OVERVIEW

Participants develop a notebook, a tri-fold pamphlet, a three (3)-column newsletter, and a poster. All participants (not just semifinalists) then work to solve an on-site problem that demonstrates their abilities to use the computer to design, edit, and print materials for publication.

The theme for 2011 is A Whole New World.

The theme for 2012 is Beyond Tradition.

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 one (1) individual 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

Business Casual dress as described in Competitive Events Attire is the minimum requirement.

PROCEDURE

A. Participants check in their entries at the time and place stated in the conference program.
B. Entries are reviewed by evaluators.

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

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

E. Participants 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 the entries is saved as a PDF file, turned in, 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.

REGULATIONS

A. Participants supply their own computer work station with USB drive, power strip/surge protector, and software. A laptop computer is recommended. Anyone who does not provide these items will not be allowed to compete in the on-site event.

B. The notebook items [a tri-fold pamphlet, a three (3)-column newsletter, and a small poster] must follow these guidelines:
   1. The notebook items are developed in color on white 8½" x 11" paper. Color, preprinted, or designed paper may not be used.
   2. The notebook items must incorporate the selected theme. The content of the notebook items must be appropriate for viewing at the national TSA conference. Any notebook that includes images depicting sex, drugs, tobacco, gangs, cults, etc. will be disqualified.
   3. The trifold pamphlet and three-column newsletter may be printed on both sides of the white 8½" x 11" paper. The poster should be printed only on one side. All items should be put in clear sheet protectors and placed in the notebook, which is a standard three (3)-ring binder. Items may be removed and examined by evaluators. Additional items may not be included.
   4. The notebook is identified using only the participant’s conference identification number.

C. Clip art may be used for the notebook items and for the on-site project. No templates may be used.

D. All on-site work is developed, saved as a PDF file on an external drive (USB flash drive) and submitted using only the participant’s conference identification number.
E. Participants leave the event room only with permission from the event coordinator.

F. The on-site project should be saved and submitted when a participant completes his/her work and/or when time elapses.

G. All entries become the property of TSA, Inc. and will not be returned after judging.

**EVALUATION**

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

This event has connections to the STEM standards noted below. Please refer to the STEM integration section of this guide.

Science, Technology, Engineering, Mathematics

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

- COMMUNICATION — Students ensure that 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 has connections 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 Career Clusters grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

- Advertising or marketing executive
- Editor or copy editor
- Graphic designer
- Writer
DESKTOP PUBLISHING
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL
A. Event coordinator
B. Evaluators for notebooks, two (2) or more
C. Evaluators for on-site activity, two (2) or more
D. Computer coordinator, one (1)

MATERIALS
A. Coordinator’s notebook, containing:
   1. Event guidelines, five (5) copies
   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 notebook. Position displays for evaluation and viewing. Secure the entries in the designated area.
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. 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.

H. 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.

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

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

K. Each participant (noting his/her individual ID number) will save the final product PDF file on the coordinator’s 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.

L. For participants who violate the rules, the decision either to deduct twenty percent (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. Secure the initials of the coordinator and manager on the rating form.

M. Evaluators total the scores from the display and the on-site problem for each participant 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.

N. 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.

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

## 2011 & 2012 Official Rating Form

<table>
<thead>
<tr>
<th>EVALUATIVE CRITERIA</th>
<th></th>
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<tbody>
<tr>
<td><strong>Notebook (50 pts.)</strong></td>
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<tr>
<td>Tri-fold pamphlet .................................................10 pts.</td>
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<tr>
<td>Three (3)-column newsletter .........................................10 pts.</td>
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<td>Poster ..................................................................10 pts.</td>
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<td>Theme ..................................................................10 pts.</td>
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<tr>
<td>Proper layout and graphic design ..................................10 pts.</td>
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<tr>
<td><strong>On-site project (50 pts.)</strong></td>
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<tr>
<td>Final printed product neatness, spelling, grammar, mechanics ..................................10 pts.</td>
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<td>Originality of solution to the on-site problem ..................................10 pts.</td>
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<tr>
<td>Page layout ................................................................10 pts.</td>
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<tr>
<td>Graphics ..................................................................10 pts.</td>
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<tr>
<td>Creativity ..................................................................10 pts.</td>
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<tr>
<td><strong>SUBTOTAL</strong> ...........................................................100 pts.</td>
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<tr>
<td>Rules violation (must be initialed by coordinator and manager) ..............minus 20% of the total possible pts.</td>
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<tr>
<td><strong>TOTAL</strong> ..................................................................100 pts.</td>
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</tbody>
</table>

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

Evaluator

Printed name: ________________________________ Signature: ________________________________