



# Advertising Design



<b>Date</b>	February 16, 2024 Snow Date – February 20, 2024	<b>Orientation Time</b>	10:45 a.m. (CLOSED to instructors)
<b>Location</b>	Vantage Career Center 818 N. Franklin Street Van Wert, OH 45891	<b>Contest Time</b>	Immediately Following Orientation (CLOSED contest)
<b>Scope of Contest</b>	The skill performance portion of the competition will be divided into two parts: redesign an existing advertisement and a design challenge. <ul style="list-style-type: none"><li>• The first part of the competition requires a redesign of an existing advertisement using competitor-supplied software.</li><li>• The second part of the competition is a creative design challenge to be completed in the time allotted. All three stages of the creative process must be followed: thumbnails, roughs and the comprehensive stage. Competitors will create their design solutions both by hand and on the computer.</li><li>• The theme, size, product and number of colors will be standardized.</li></ul>		
<b>Testing</b>	No		
<b>Eligibility</b>	1 contestant for every 50 paid members enrolled in program		
<b>Clothing</b>	Business Casual: Polo or other collared shirt and khakis or dress pants. Closed toe dress shoes.  <b>OR</b>  SkillsUSA Official Dress  NO jeans or athletic shoes. School logo, contestant name or other identifiers must be covered.		
<b>Provided by Contestant</b>	<ul style="list-style-type: none"><li>• Professional Resumé</li><li>• Emergency Medical Form (Contestants must have this to compete)</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></ul>		

	<ul style="list-style-type: none"> <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> <li>• Students may bring with them whatever items they feel they need to visually express their creative ideas</li> </ul>	
<b>Contest Standards</b>	<p><b>Contest Skilled Performance Standards</b></p> <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 recreating 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><b>Aligned ODE Career Field Technical Content Standard Outcomes</b></p> <p><b>A&amp;C Outcome 2.1</b> Art Elements and Design Principles</p> <p><b>IT Outcome 7.1</b> Interactive Media</p> <p><b>A&amp;C Outcome 2.4</b> Visual Layouts</p> <p><b>A&amp;C Outcome 5.3</b> Graphics</p> <p><b>IT Outcome 7.3</b> Production</p> <p><b>IT Outcome 7.4</b> Graphics</p> <p><b>A&amp;C Outcome 2.5</b> Typography</p> <p><b>A&amp;C Outcome 3.4</b> Market-Based Writing</p> <p><b>A&amp;C Outcome 6.1</b> Content Management</p> <p><b>IT Outcome 7.5</b> Typography</p> <p>Above Outcomes can be found in the following ODE courses:</p> <p>340006 Business of Arts and Communication</p> <p>340110 Media Arts Primer</p> <p>340120 Digital Image Editing</p> <p>340310 Visual Design Primer</p> <p>340315 Visual Creation</p> <p>340320 Digital Print Design</p> <p>340325 Digital Media Art</p>

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