Advertising Design

Date	2/17/23	**Orientation Time**	10:45am (CLOSED to instructors)
Location	Sentinel Career & Technology Center 793 Old Attica Rd. Tiffin, OH 44883	**Contest Time**	*immediately following orientation (CLOSED contest)
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			
Eligibility	1 contestant for every 50 paid members enrolled in program		
Clothing	Business Casual: Polo or other collared shirt and khakis or dress pants. Closed toe dress shoes. **OR** SkillsUSA Official Dress NO jeans or athletic shoes. School logo, contestant name or other identifier on shirt must be covered.		
Provided by Contestant	• Professional Resumé • 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 Skilled Performance Standards	**Aligned ODE Career Field Technical Content Standard Outcomes**
	ADV 1.0 - Understand general advertising design industry terminology and concepts.	**A&C Outcome 2.1** Art Elements and Design Principles **IT Outcome 7.1** Interactive Media
	ADV 2.0 - Demonstrate mechanical skills by recreating a given advertisement/design on the computer within a specified amount of time.	**A&C Outcome 2.4** Visual Layouts **A&C Outcome 5.3** Graphics **IT Outcome 7.3** Production **IT Outcome 7.4** Graphics
	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 2.5** Typography **A&C Outcome 3.4** Market-Based Writing **A&C Outcome 6.1** Content Management **IT Outcome 7.5** Typography
	Please review the 2022-2023 SkillsUSA National Tech Standards for detailed information on each skilled performance standard.	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 340315 Visual Creation 340320 Digital Print Design 340325 Digital Media Art

		340340 Advertising and Communication 145095 Design Techniques 145100 Creating and Editing Digital Images 145105 Multimedia and Image Management