



# Advertising Design



<b>Date</b>	March 12, 2022	<b>Orientation Time</b>	8:00am
<b>Location</b>	Lorain County JVS	<b>Contest Time</b>	8:30am
<b>Contest Coordinator</b>	Rachel Rogers	<b>Contact Information</b>	rachel.rogers@themodern.edu
<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>Testing</b>	Written test		
<b>Eligibility</b>	1 contestant for every 50 paid members enrolled in program		
<b>Clothing</b>	Official SkillsUSA Attire or Business/Casual Attire such as dress or khaki pants, short or long sleeve pull over or button-down shirts including polo shirts, and dress shoes. No jeans, open-toed shoes, tennis shoes or sneakers, leggings, or torn clothing. No school logos on any apparel.		
<b>Provided by Contestant</b>	Professional Resume Mandatory: #2 pencils (sharpened), assorted sharpened colored pencils and/or markers, graphite pencils, erasers, sketchbook or drawing paper, and rulers. Optional: Ink and technical pens, drawing tablet, assorted felt tip markers, transparency paper		
<b>Contest Skilled Performance Standards</b>	<b>ADV 1.0</b> – Understand general advertising design industry terminology and concepts.  <b>ADV 2.0</b> – Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time.  <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.  <i>Please review the 2021-2022 SkillsUSA National Tech Standards for detailed information on each skilled performance standard.</i>		