**The Great Computer Challenge, 2019**

***Desktop Publishing, Level IV***

# Scenario

The collective cities of Coastal Virginia have received a recreation grant in order to recruit a professional sports team to the area. Their goal is to attract a team that will bring excitement and enthusiasm to this community. The parties involved have not decided on a specific sport, but they do have a location that can accommodate any type of field, stadium or arena.

This is where you come in: You manage a sports team in need of a new home. This could be a perfect match! You just need to submit a proposal that contains information outlined in the challenges below.

Before getting started, you will need to decide:

* What sport does your team play?
* What is the team’s name, mascot, colors?

Here is some additional information about Coastal Virginia:

* The area is comprised of seven cities: Virginia Beach, Norfolk, Portsmouth, Chesapeake, Suffolk, Hampton, and Newport News.
* It is home of the largest naval base in the US and headquarters of NATO.
* This area is rich in colonial and maritime history.
* Amenities include: family-friendly beaches, museums, theme parks, and historical sites.

# Guidelines & Requirements

Create two separate pieces (outlined in the “Challenge” sections below) to include in your sports team proposal. Present all relevant information in a way that is easy to understand and visually interesting.

Be creative, creating a common theme and appearance (logos, colors, fonts) for all requirements, keeping your audience in mind. You may use scanned images, graphics, clip art, text, watermarks, and different font faces and sizes to enhance the piece.

# Challenge 1 Introduction Letter

Create a letter of introduction. You will need to design a letterhead that reflects your team, and lay out an appropriate business letter. Be sure that the letterhead includes your company logo and contact information. The letter should include a date, the address of the recipient, a salutation/greeting, the body of the letter, and a signature. You will be judged on the structure of the letter and design of the letterhead, not on the words contained in the body of the letter.

Format:

* 8.5 x 11” one-sided

Address of recipient:

* Coastal Virginia Sports Committee  
  1000 Atlantic Drive  
  Norfolk, VA 00000

# Challenge 2 Event Poster

For this, you will imagine the first game your team will play in Coastal Virginia. It should catch the attention of anyone who wants to cheer for a new home team! Have fun incorporating your team’s colors and brand.

Format:

* 11x17” one-sided
* Horizontal or vertical layout
* Full color

Include:

* Date and time of the game
* Cost of ticket
* Your team’s name
* Location (make up an address)

# Challenge 3 Game Ticket

Create a ticket for the game. This should be bright and colorful. It could be a collector’s item one day!

Format:

* 3.5 x 8.5” one-sided
* Full color

Include:

* Your team name vs. opponent's name
* Game location, date and time
* Seat section and number
* Tear-off section (a part of the ticket to be torn off by the gate attendant – can be whatever size you choose)

# Judging Criteria

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).

Judges will refer to images on the computer monitor when evaluating final pieces. Contestants must leave filenames for the judges as well as instructions for accessing each file.

# SOL Correlation

Apply knowledge and skills to generate innovative ideas, products, processes, and solutions.

* Use various creative software, programming environments, or digital tools to convey existing ideas in new and effective ways.
* Use technology to develop innovative and effective solutions for assignments.

***Have fun and thanks for participating in the   
Great Computer Challenge, 2019!***