

Technology Media Fair 2009

Desktop Publishing

Definition:

The design of a layout to assemble type, graphics, and images to create print media that communicates information. Project is saved in .pdf format and a hard copy is provided.

Contest Categories:

1. Single page (one side of a single page)

Examples are multi-panel flyers, newsletters, resumes, posters, greeting cards, and invitations.

2. Multi-Page

Examples are books, multi-page flyers, newspapers, magazines, menus, brochures, booklets, original scrapbook pages, how-to or instruction manual, and calendars.

Judging Criteria:

Content 30%

- Evidence of educational interest.
- Mechanics (spelling, grammar, etc.).
- Information is clear, appropriate, and correct.
- Knowledge of subject is evident.

Creativity & Originality 30%

- Artistic quality of elements captures the attention of the viewer or target audience.
- Graphic elements include original student work or original graphic manipulation.
- Evidence of new thought or original idea that shows initiative and/or ingenuity.

Design/Layout 30%

- Easy to read – Font and typography aid in the design.
- The entry is enhanced by attention to the elements and principles of design – such as space, balance, alignment, color, and type, unity, contrast, repetition, variety, emphasis, and movement.
- Logical sequence of information.
- Consistent Visual Elements – such as the use of headlines, photos, graphics, color scheme, text organization, illustrations, page numbers, captions, & pull-quotes.

Explanation 10%

- Proper grammar and spelling.
- Includes reason for project.
- Includes explanation of technical details.
- All works are properly credited.
- All sources are properly cited.

