



ADVERTISING DESIGN

ELIGIBILITY

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

CLOTHING REQUIREMENTS

Official SkillsUSA white polo shirts or white shirt polo shirt without the SkillsUSA logo, black dress pants or black dress skirt (knee-length minimum), black closed-toe dress shoes.

NOTE: Wearing socks or hose is no longer required. If worn, socks must be black dress socks and hose must be black or skin-tone and seamless/nonpattern.

EQUIPMENT AND MATERIALS SUPPLIED BY HOST

1. Drafting tables and chairs
2. Variety of drawing tools such as rulers, T-square, triangles, circle/oval templates and tape. Mac computers with Adobe InDesign, Illustrator, and Photoshop CC2024.
3. 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 have a one-page, typewritten resume.
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.

SKILLS PERFORMANCE

The skills performance portion of the contest will be divided into two parts: Correction of Graphic elements and a Print-based Advertising 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



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- Photoshop and recreate a vector version of the company logo.
- 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)

- Understand general advertising design industry terminology and concepts.
- Demonstrate skills by developing an advertising design project on the computer within a specified amount of time.
- 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 SCORE SHEET

| Items Evaluated | Description | Possible Points |
|--------------------------------------|-----------------------|-----------------|
| Written Test | | 1 0 |
| Creative 1 – Photo & Logo Correction | | 3 5 |
| Creative 2 - Advertisement | | 5 5 |
| | Subtotal = 100 | |
| No Resume | Deduction -10 | |
| Clothing Penalty | Deduction -5 | |
| | Total | |

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.

Note: Scorecards should only be used as guidance. Changes may occur.