

News Page Design

2013 KSPA STATE CONTEST

Assignment

You will find one story and five photos on the following pages and on the Web.

The story is about a basketball player who is also involved with DECA. You may edit it down slightly if you need it to fit a space, but you should use at least 75 percent of the story. That means it should be a major part of your layout.

The photos and other elements that you choose to add (including headlines) should work to complement each other in a cohesive single-issue layout. Good luck.

* For story and photo download instructions see page 3.

Specifications

Using the available story and photos (see download instructions on Web site), design page 5, where you always place special issue-oriented features. You may design a special page-header (such as "INDEEP" or "THE STAR REPORT") that would indicate that this is a standing feature. The page should include folio information as well as the stories and corresponding photo(s) you see fit to include. Designers may add illustrative art, mug shots or other graphics not included among the available photos to enhance overall design. You will have to write your own headlines for the stories.

The newspaper must be designed as a tabloid, 17 inches deep by 11 inches wide. The designer may determine the number of columns. Entries must be computer-generated and may be submitted in color, or black and white. Entries must be printed on a single 8 1/2 x 11 inch sheet of paper, reduced to fit.

Other Specifications

Photos should be cropped, cut out, and enlarged or reduced to fit the design plan.

You may edit the story down slightly if you need it to fit a space, but you should use at least 75 percent of it.

The headline and other subheadlines (internal and/or atop the story) should suggest the content of the story and should be designed in exactly the size, style and location you want.

You may use the cutlines provided on page 3 of these instructions.

Description

You are a staff member of Ad Astra High School's The Star. Your newspaper is a biweekly with the next edition to come out March 12. Your editor has asked you to design page five, where you feature your in-depth stories.

School Info

Name: Ad Astra High School
Location: Aspera, Kansas
Mascot: Box Turtles
Enrollment: 850 (grades 9-12)
School Colors: Green & Gold
Yearbook: The Honeybee
Newspaper: The Star

Contest Info

This is a carry-in contest.

Please attach your assigned contest number in the upper right-hand corner on the back of your entry.

Do not put your name on the entry. If you do, your entry will be disqualified.

Students are not to request help or advice from anyone other than the KSPA Executive Director. All work must be that of the contestant.



Main Story

Minutes after the Ad Astra High School team ended its longest state tournament run since 1981, falling to Liberal Kassebaum High in the state semifinals Friday, senior forward Andre Smith reflected on the feeling of playing for his community.

"We put a community on our back, and we tried to carry our community as far as possible," Smith said in an AAHS hallway just days after the game.

A week later, Smith' community was carrying him.

Two days after the state semifinal game, Smith was at the DECA State Career Development Conference in Garden Plain, competing along with six of his classmates in the statewide business competition.

And the same month he helped his team win its first basketball regional title in decades, he achieved something no student at Ad Astra High School ever has: a DECA state championship and a spot in the International Career Development Conference.

The only catch: the conference is in Anaheim, Calif., and the trip will cost \$2,500

So last week, Smith and his business teacher Kelsey Griffin created a page on the website GoFundMe, to solicit donations from the community.

Five days later, more than \$2,300 had been raised.

"It really almost brought me to tears when I saw it," Smith said. "People always say the Aspera community doesn't care, the Aspera community doesn't support each other, but that's a lie. The support that I got from the Aspera community was amazing, it's something that I'll never forget.

Smith has until April 30 to raise the money for the event, which will go toward airfare, lodging and registration

fees. He needs only \$400 more to get there.

The donations rolled in from more than 40 people, friends and strangers alike. One donor wrote that "I don't know you but I feel like I do from watching you play basketball," and gave \$50.

The biggest single donor: the Ad Astra High School custodians, who together gave \$500 toward the trip.

Smith said he's formed a kinship with the school's custodians and tries to never take them for granted, sometimes helping them clean the cafeteria. He even learned a few post moves on the basketball court from one.

"They work really hard, and if something's wrong with the school they're always on it," Smith said.

Their donations will help him compete among the nation's top business students in DECA's annual international competition.

Smith, who will attend Baker University Baldwin City on a basketball scholarship, competes in the sports and marketing series. In competitions, he is given the role of a person involved in a business scenario — one time he was a college athletic department employee, another time he was a concert organizer — and must solve a problem while demonstrating an understanding of business and marketing concepts.

"It's like you're selling a product every time, so you're selling your idea with that person," Smith said.

And the competition fits well with Smith' future dual roles: a future college athlete and business major.

"It's really helped me a lot," Smith said. "It makes you really use your head a lot."

Instructions for Downloading Contest Photos and Stories

1. Go to the following address: <http://www.kspaonline.org/regionals/2013-contest/>
 2. Scroll down to find the section designated for Newspaper Design Photos and Stories. There is one story in PDF document format and five photos.
 3. Click and download the PDF file by clicking on the link "2013 News Page Design Story."
 4. Click on the links to download the photo files.
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Photo Captions

Photo #1: STRUGGLE

Andre Smith struggles for the basketball during the state championship game against Liberal Kassebaum.

Photo #2: DEFEAT

Andre Smith and other members of the Ad Astra basketball team react to the defeat against Liberal Kassebaum in the state championship game.

Photo #3: LAYUP

Smith attempts to make a layup in the final minutes of the state championship game.

Photo #4: JUMP SHOT

Smith makes a jump shot to win the regional title game for Ad Astra, leading them to the state championship game.

Photo #5: DECA COMPETITION

Smith, along with other members of the Ad Astra DECA team, meet after school to prepare for the state competition. Smith will compete in the sports marketing contests at the competition.