



PUBLICATION DESIGN

Type: Individual or Team
Submission: Presentation with Equipment
Rating Sheet: <http://www.fbla-pbl.org/media/Publication-Design-FBLA-Rating-Sheet.pdf>

2018 Topic

You have been hired to develop a publication portfolio for a new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The materials developed should clearly identify the target market and its products. Give the business a name. The portfolio should include a logo for the business, a poster to advertise the business, a business card, and three additional promotional products.

Specific Guidelines

- The event is to highlight print publications.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Competitors may bring copies of printed materials designed for presentation.
- Comply with state and federal copyright laws.
- The presentation should include the team’s objective toward the topic; use of different design techniques; a list of software used; and copyright issues with images or other items.

Procedure

- Competitors are permitted to bring prepared notes of any type for the presentation.
- Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges.
- Comply with state and federal copyright laws.
- Competitors should introduce themselves, and their presentation should follow the rating sheet.
- Competitors are responsible for bringing a copy of their project to show to the judges.

*Note: some regional directors will choose to prejudge this event because of space limitations. Please read your RLC communications carefully.

Eligibility

- Each chapter may submit one entry. The first-place regional winner will compete at the state level.
- Competitors must pay dues by March 1.

Presentation

Equipment Setup: 5 minutes

Performance: 7 minutes

Warning: 6 minutes

Penalty for over time: 5 points

Q & A: 3 minutes

A panel of judges will select the winners; all decisions are final. The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.