



Desktop Publishing Criteria 2007-2008

Definition

Desktop Publishing is considered the design of a layout to assemble type, graphics, and images to create print media that communicates information. Preferred software programs are QuarkXPress, Microsoft Publisher, Adobe Indesign or Pagemaker. Word processing programs with layout capabilities are acceptable in the 3-5 and 6-8 grade categories. The project should be saved in its native program and a hard copy must be provided. Students in grades K-2, 3-5, 6-8, and 9-12 are eligible to enter in the Desktop Publishing contest.

This year Desktop Publishing will be judged and divided into two sub-categories: single page and multipage. Examples are multi-panel flyers, newsletters, book jackets, magazine covers, stationary, books, multi-page flyers, newspapers, magazines, menus, brochures, and calendars.

Judging Criteria

Content 20%

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

Creativity/Originality 30%

- Artistic quality of elements
- Good use of color
- Creative use of text and graphics
- Evidence of new thought

Design/Layout 40%

- Easy to read
- Logical sequence of information
- Effective use of text elements
- Consistent formats and design
- Effective use of white space

Credits/Work Cited 10%

- All works are properly credited
- All sources are properly cited

Judging Criteria Explanations – Desktop Publishing

Content:

Educational Interest

The purpose should be clear and its content should reflect its purpose, be it to entertain, persuade, educate, or sell. A good project should enrich the user's experience and expand the imagination. Promoting social biases (gender, racial, religious, or other types) rather than enlarging the views of the child should not be considered worthwhile.

Mechanics

This includes spelling, grammar, punctuation, sentence structure, etc. In consideration of the ratio of errors to content, the ratings would be as follows:

Below Average - work has several major mechanical errors.

Average - work has few mechanical errors.

Good - work has minimal mechanical errors.

Excellent - work has no mechanical errors.

Information is clear, appropriate and correct

The information presented in the project clearly supports the purpose. The information is related to the topic and does not contain offensive material. The viewpoint presented should be comprehensible to the intended audience. The information is factual where applicable.

Subject knowledge is evident

The student demonstrates mastery of educational concepts through research and/or prior knowledge.

Creativity/Originality:

Artistic quality of elements

Project should be enhanced with the use of elements such as tables, borders, backgrounds, WordArt, etc.

Good use of color

Content should be pleasing to the eye, have a complimentary color scheme, and not detract from the main focus of the project. An appropriate use of contrast within the color scheme should be evident. The color of the background should not be too bright or too much like the color of the text. Text and background should have contrasting colors.

Creative use of text and graphics

Focus point is clear with visual flow in the project and is developed by use of the following elements: creative placement and direction of text and graphics, drop caps, raised caps, special characters, text wrap, bulleted text for lists, watermarks, shading, gradients, patterns, and textures. Students are encouraged to use the variety of tools available for their particular category.

Evidence of new thought

The work is presented in a creative, unique manner.

Design/Layout:

Easy to read

Text needs to convey information, not complicate it. Text should be legible and not too small or too large. Fonts that are difficult to read should not be used. Use contrasting text and backgrounds.

Logical sequence of information

Below Average - There is no logical sequence of information; flow of information is not evident.

Average - There is some logical sequence of information; flow of information is confusing or flawed.

Good - There is logical sequence of information; flow of most information is clear and direct.

Excellent - There is logical, intuitive sequence of information; flow of all information is clear and direct.

Effective use of text elements

It is recommended that no more than two fonts be used. Text styles, such as bold, italics, underline, etc. should not be overused. Avoid cluttering a project with too much information or graphics.

Consistent formats and design

Layout throughout the project should be uniform and should have balance. Balance is achieved through symmetry by utilizing halves or using the rule of thirds.

Effective use of white space or balance between graphic and text

When designing a project, find a balance between the use of white space, text, and graphics. Too much text and/or graphics will make the project look cluttered. At the same time, you want to make good use of the white space so that the project does not look like it is missing something. Too much white space will make the project appear empty and dull.

Credits/Work Cited:

All sources properly credited

Sources (hardware, software, etc.) and individuals who contributed to the creation of the project must be properly noted/listed.

Example

Names of all people (parents, teachers, students) who assisted in the project are listed. Names of each student(s) is/are listed specifying the jobs that each student performed.

Example:

Photographs by: _____ *Recording by:* _____

Typing done by: _____ *Research done by:* _____

All works properly cited

The resources used, such as: books, CDs, web site URLs are cited in MLA format.