

Advertising Design



Date	February 10 th , 2024	Orientation Time	8:45 a.m.		
			(Open to instructors)		
Location	The Modern College of Design	Contest Time	Immediately following		
	1725 East David Rd. Kettering,		orientation:		
	Ohio 45440		9:00am-1:00pm		
	The consequence of the decident	al a Caracada	(CLOSED contest)		
Scope of	The competition will be divided into four parts:				
Contest	The first part of the competition is a written test. The account part is the account and account to the competition decime shall a great a section.				
	The second part is the creative design challenge part 1. The second part is the greative design shallenge part 2.				
	The second part is the creative design challenge part 2. The fourth part requires a radicign of an ovirting advertisement.				
	 The fourth part requires a redesign of an existing advertisement. Competitors will create their design solutions both by hand and on the 				
	competitors will create their design solutions both by hand and on the computer.				
Testing	No				
Eligibility	1 contestant for every 50 paid members enrolled in program				
Clothing					
Ciotiiiig	Business Casual: Polo or other collared shirt and khakis or dress pants. Closed toe dress shoes.				
	tue di ess silves.				
	OR				
	SkillsUSA Official Dress				
	NO jeans or athletic shoes. School logo, contestant name or other identifier on shirt must be covered.				
	Shirt must be covered.				
Provided by	Professional Resumé				
Contestant	Emergency Medical Form (Contestants must have this to compete)				
	Computers of choice with RAM to run industry standard software; compatible				
	monitor, keyboard and mouse; and external storage device, such as a jump				
	drive. • Software (Check the SkillsUSA Championships update annually for				
	announcement of software choice. Industry standard software packages				
	include InDesign, Photoshop or Illustrator.)				
	Competitors may bring a scanner to scan in their own illustrations, as well as				
	draw and scan in hand-drawn work. A scanner is not required but may be used				
	for this purpose alone.				
	Assortment of graphite pencils				
	Colored pencils and/or markers				
	Fine-point black markers (e.g., Sharpie)				
	Paper that is appropriate to the medium in which the student will be working				
	(e.g., marker paper or visualizer pad)				
	Triangle, compass or French curve as needed by student for drawing purposes				

A ruler at least 12" long Small T-square for drawing appropriately sized thumbnail or rough boxes Pencil sharpener Tape for securing paper to table if the student will be using a T-square Erasers Students may bring with them whatever items they feel they need to visually express their creative ideas Contest Standards Contest Skilled Performance Standards ADV 1.0 - Understand general advertising design industry terminology and concepts. ADV 2.0 - Demonstrate mechanical skills by recreating a given advertisement/design on the computer within a specified amount of time. ADV 3.0 - Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/ design industry. A&C Outcome 2.4 Visual Layouts A&C Outcome 7.3 Production IT Outcome 7.4 Graphics IT Outcome 7.5 Typography A&C Outcome 3.4 Market-Based Writing A&C Outcome 6.1 Content Management IT Outcome 7.5 Typography Above Outcomes can be found in the following ODE courses: 340006 Business of Arts and Communication 340110 Media Arts Primer 340120 Digital Image Editing 340310 Visual Design Primer					
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340320 Digital Print Design			340320 Digital Print Design		
340325 Digital Media Art			340325 Digital Media Art		

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	145095 Design Techniques
	145100 Creating and Editing Digital Images
	145105 Multimedia and Image Management