

Great Computer Challenge

Desktop Publishing

Level IV

Scenario:

Your team has been hired by a small business owner to promote a new retail clothing and shoe shop for middle school/high school age consumers. The shop owner would like you to design a business card and letterhead for professional use but would like the advertising poster for their grand opening on April 1, 2007 to appeal directly to the younger audience they hope to attract.

The business information:

The Scene
2317 Main Street
Norfolk, VA 23529

(757) 555-5555

Website: <http://www.thesceneonmain.com/>

Requirements:

Advertising Poster

The poster should be an 8 ½ x 11 sheet of paper.

You must have the following text elements on your poster:

- Company name, address and phone number
- details of the grand opening
- promotional information
- the web address to obtain additional information
- Consistent colors with the business card and letterhead design

Business Card Design

The business card design should be one or more 3.5" x 2" business cards printed on an 8 ½ x 11 sheet of paper.

You must have the following text elements on your card design:

- Name and contact information of the company

The business card should have the following graphic elements:

- A logo (you don't have to make one, just use an appropriate graphic)
- Consistent colors with the poster and the letterhead/envelope

Letterhead

The letterhead is an 8 ½ x 11 sheet of paper.

You must have the following text elements in your letterhead design:

- Company name, address and phone number
- Consistent colors with the poster and the business card design.

News Paper Advertisement

The owners would like you to write a promotional advertisement for the local newspaper that contains information about the store, the clothing and the shoes for sale. They would like for you to write this in

a more formal tone since the parents of the middle/high school target market would be reading this advertisement. The owners would like to offer the readers the opportunity to cut out the advertisement, fill out the advertisement with the reader's name, address, and phone number. The reader would then mail in their cut-out advertisement to qualify for a 250 dollar gift certificate for *The Scene*. Entries must be received by March 30, 2007. The drawing for the gift certificate will take place on grand opening day and winners must be present to claim their prize. The advertisement should fit on an 8 ½ x 11 sheet of paper.

Guidelines:

Be creative in choosing the wording for the flyer! Also, consider the audience of your flyer. The letterhead and business card should match in color and logo, but be more conservative in its look since it will be used for professional correspondence.

You may use scanned images, graphics, clip art, rules, text, watermarks, font faces and sizes to enhance the piece. Design and layout of the pieces will be judged, as well as the quality of writing, so do be sure to use a spellchecker and check for grammatical errors. In addition, not all printers provide the same quality of output. Judges are aware of this and will refer to the image left on the computer screen to make determinations of product quality versus print resolution. **Therefore, be sure to leave filenames for the judges with instructions on how to access each file.**

The solutions will be judged on the overall quality of layout and design with emphasis placed on **thematic unity** (how well all the items on the pages are related to the theme) and **stylistic unity** (a consistent "look and feel" to all parts of the solution).