Advertising Design

Date	Friday Feb 23, 2024	Orientation Time	8:00 a.m. (CLOSED to instructors)
Location	Mahoning County Career & Tech Center 7300 N. Palmyra Rd Canfield Ohio 55506	Contest Time	Immediately following orientation (CLOSED contest)
Scope of Contest	The skill performance portion of the competition will be divided into two parts: redesign an existing advertisement and a design challenge. ● The first part of the competition requires a redesign of an existing advertisement using competitor-supplied software. ● 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. ● The theme, size, product and number of colors will be standardized.		
Testing	No		
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 – Typed Hardcopy ● 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 Standards	**Contest Skilled Performance Standards** **ADV 1.0 -** Understand general advertising design industry terminology and concepts. **ADV 2.0 -** Demonstrate mechanical skills by recreating 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.	**Aligned ODE Career Field Technical Content Standard Outcomes** **A&C Outcome 2.1** Art Elements and Design Principles **IT Outcome 7.1** Interactive Media **A&C Outcome 2.4** Visual Layouts **A&C Outcome 5.3** Graphics **IT Outcome 7.3** Production **IT Outcome 7.4** Graphics **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 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