



Advertising Design



Date	February 24, 2024	Orientation Time	8 AM (CLOSED to instructors)
Location	Mid-East CTC - Zanesville 400 Richards Road Zanesville, OH 43701 Room 6062-HZ	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: <ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Business Casual: Polo or other collared shirt and khakis or dress pants. Closed toe shoes. OR <ul style="list-style-type: none">● SkillsUSA Official Dress● NO jeans. School logo, contestant name or other identifiers must be covered.		
Provided by Contestant	<ul style="list-style-type: none">● Professional Resume – must be typed and physically produced as a hard copy● 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.● Extension cord or Power strip. (You will have an outlet in the floor to connect to)● 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)		

	<ul style="list-style-type: none"> ● 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 	
<p>Contest Standards</p>	<p>Contest Skilled Performance Standards</p> <p>ADV 1.0 - Understand general advertising design industry terminology and concepts.</p> <p>ADV 2.0 - Demonstrate mechanical skills by recreating a given advertisement/design on the computer within a specified amount of time.</p> <p>ADV 3.0 - Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/ design industry.</p>	<p>Aligned ODEW Career Field Technical Content Standard Outcomes</p> <p>A&C Outcome 2.1 Art Elements and Design Principles</p> <p>IT Outcome 7.1 Interactive Media</p> <p>A&C Outcome 2.4 Visual Layouts</p> <p>A&C Outcome 5.3 Graphics</p> <p>IT Outcome 7.3 Production</p> <p>IT Outcome 7.4 Graphics</p> <p>A&C Outcome 2.5 Typography</p> <p>A&C Outcome 3.4 Market-Based Writing</p> <p>A&C Outcome 6.1 Content Management</p> <p>IT Outcome 7.5 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> <p>340340 Advertising and Communication</p> <p>145095 Design Techniques</p> <p>145100 Creating and Editing Digital Images</p> <p>145105 Multimedia and Image Management</p>
--	--	--