



# PROMOTIONAL DESIGN

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## 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](http://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