



ADVERTISING DESIGN COMPETITION



Clothing Requirements

For men: Official white polo shirt with black dress slacks, black socks and black leather shoes.

For women: Official white polo shirt with black dress slacks or skirt, black socks or black or clear seamless hose, and black leather shoes.

Eligibility

Open to active SkillsUSA members enrolled in programs with advertising design or commercial art as the occupational objective.

Equipment and Materials: Supplied by host school:

Drafting tables and chairs

Variety of drawing tools such as rulers, T-square, triangles, circle/oval templates and tape.

Apple computers with Adobe InDesign, Illustrator, and Photoshop CC2019.

Flatbed scanners if necessary to digitize hand drawn work.

Color Printers for Letter or Tabloid size printing if necessary.

Equipment and Materials: Supplied by Contestant:

1. All students must submit a one-page, typewritten résumé
2. External storage device or jump drive to back up work
3. Assortment of graphite pencils
4. Colored pencils and/or markers
5. Fine-point black markers (i.e., Sharpie or Micron)
6. Sketch paper that is appropriate to the medium (i.e., marker paper or sketch pad)

Scope of the Contest – (Defined by the National Competition Regulations)

(District Competitions are meant to be a scaled down version of National Competition. It is important for the students to participate in a competition that will reflect a cross-section of the industry skills needed to prepare them for the state and national levels)

Knowledge Performance

The contest will include a written exam assessing general knowledge of advertising design. Definitions, file types, processes and procedures relevant to advertising design will be assessed. Written portions may also exist during the skills portion of the contest.

Skill Performance

The skills performance portion of the contest will be divided into two parts: Correction of Graphic elements and a Print-based Advertisement Design promoting a company event.

Contest Guidelines

1. The students will be provided with a company event to promote and relevant background information.
2. For the 1st creative part of competition the students will correct digital images using Photoshop and recreate a vector version of the company logo.
3. For the 2nd creative part of the competition, students will design an advertisement. Students will utilize their newly designed logo as well as incorporate supplied images to produce their ad. A headline and supporting body copy will be provided on site.

Standards and Competencies – *(Summary of national technical standards list)*

1. Understand general advertising design industry terminology and concepts.
2. Demonstrate skills by developing an advertising design project on the computer within a specified amount of time.
3. Administer creative skills by solving a graphic design problem relevant to the skills set required for the advertisement/design industry designs in the creation of the comprehensive.

Advertising Design Rating Sheet

Items Evaluated	Possible Points	Contestant Points
Written Test	10	
Creative 1 – Photo & Logo Correction	35	
Creative 2 - Advertisement	55	
Résumé Deduction	-10	
Clothing Deduction	-5	
Total	100	

Note: No cell phones or other electronic devices may be used at any time during a competition; this includes using a calculator function on a cell phone for competitions in which calculators are permitted.

Students may not use Internet to get images or research how to perform a task.