The Great Computer Challenge, 2025
Desktop Publishing, Level 4

Scenario

The *Monarch Tech Expo* takes place the weekend of June 14-15 in the Webb Center at Old Dominion University, from 9 a.m. to 5 p.m. each day. Anyone interested in learning more about the future of technology is invited to hear from industry experts, participate in panel discussions, and interact with vendors who will be there to demonstrate the latest in cutting-edge tech.

- Audience: Anyone with an interest in new and emerging technology (all ages, family friendly)
- Location: Webb Center at Old Dominion University
- Date/Time: April 14-15, 2025; 9:00 a.m. to 5:00 p.m. each day
- Cost: Free admission

A sample of scheduled events:

- **AI: Friend or Foe**
  Newport News Room, Saturday, June 14, 11:00 a.m. to noon
  A panel of experts will explore the transformative potential of artificial intelligence in everyday life, weighing the benefits of productivity and innovation against ethical and societal challenges. Panelists will engage in a balanced discussion about navigating the future with AI as both a powerful tool and a complex challenge.

- **Virtual Reality: The New Classroom Frontier**
  James River Room, Sunday, June 15, 11:00 a.m. to noon
  Explore how Virtual Reality is revolutionizing education by transforming traditional learning spaces into immersive experiences. This presentation highlights the benefits of VR as a tool for enhancing student engagement, fostering interactive learning, and expanding educational horizons beyond the confines of physical classrooms.

Your mission is to design an *event brochure* that includes three components: an eye-catching *cover*, an easy-to-read *schedule of events*, and an *advertisement* for at least one of the vendors.
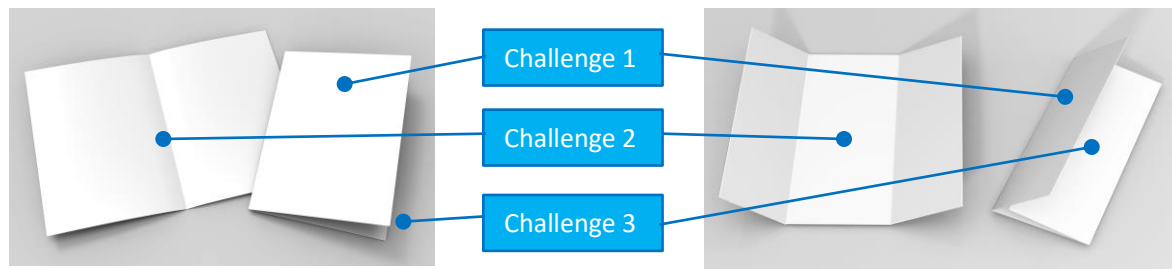
Guidelines & Requirements

Create three separate pieces (outlined in the "Challenge" sections below) to promote the Tech Expo. 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 pieces.

Get Started

You will be judged on the completion of **three** components of a single brochure that will be available at the Tech Expo. The brochure will help attendees navigate the various activities available throughout the weekend and feature vendors who will be on site to demonstrate their products.

The brochure will be printed on letter-size paper (8.5 x 11"), but you get to decide how it's folded – either in half or in thirds.

A bi-fold brochure would be
5.5 x 8.5" when folded

A tri-fold brochure would be
about 3.6 x 8.5" when folded

If you divide the challenges up among team members, make sure you all agree which size brochure you're building. The pages don't have to be in the same document for judging (though they can be), but it should be clear that they would all fit in the same final product.

Note: Each challenge will be judged on page layout, not content. You can be as detailed and creative as you like, but if you're running short on time, well-labeled placeholder blocks are fine.

Challenge 1   Brochure Cover

For this challenge, you will create an eye-catching cover for the brochure. Remember, this is a high-tech event. Imagery should capture the essence of modern technology and innovation.

Format:

- The cover of a bi-fold brochure would be 5.5 x 8.5"
- The cover of a tri-fold brochure would be about 3.6 x 8.5"
- Full color

Include:

- Title of event ("Monarch Tech Expo")
- Date, time, location (see page 1)

Challenge 2   Schedule of Events

When the brochure is open all the way, attendees should see a full schedule of events and activities. There will be lectures, presentations, keynote speakers, panel discussions, demonstrations – all geared toward tech enthusiasts.

Format:

- 11 x 8.5" landscape (wide, not tall)
- Bi-fold brochure: Imagine a fold line right down the middle (you might not want text to cross the fold).
- Tri-fold brochure: Imagine three equal columns and try to keep text from crossing the fold lines.
- Full color

Include:

- Name, location, date and time of at least SIX activities in various locations around Monarch Hall.
- All events will take place in the Newport News Room and the James River Room.
- Two sample activities are included on page 1 of this packet. Use these two events and come up with at least four others. (Reminder: This challenge is judged on page layout, not content. You can invent detailed and creative events and descriptions, but if you're running short on time, place-holder text is perfectly okay!)

Challenge 3   Vendor Ad

Fill the final page(s) of your brochure with advertisements for vendors who will be at the Tech Expo demonstrating their products and gadgets. Think: VR headsets, ultrathin TV screens, AI tools, wearable tech, gaming peripherals, robotics, etc.

This can be one single advertisement that uses the entire space, or multiple smaller ads. You choose how many companies to feature and how large you want the ads to be.

Format:

- Bi-fold brochure: This is the back "page" of your brochure (5.5 x 8.5"). Create one full-page ad, two half-page ads, or four quarter-page ads. Your choice.
- Tri-fold brochure: You have two empty panels (each about 3.6 x 8.5"). Create two full-panel ads, four half-panel ads, or a combination of one full-panel / two half-panel.
- Full color

Include:

- Name of company
- Company contact information (at least a web address)
- Product being demonstrated and/or sold by the company

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).

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, 2025!