the intended message and/or contains unrelated text and/or graphics that detract from the design and theme.</td>
<td>The newsletter conveys the intended message adequately; it is somewhat organized, with average text related to the theme.</td>
<td>The newsletter’s message is concise and organized in a way that is easily understood and interpreted, with exceptional use of related graphics and text that promote the theme.</td>
</tr>
</tbody>
</table>
### Desktop Publishing (continued)

#### Newsletter (40 points) (continued)

| Incorporation of graphic design principles (X1) | The graphic design incorporates or embodies few, if any of the following design principles: alignment, consistency, contrast, unity, white space, balance, proportion. | The graphic design is somewhat pleasing but may be missing one or two design principles; it provides a layout that is generally aesthetically pleasing. | The graphic design is clearly aesthetically pleasing, with all design principles incorporated into the overall design and layout. |

| **SUBTOTAL (40 points)** |

#### Poster (30 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance</th>
<th>Adequate performance</th>
<th>Exemplary performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layout and design (X1)</td>
<td>The poster’s layout does not resemble a standard poster and/or is missing essential poster design elements.</td>
<td>Most elements of poster design are followed, few mistakes are made in the layout, and the design grabs the reader’s attention.</td>
<td>The poster is concise and encompasses all standard layout elements, with creativity at the forefront of the design.</td>
</tr>
<tr>
<td>Content (X1)</td>
<td>The poster does not contain the elements necessary to promote a cause, purpose, or social need.</td>
<td>The poster contains some elements and facts necessary to promote a social cause, purpose, or need, but the design may lack creativity.</td>
<td>The poster contains all the elements necessary to promote the fulfillment of a social need; the display is creative and entertaining and would likely attract potential interest.</td>
</tr>
<tr>
<td>Effectiveness (X1)</td>
<td>The work does not convey the intended message appropriately and/or contains unrelated text or graphics.</td>
<td>The work conveys the overall intended message, with average or adequate use of related graphics and text.</td>
<td>The message is easily understood and interpreted, with exceptional use of related graphics and text.</td>
</tr>
</tbody>
</table>

| **SUBTOTAL (30 points)** |

Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: __________

#### Solution of On-site Problem (50 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance</th>
<th>Adequate performance</th>
<th>Exemplary performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layout and design (X1)</td>
<td>The design does not incorporate or embody the design principles of alignment, consistency, contrast, unity, or white space.</td>
<td>The design may be missing one or two design principles, but the overall layout is generally aesthetically pleasing.</td>
<td>An aesthetically pleasing design is provided, with all design principles incorporated into the layout and design.</td>
</tr>
<tr>
<td>Solution to project (X2)</td>
<td>Three or more attributes of the solution’s criteria are missing.</td>
<td>Two or fewer attributes of the solution’s criteria are missing.</td>
<td>All of the attributes of the solution’s criteria is/are evident.</td>
</tr>
<tr>
<td>Effectiveness (X1)</td>
<td>The solution does not convey the intended message appropriately and/or contains unrelated text or graphics.</td>
<td>The solution conveys the intended message appropriately, but it contains some unrelated text and/or graphics.</td>
<td>The message is easily understood and interpreted, with exceptional use of related graphics and text.</td>
</tr>
</tbody>
</table>
### DESKTOP PUBLISHING (continued)

#### Solution of On-site Problem (50 points) (continued)

<table>
<thead>
<tr>
<th>Originality (X1)</th>
<th>The design does not incorporate or embody the principles of creativity: freshness, idea cultivation, realness, bravery, momentum, and/or visual signaling.</th>
<th>The design is adequate, but it may be missing a few applicable principles of creativity.</th>
<th>The design is truly unique and includes almost all applicable principles of creativity.</th>
</tr>
</thead>
</table>

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Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: __________

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (150 points)**

Comments:

I certify these results to be true and accurate to the best of my knowledge.

Evaluator

Printed name: _______________________________________ Signature: ____________________________________________