

Advertising Design

Purpose: To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.

Clothing: SkillsUSA dress or business-like attire. No school names may be displayed on any apparel.

Tools to be provided by contestants:

All contestants must bring a resume, #2 lead pencil and medical form.

A. Computer Contest:

Hardware

- a. Hard drive + monitor or laptop
- b. Keyboard + mouse
- c. Surge protector UL approved
- d. Any power cords or adapters needed
- e. CD or DVD drive
- f. Any external storage device needed

1. Software

- a. Software is to be pre-loaded on the hard drive brought to the contest. Software to be pre-loaded will be your choice of Adobe InDesign, Illustrator or QuarkXpress [any versions will be permitted].
- b. Must have ample selection of all variety of fonts [Serif, sans-serif, script, etc.]: Such as; Avant Garde, Helvetica, New Century Schoolbook, Times, Brush Script, Mistral, Pak Avenue, etc.
- c. Contestants are NOT permitted to have reference manuals for their selected software program[s] during the contest.
- d. Additional software allowed for support files [NOT TO BE USED FOR PRIMARY LAYOUT PURPOSES]: Adobe Photoshop, Adobe Illustrator, Macromedia FreeHand and Painter.

2. Computer portion of the contest:

- a. Contestant will need to know how to do a page layout which includes placing items from a disk, doing color separations, sizing, text wrap, reverse, crop, scale, rotate, etc.

B. Board Work:

1. Mandatory

- a. Assorted pencils + erasers
- b. Drawing/Marker/Graphics Pad
- c. T-square + triangles
- d. Rulers
- e. Drafting/Masking tape
- f. Assorted felt tip markers
- g. Rubber cement or other non-aerosol adhesive

2. Optional

- a. Clamp-on lamp, extension cord
- b. Ink + technical pens

Scope of the Contest

The contest will be judged based on the criteria established in the 2010 SkillsUSA Championships Technical Standards.