

# Publication Design 20?? ~ Name of School

## (Name(s) of Competitors)

**The information you provide for this event will be what the judges look at to determine the Top 5 who will perform at the Kansas FBLA State Leadership Conference. District Conferences who offer this event should use this as well, even if all teams entered present.**

**This IS NOT needed for those schools that move on to compete at the National Leadership Conference.**

**For each item you create for the Publication Design event, you must have a colored photo or a colored PDF of the item that can be easily viewed. All pics and/or PDF's will be emailed for pre-judging by the registration deadline. No physical items will need to be mailed in. You should include the following information for each item you are submitting and this information should be included with each item on the same page or immediately following if the information pertains to the item.**

- **Target Demographics**
- **Why you created the items you created.**
- **Tell who your Target Market/Demographics are.**
- **Tell why you designed the item the way you did.**
- **Tell why you selected the colors you selected in the item.**
- **Tell where you are going to place your promotional items.**
- **Tell the purpose of the item you created.**
- **How you created the item--software & hardware used.**