



Advertising Design



Date	February 5, 2022	Orientation Time	8:45am
Location	The Modern College of Design 1725 East David Rd. Kettering, Ohio 45440	Contest Time	9:00am-1:00pm
Contest Coordinator	Cait Franklin / Rachel Rogers	Contact Information	cait.franklin@themodern.edu 937-563-4710 rachel.rogers@themodern.edu
Purpose	To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.		
Testing	There will be a written test portion		
Eligibility	1 contestant for every 50 paid members enrolled in program		
Clothing	SkillsUSA official dress or business professional attire which should be khakis or dress pants, a polo or button-up shirt, and dress shoes (no jeans, open-toed shoes, tennis shoes, leggings, sweatshirts, etc)		
Provided by Contestant	<p>Professional Resume</p> <p>Hardware</p> <ol style="list-style-type: none">Hard drive + monitor or laptopKeyboard + mouseSurge protector UL approved and 25' extension cordAny power cords or adapters neededAny external storage device needed <p>Software</p> <ol style="list-style-type: none">Software is to be pre-loaded on the hard drive or laptop brought to the contest. Software to be pre-loaded will be Adobe InDesign and Illustrator.Additional software allowed for support files [NOT TO BE USED FOR PRIMARY LAYOUT PURPOSES]: Adobe Photoshop, Macromedia, FreeHand and Painter.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, Park Avenue, etc. d.Contestants are NOT permitted to have reference manuals for their selected software program[s] during the contest. <p>Board Work:</p> <ol style="list-style-type: none">Mandatory<ol style="list-style-type: none">Assorted pencils + erasersSketchbook or paperRulerOptional<ol style="list-style-type: none">Ink + technical pensDrawing tabletAssorted felt tip markers		

	d. Transparency paper
Contest Skilled Performance Standards	<p>ADV 1.0 – Understand general advertising design industry terminology and concepts.</p> <p>ADV 2.0 – Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time.</p> <p>ADV 3.0 – Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/design industry.</p> <p><i>Please review the 2021-2022 SkillsUSA National Tech Standards for detailed information on each skilled performance standard.</i></p>