



# Advertising Design



## **Contest Date(s):**

**March 29, 2021**

**(Orientation will begin at 9:00am)**

## **Contest Type: VIRTUAL**

**(All contest types are listed on the website. YOU NEED TO BE FAMILIAR WITH BOTH THIS DOCUMENT AND THAT DOCUMENT.)**

## **Submission Link(s) – To use on the day of the contest:**

**Dropbox: <https://www.dropbox.com/request/m90RhPb32sRJwqMnvHKF>**

**or**

**Google Drive: <https://forms.gle/4FiUsdo6cixpprzB8>**

## **Zoom Contest Link(s):**

**<https://ohioskillsusa-org.zoom.us/j/93704639565?pwd=dTdvelF4RUUp3RGdEUnFQaTBnRHBNdz09>**

**Meeting ID: 937 0463 9565**

**Passcode: 830255**

# Advertising Design

## PURPOSE

To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of Advertising Design.

**TESTING:** There may be an online advertising and design general knowledge test. The link for an online test would be shared on the day of the contest.

## ELIGIBILITY:

Contestants from schools registered for this contest on the State Intent Form and will be in accordance with the SkillsUSA Ohio Program Guidelines.

## ORIENTATION

Orientation begins at 9:00am

## CLOTHING REQUIREMENTS

Business Attire-No jeans; no school names may be displayed on any apparel.

## TOOLS PROVIDED BY CONTESTANTS

- One computer per contestant
- Internet access for downloading and uploading files
- Software. Industry standard software packages include: Illustrator, InDesign, Photoshop, QuarkXpress, PageMaker, and FreeHand
- Computer should be capable of screen recording and include a webcam (placed in a location to view both students and instructor)
- Measuring devices: ruler, triangle, compass, small T square
- Sketching materials: paper, graphite pencils, colored pencils, erasers, pencil sharpener

## SPECIAL INFORMATION

- The contest will consist of three parts: a creative design, re-creation of a design project, and an individual contestant written exam.
- Webcam and microphone must be on the entire time
- Each contestant will share their screen for the entire presentation
- Competitors will submit their designs via Dropbox by the time provided by the judges

## SCOPE OF THE CONTEST

The contest will be judged based on the criteria established in the current year's National Technical Standards, which are updated annually. National Technical Standards are accessed through your Professional SkillsUSA Membership benefits by logging on to your SkillsUSA account at <https://www.skillsusa-register.org/Login.aspx>.

