



Advertising Design



Date	3/5/22	Orientation Time	8:00 a.m.
Location	Eastland Career Center 4300 Amalgamated Place Groveport, OH 43125	Contest Time	Immediately Following Orientation
Contest Coordinator	Brian Whitney	Contact Information	BWhitney@efcts.us
Purpose	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)		
Testing	None		
Eligibility	1 contestant for every 50 paid members enrolled in program		
Clothing	Official SkillsUSA Uniform or Business Professional Dress		
Provided by Contestant	Professional Resume Supplied by the Technical Committee: <ul style="list-style-type: none">• Tables and chairs• iMac computers, Adobe Creative Cloud 2022 Photoshop, Illustrator, InDesign• Printer• Instructions, reference material, and scoring Rubric• Flash Drive with digital files required for the contest Supplied by the Contestant: <ul style="list-style-type: none">• Ruler• Assortment of Pencils• Color Pencils, Markers, Sharpies• Ink and Tech Pens• Any additional tools or art supplies		
Contest Skilled Performance Standards	ADV 1.0 – Understand general advertising design industry terminology and concepts. ADV 2.0 – Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time. ADV 3.0 – 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>		