SkillsUSA
O H I O

Advertising Design

Purpose: To evaluate each competitor's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.

On-Site/Off-Site	▪ On-Site
Contest Date	▪ 4/9/2024
Contest Location	▪ Convention Center ▪ A122
Early/Normal Start Time	▪ Normal Start Time ▪ Registration will open at 8:00am. Please report to B-Hall Show Office for Registration. Competition will begin at 10:00am.
Contest Open/Closed	▪ Closed
Eligibility	▪ **This contest has a Regional Qualifier Contest.** The top three (3) candidates from the Regional Qualifiers will proceed to the State Championship Contest.
Competition Clothing (To be worn on Day 1)	Business Casual: ▪ Polo or other collared shirt ▪ Khakis or dress pants; no jeans ▪ Closed-toe dress shoes ▪ Note: Wearing socks or hose is no longer required. If worn, socks must be dress socks, and hose must be either black or skin-tone and seamless/nonpattern. ▪ Note: School identifiers and contestant names must be covered. Or,

	SkillsUSA Official Attire:
	- Official SkillsUSA red blazer - Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), or white shirt (collarless or small-collared), with any collar not to extend into the lapel area of the blazer - Black dress slacks or black dress skirt (knee-length at minimum) - Black closed-toe dress shoes - Note: Wearing socks or hose is no longer required. If worn, socks must be black dress socks, and hose must be either black or skin-tone and seamless/nonpattern
Safety Equipment Required	N/A
Awards Ceremony Attire **(To be worn on Day 2)**	SkillsUSA Official Attire: - Official SkillsUSA red blazer - Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), or white shirt (collarless or small-collared), with any collar not to extend into the lapel area of the blazer - Black dress slacks or black dress skirt (knee-length at minimum) - Black closed-toe dress shoes - Note: Wearing socks or hose is no longer required. If worn, socks must be black dress socks, and hose must be either black or skin-tone and seamless/nonpattern Or, Business Dress: - Blazer, sports coat, or dress - Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), or white shirt (collarless or small-collared), with any collar not to extend into the lapel area of the blazer - Dress slacks or dress skirt (knee-length at minimum) - Closed-toe dress shoes

	- Note: Wearing socks or hose is no longer required. If worn, socks must be black dress socks, and hose must be either black or skin-tone and seamless/nonpattern
Testing	- Students should be prepared to take a written knowledge test.
Provided by Contestant (Tool List)	- All contestants must bring a hard copy of their resume and one (1) #2 lead pencil. **Computer Contest:** - Hardware - Hard drive + monitor or laptop - Keyboard + mouse - Surge protector UL approved and 25' extension cord and power strip - Any power cords or adaptors needed - Flash drive port if not already in computer - Any external storage device needed **Software:** - Software is to be pre-loaded on the hard drive brought to the contest. Software to be pre-loaded will be your choice of Adobe InDesign or Illustrator. o Competitors should log-in to software prior to leaving their school to ensure that they have proper access to needed software. - Must have ample selection of all variety of fonts [Serif, sans-serif, script, etc.]: Such as; Avant Garde, Helvetica, New Century Schoolbook, Times, Brush Script, Mistral, Pak Avenue, etc. - Contestants are NOT permitted to have reference manuals for their selected software programs[s]during the contest. - Additional software allowed for support files [NOT TO BE USED FOR PRIMARY LAYOUT PURPOSES]: Adobe Photoshop, Adobe Illustrator, Macromedia Freehand and Painter. **Computer portion of the contest**

- Contestant will need to know how to do a page layout which includes placing items from a disk, doing color separations, sizing, text wrap, reverse, crop, scale, rotate, etc.

Drawn/Written Work:

Mandatory
- Assorted colored pencils, graphite pencils + erasers
- Sketchbook or paper
- Drawing/Marker/Graphics Pad
- 12in Ruler(s)
- Small T-square
- Triangle, compass, or French curve as needed for drawing purposes

Optional
- Ink+ technical pens
- Drawing Tablet – No iPad
- Written portion of the contest
- Written test will be distributed. This will be an advertising and design general knowledge test.

Contest Notes, Themes, & Deadlines	▪ N/A
Special Notes	▪ Starting in 2024, all State Contests will begin to add a scenario-based component. ▪ Contact with Contest Coordinators is prohibited. Contact with Contest Coordinators outside of the SkillsUSA Ohio office may result in contestant disqualification. ▪ All safety requirements will be heavily enforced. Violation may result in contestant disqualification. ▪ No smart watches and/or phones are permitted during the contest and/or in contest. ▪ No contact with anyone outside of the contest area once the contest begins. ▪ No inappropriate communication between contestants such as verbally degrading another contest.

	- No cheating on any portion of the contest such as informing another contestant of the skills/test prior to competing. - Starting in 2024, Wi-Fi is provided for contests where it is required for contest success.
National Technical Standards	- Please refer to the 2023-2024 National Technical Standards for all contests. Any and all standards included may be tested in any competition. - In conjunction with National Standards, violations may result in student loss of contest.
Resume/Interview Requirement	- All SkillsUSA Ohio State Championship Contests will require a short interview component. Students should be prepared with basic job interview skills. - All contestants must have a hard copy of a one (1) page personal resume.