

The design of a layout to assemble type, graphics, and images to create print media that communicates information.

Examples: multi-page flyers, newspapers, book jackets, menus, magazine covers, brochures and calendars.

Each entry is required to comply with both **General Rules** and **Category Rules**.

Category Rules:

- Desktop Publishing entries must be submitted in printed form as well as a .pdf file.
- Each entry must be submitted on a separate CD.

Judging Criteria:

Curriculum Connection - 30%

- The educational purpose is clearly evident.
- Completion of this project results in the student's mastery of subject-area and technology TEKS.
- Careful attention is given to writing, spelling and grammar.

Content / Purpose - 20%

- The purpose of the project is clear and well-conveyed.
- Information is clear, appropriate, and correct.
- Knowledge of subject is evident.

Design / Layout - 20%

- The design elements relate to the content and audience.
- There is consistency of format.
- The design clearly conveys the message.
- There is effective use of space.

Creativity / Originality - 20%

- The piece is artistic and pleasing to the eye with good use of color.
- The text and graphics work together in an eye-catching way.
- Use of tools in unconventional ways is encouraged.

Credits / Work Cited - 10%

- All works are properly credited and permission is granted in writing for their use, if necessary.
- All sources are properly cited.