

OVERVIEW

Participants have the opportunity to use computerized graphic communications layout and design skills in the production of a promotional resource for TSA.

Participants produce an original multi-piece marketing folder to be used for TSA chapter recruitment, or as an introductory packet for new TSA advisors/teachers. This promotional pocket folder should be mailable and would include four to five (4-5) separate and different items. The folder must contain items that provide details about TSA, its history, its co-curricular relationship with Engineering and Technology pathway courses, its membership guidelines and instructions for joining, the competitive events program, signature events, service projects, STEM connections, leadership training activities, and sample chapter membership recruitment items. Promotional Folder content examples might include: a pamphlet, post card, letter, small poster, business card, and a PDF of a color graphic for branding promotional gifts. The complete Promotional Folder must demonstrate a unity of design that repeats throughout the included items.

Semifinalists respond to an onsite problem with a solution that demonstrates their ability to use a computer to design and edit materials for in-house publication.

ELIGIBILITY

Three (3) individuals per state may participate, one (1) entry per individual.

TIME LIMITS

1. Semifinalists have a thirty (30)-minute set-up time before the onsite portion of the event, and two (2) hours to complete the onsite problem.
2. The semifinalist LEAP interview will take place immediately following the completion of the onsite portion of the event and will last a maximum of five (5) minutes.

LEAP

An individual LEAP Report is required for this event and must be submitted at event check-in (see LEAP Program).

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRELIMINARY ROUND

1. Participants check in their entries and submit a LEAP Report at the time and place stated in the conference program.
2. Entries are reviewed by judges.
3. A list of twelve (12) semifinalists (in random order) will be posted.

SEMIFINAL ROUND

1. Semifinalists report to the event area at the time and place stated in the conference program for the onsite component of the event.
2. Semifinalists are provided with an onsite publishing problem.
3. A final color output of each semifinalist entry is saved as a PDF file, turned in on a USB flash drive, and judged.
4. The semifinalist LEAP interview will take place immediately following the completion of the onsite portion of the event.
5. Judges independently assess the entries, including each semifinalist's LEAP Report and interview.
6. The top ten (10) finalists will be announced during the awards ceremony.

REGULATIONS

PRELIMINARY ROUND

- A. Each entry must include a student-designed standard two-pocket folder.
 1. The folder may be produced by the participant or purchased from an office supply store.
 2. The folder must be made of cardstock with a cover image (either printed directly to the cover or printed on a separate sheet of paper, then glued to it to simulate the look of the final project).
 3. The folder must include two pockets, and a business card slit.
 4. The folder must include 4-5 printed promotional publication items (chosen by the designer).
 5. One of the submitted items must be the folder that contains the rest of the portfolio. The folder must measure 9½" x 12" closed, and 19" x 12" open.
- B. The printed items contained in the folder must follow the below guidelines:
 1. The printed items contained in the folder should be designed in color (three [3] minimum) on white 8½" x 11" paper (maximum size).
 2. Colored paper, preprinted, or designed paper may not be used.
 3. Clip art may be used, however, no templates may be used.
 4. If it is determined that the product submitted is a template, the entry will be disqualified.
 5. Items that may be considered for the additional three (3) or four (4) portfolio items might include: a pamphlet, post card, letter, small poster, business card, PDF of graphic for branding promotional gifts, such as mugs or a t-shirt; (these actual items are not submitted).
 6. The complete packet should demonstrate a unity of design that repeats throughout the portfolio.
 7. The content of all items must be appropriate for viewing at the National TSA Conference. Any entry that includes images depicting sex, drugs, tobacco, alcohol, gangs, cults, etc., will be disqualified.

8. The folder containing all the elements is identified using only the participant's identification number.
9. Entries should not include any other identifying information. (The name of the chapter may only be identified when the challenge calls for promotion of the local chapter, as in fundraising.)
10. These items must be included in the folder:
 - a. Proof of permission to use copyrighted image(s) must be included (see Student Copyright Checklist in the Forms Appendix or on the TSA website).
 - b. A release form must be present if photographs of individuals are used (see Photo Consent and Release form).
 - c. Clipart must be documented. Failure to do so results in disqualification. (No permission is needed for the use of the TSA logo by affiliated chapters.) Refer to the TSA Branding Guide on the TSA website.

SEMIFINAL ROUND

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

- I. The LEAP Report
 1. Participants document the leadership skills developed and demonstrated while working on this event, and on a non-competitive event leadership experience.
 2. Semifinalists will respond to questions about the content of the LEAP Report as part of the LEAP interview.
 3. Specific LEAP Report regulations can be found in the LEAP Program section of this guide and on the TSA website.

