



# Advertising Design



<b>Date</b>	2/18/22	<b>Orientation Time</b>	8:30 a.m.
<b>Location</b>	Sentinel Career & Technology Center	<b>Contest Time</b>	*immediately after orientation
<b>Contest Coordinator</b>	Lindsay Sooy	<b>Contact Information</b>	(419) 618-1219 or <a href="mailto:lindsay@spiread.com">lindsay@spiread.com</a>
<b>Purpose</b>	To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.		
<b>Eligibility</b>	1 contestant for every 50 paid members enrolled in program		
<b>Clothing</b>	<p><u>Business Professional Attire:</u>            Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).            Black leather closed-toe shoes</p> <p>OR <u>Official SkillsUSA Dress:</u>            Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket.            Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area or the blazer, sweater, windbreaker or jacket.            Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).            Black dress shoes.</p>		
<b>Provided by Contestant</b>	<ul style="list-style-type: none"> <li>• Professional Resume—All competitors must create a one-page resume and submit a hard copy to the technical committee chair at orientation.</li> <li>• Computers of choice with RAM to run industry standard software; compatible monitor, keyboard and mouse; and external storage device, such as a jump drive.</li> <li>• Software (Check the SkillsUSA Championships update annually for announcement of software choice. Industry standard software packages include InDesign, PhotoShop or Illustrator.</li> <li>• 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.</li> <li>• Assortment of graphite pencils</li> <li>• Colored pencils and/or markers</li> <li>• Fine-point black markers (e.g., Sharpie)</li> <li>• Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad)</li> <li>• Triangle, compass or French curve as needed by student for drawing purposes</li> <li>• A ruler at least 12" long</li> <li>• Small T-square for drawing appropriately sized thumbnail or rough boxes</li> <li>• Pencil sharpener</li> <li>• Tape for securing paper to table if the student will be using a T-square</li> <li>• Erasers</li> </ul>		

	<ul style="list-style-type: none"><li>• Students may bring with them whatever items they feel they need to visually express their creative ideas</li></ul>
<b>Contest Skilled Performance Standards</b>	<p><b>ADV 1.0</b> – Understand general advertising design industry terminology and concepts.</p> <p><b>ADV 2.0</b> – Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time.</p> <p><b>ADV 3.0</b> – 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>