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 portfolio to be used for TSA chapter recruitment, or as an introductory packet for new TSA advisors/teachers. This promotional packet would be mailable and would include four to five (4-5) separate and different items. The packet must 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. Portfolio 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 portfolio must demonstrate a unity of design that repeats throughout the included items.

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

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. Semifinalists have a thirty (30)-minute set-up time before the on-site portion of the event, and two (2) hours to complete the on-site problem.

C. The semifinalist LEAP interview will take place immediately following the completion of the on-site portion of the event and will last a maximum of five (5) minutes.

LEAP LEADERSHIP RESUME/INTERVIEW

An Individual LEAP Leadership Resume is required for this event and must be submitted at event check-in. Semifinalists will respond to interview questions related to their submitted LEAP Resume for a maximum of five (5) minutes.

ATTIRE

Competition attire, as described in the National TSA Dress Code section of this guide, is required for this event.

PROCEDURE

A. Participants check in their entries and submit a LEAP Leadership Resume 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 of the event.

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

E. Semifinalists are provided with an on-site 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. The semifinalist LEAP interview will take place immediately following the completion of the on-site portion of the event and will last a maximum of five (5) minutes.

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

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. When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

☑ Templates are not to be used for this event. Publications are to be created "from scratch" and should incorporate the basic principles of design for all components.

☑ Read the General Rules and Regulations section in the front of this guide for information that applies to all of TSA's competitive events.

> ☑ According to TSA's trademark policy, "when an emblem of the organization is reproduced, it should be an exact replica of the emblem as registered through the collective trademark."

REGULATIONS

A. The four to five (4-5) printed promotional publication items (chosen by the designer) must follow these guidelines:

1. One of the submitted items must be the folder that contains the rest of the portfolio. The folder must measure 9 ½" x 12" closed, and 19" x 12" open. It may be produced by the designer or purchased from an office supply store. It should 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 product). The main presentation folder is made and glued from a single sheet, providing two (2) four-inch (4") glued pockets on the inside bottom of the folder, business card slit, and reinforced sides. The pockets will hold the remaining items for judging.

2. The printed items contained in the folder should be designed in color (three [3] minimum) on white 8½" x 11" paper (maximum size).

3. Colored paper, preprinted, or designed paper may not be used.

4. Clip art may be used. However, no templates may be used. **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, 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. Proof of permission to use copyrighted image(s) must be included (see Student Copyright Checklist in the Forms Appendix or on the TSA website). A release form must be present if photographs of individuals are used (see Photo Consent and Release form). 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.) These items must be included in the folder.

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 entry is identified using only the participant's conference identification number. The purpose of the on-site entry is to create a printable product.
   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.

C. LEAP Leadership Resume (see Forms Appendix or TSA website)/Interview — Students document, in the LEAP leadership resume (see resume template), the leadership skills that they have developed and demonstrated while working on this event. Semifinalists will respond to questions about the content of their resume as part of their LEAP interview. The LEAP Leadership Resume/Interview guidelines and other resources can be found on the TSA website.

EVALUATION

Evaluation is based on the criteria outlined in the official rating form. The LEAP requirements will also be evaluated. 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

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 Career Clusters* chart and the *TSA Competitions and Career Clusters* grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

Advertising executive
Graphic designer
Marketing manager
Printer
Public relations manager

PROMOTIONAL DESIGN
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator

B. Evaluators for portfolios, two (2) or more

C. Evaluators for semifinalist round, two (2) or more

MATERIALS

A. Coordinator's packet, containing:

1. Event guidelines, one (1) copy for the coordinator and for each evaluator
2. TSA Event Coordinator Report
3. List of evaluators/assistants
4. Pre-populated flash drives for evaluators
5. Stick-on labels for entries, as needed
6. Results envelope
7. Envelope for LEAP Leadership Resumes
8. LEAP Interview Judging Protocol

RESPONSIBILITIES

A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's packet. 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 and collect LEAP Leadership Resumes at the time stated in the conference program. Anyone reporting who is not on the coordinator's report may check in only after official notification is received from the CRC. 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.

E. Meet with 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 to determine twelve (12) semifinalists.

G. Submit semifinalist results to the CRC for posting.

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.

L. Evaluators monitor the participants during the on-site activity.

M. Each participant (using his/her individual ID number) will save the final product in a PDF file on a USB flash drive.

N. Immediately following the collection of flash drives, each semifinalist will participate in a LEAP interview that will last a maximum of five (5) minutes.

O. 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.

P. Evaluators will determine the ten (10) finalists and their ranking, and discuss and break any ties.

Q. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.

R. If necessary, manage security and the removal of materials from the area.

Participant/Team ID# _____

PROMOTIONAL DESIGN

2017 & 2018 OFFICIAL RATING FORM   HIGH SCHOOL

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 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.

☐ **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 Leadership Resume is present.**

☐ **ENTRY NOT EVALUATED**

Static Entry (110 points)

Promotional Folder Cover (Cover Graphic) (40 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Evaluators: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline, 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.			
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.
		SUBTOTAL (40 points)	

Record scores in the column spaces below.

Promotional Folder Contents (70 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 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.	
			SUBTOTAL (70 points)	

Rules violations (a deduction of 20% of the total possible points in the section above) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____	

Semifinalist Problem (60 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points	
Layout and design (X1)	The design inadequately incorporates the design principles of alignment, consistancy, 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.	

Semifinalist Problem (continued) (40 points)

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.
			SUBTOTAL (40 points)

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

Indicate the rule violated: _____

Semifinalist LEAP Interview (20 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
LEAP Leadership Resume/Interview See Regulation C and instructions on TSA website (X2)	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 LEAP Be. Know. Do. criteria.	The individual's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing. Identification and/or incorporation of the LEAP Be. Know. Do. criteria is adequate.	The individual's efforts are clearly communicated, fully-detailed, and convincing. Identification and/or incorporation of the LEAP Be. Know. Do. criteria is excellent.
			SUBTOTAL (20 points)

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

Indicate the rule violated: _____

(To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.) **TOTAL (170 points)**

Comments:

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

Evaluator

Printed name: _____   Signature: _____