EVALUATION

PRELIMINARY ROUND

The promotional folder cover and contents

SEMIFINAL ROUND

1. The semifinalist problem
2. The content and quality of the LEAP Report and interview

Refer to the official rating form for more information.

STEM INTEGRATION

This event has connections to the STEM standards of Science, Technology, Engineering, and Mathematics.

CAREERS RELATED TO THIS EVENT

- Advertising executive
- Graphic designer
- Marketing manager
- Printer
- Public relations manager

PROMOTIONAL DESIGN

2019 & 2020 OFFICIAL RATING FORM HIGH SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

Go/No Go Specifications

- Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box.
- If an item is missing, leave the box next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

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- Entry is submitted in the designated folder (9½" x 12" when closed).
 - Entry contains the required four to five (4-5) items.
 - No obvious templates are present in the entry.
 - All permission forms are present.
 - Completed LEAP Report is present.
 - ENTRY NOT EVALUATED

STATIC ENTRY (110 points)

PROMOTIONAL FOLDER COVER (Cover Graphic) (40 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	Record scores in the column spaces below.
	1-4 points	5-8 points	9-10 points	
Appropriateness of graphic design (X1)	The design has little connection to or is inadequate in conveying the essence of the design challenge; logo(s) are poorly placed or of poor quality.	The design has a general connection to the challenge; logo(s) are present.	The design is appropriate and effectively addresses the theme; logo(s) are present and appropriately placed.	
First impressions (sharp, clean edges of graphics and fonts; entry is clear of smudges, smears, pencil or other extraneous marks) (X1)	The design is messy and/or damaged, and leaves an unfavorable impression.	The design is neat, with adequate attention to detail.	The design is eye-catching and compelling; attention to detail is very evident.	
Use of color (X1)	The graphic has less than three colors; colors used clash or distract from the graphic.	The graphic has three colors, and they generally work well together.	The effective choice of colors creates an appealing graphic.	
Fonts (readable, have eye appeal, appropriate dimension and placement) (X1)	Font choice, size, and placement are ineffective in creating an aesthetically pleasing design.	Font choice and size are appropriate and incorporated somewhat effectively in the design.	Font choice and size are appropriate, and the location of text is effectively incorporated in the aesthetics of the design.	
PROMOTIONAL FOLDER COVER SUBTOTAL (40 points)				

Record scores in the column spaces below.

PROMOTIONAL FOLDER CONTENTS (70 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Appropriateness of graphic products (X1)	The included graphic products have little connection to the intent of the folder's target audience.	The included graphic products are appropriate to the intended audience and have generally useful content.	The included graphic products clearly connect with the intention of the promotional packet and its intended audience, providing useful, related content
Unity of design (X1)	The complete packet has little obvious unity of design throughout the included items.	The complete packet demonstrates a general sense of unity of design throughout the included items.	The complete packet demonstrates an obvious unity of design that repeats throughout the included items.
Incorporation of graphic design principles (alignment, contrast, unity, white space, balance, and proportion) (X1)	The included graphic products incorporate or embody few, if any, of the design principles.	The included graphic products are somewhat pleasing but may be missing one or two design principles; the products have a layout that is generally aesthetically pleasing.	The included graphic products are clearly unique and aesthetically pleasing, with all graphic design principles incorporated in the overall design and layout.
Grammar/spelling (X1)	Many misspelled words are present, and grammar is poor.	Spelling and grammar are mostly correct.	Proper grammar and spelling are evident.
Graphic images (X1)	Images have little connection to the essence of the challenge; logo(s) are poorly placed or of poor quality.	Images have general connections to the challenge; logo(s) are present.	Images are appropriate and effectively address the challenge; logo(s) are present and appropriately placed.
Use of color (X1)	Graphic has less than three colors; colors used clash or distract from the graphic.	Graphic has three colors, and they generally work well together.	The effective choice of colors creates an appealing graphic.
Fonts (readable, have eye appeal, appropriate dimension and placement) (X1)	Font choice, text size, and placement are ineffective in creating an aesthetically pleasing design.	Font choice is appropriate and incorporated somewhat effectively in the design.	Font choice and size are appropriate, and the location of text is effectively incorporated in the aesthetics of the design.
PROMOTIONAL FOLDER CONTENTS SUBTOTAL (70 points)			

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

Indicate the rule violated: _____

PRELIMINARY SUBTOTAL (110 points)

PROMOTIONAL DESIGN

SEMIFINAL PROBLEM (40 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Layout and design (X1)	The design inadequately incorporates the design principles of alignment, consistency, contrast, unity, or white space.	The design incorporates most design principles; overall layout is generally aesthetically pleasing.	An aesthetically pleasing design is provided, with all design principles incorporated in the layout and design.	
Solution to project (X1)	Three or more attributes of the solution's criteria are missing.	Most attributes of the solution's criteria are included.	All attributes of the solution's criteria are evident.	
Effectiveness (X1)	The solution inadequately conveys the intended message, and/or it contains unrelated text/graphics.	The solution conveys the intended message appropriately, and it uses text and/or graphics generally well.	The solution's message is easily understood and interpreted, with exceptional use of related graphics and text.	
Originality (X1)	The finished product is ordinary, plain, and unimaginative in design.	The finished product shows some effort to be imaginative and original.	The final product is truly unique and shows creativity.	
SEMIFINAL PROBLEM SUBTOTAL (40 points)				

SEMIFINAL LEAP INTERVIEW (15 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
LEAP Report/ Interview (10% of total event points)	The individual's efforts are not clearly communicated, lack detail, and/or are unconvincing. Few, if any, attempts are made to identify and/or incorporate the SLC Practices and Behaviors.	The individual's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing. Identification and/or incorporation of the SLC Practices and Behaviors is adequate.	The individual's efforts are clearly communicated, fully-detailed, and convincing. Identification and/or incorporation of the SLC Practices and Behaviors is excellent.	
SEMIFINAL LEAP INTERVIEW SUBTOTAL (15 points)				

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

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (55 points)

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (165 points)**

Comments:

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

JUDGE

Printed name: _____ Signature: _____

PROMOTIONAL DESIGN

EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator
- B. Judges:
 1. Preliminary round, two (2) or more
 2. Semifinal round, two (2) or more

MATERIALS

- A. Coordinator's packet, containing:
 1. Event guidelines, one (1) copy for the coordinator and for each judge
 2. TSA Event Coordinator Report
 3. List of judges/assistants
 4. Pre-populated flash drives for judges
 5. Stick-on labels for entries, as needed
 6. Results envelope
 7. Envelope for LEAP Reports
 8. LEAP Interview Judging Protocol

RESPONSIBILITIES

AT THE CONFERENCE

1. Attend the mandatory coordinator's meeting at the designated time and location.
2. Report to the CRC room and obtain the coordinator's packet; check the contents.
3. Review the event guidelines and check to see that enough judges/assistants have been scheduled.
4. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc.
5. At least one (1) hour before the event is scheduled to begin, meet with judges/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

EVENT CHECK-IN

1. Check in the entries and collect LEAP Reports at the time stated in the conference program.

2. Anyone reporting who is not on the coordinator's report may check in only after official notification is received from the CRC.
3. Late entries are considered on a case-by-case basis and only when the delay is caused by events beyond participant control.
4. Place an entry number in the upper right-hand corner of the portfolio.
5. Secure the entries in the designated area.

PRELIMINARY ROUND

1. Judges independently evaluate each entry.
2. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either:
 - a. To deduct twenty percent (20%) of the total possible points in this round or
 - b. To disqualify the entry
 - c. The event coordinator, judges, and CRC manager must all initial either of these actions on the rating form.
3. Judges determine the twelve (12) semifinalists.
4. Review and submit semifinalist results and all related items/forms to the CRC for posting.

SEMIFINAL ROUND

1. Inspect the area(s) in which the onsite activity is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
2. At least one (1) hour before the event is to begin, meet with your judges for the onsite activity to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.
3. Semifinalists report for the onsite problem.
4. Begin the event at the scheduled time by closing the doors and checking the entry list.
 - a. All semifinalists and judges should be in the room at this time.
 - b. Semifinalists not present may be disqualified.

PROMOTIONAL DESIGN

5. Judges monitor the participants during the onsite activity.
6. Each participant (using his/her individual identification number) will save the final product in a PDF file on a USB flash drive.
7. Immediately following the collection of flash drives, each semifinalist will participate in a LEAP interview that will last a maximum of five (5) minutes.
8. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either:
 - a. To deduct twenty percent (20%) of the total possible points in this round or
 - b. To disqualify the entry
 - c. The event coordinator, judges, and CRC manager must all initial either of these actions on the rating form.
9. Judges will determine the ten (10) finalists and their ranking, and discuss and break any ties. (Determine the procedure for breaking ties before the onsite competition begins.)
10. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.
11. If necessary, manage security and the removal of materials from the area.