



Advertising Design



Date	Friday, March 13, 2026	Orientation Time	8:00 a.m. (CLOSED to instructors)
Location	C-TEC of Licking County 150 Price Road Newark, OH 43055	Contest Time	Immediately following orientation (CLOSED contest)
Scope of Contest	<p>The competition will include an assessment of advertising design. Definitions, file types, processes, and procedures relevant to advertising design will be assessed.</p> <p>The competition will be divided into two parts: redesign an existing advertisement and a design challenge.</p> <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 presents competitors with a design challenge to complete 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.• Competitors can use only the reference materials supplied by the technical committee.• The use of AI is strictly prohibited and will result in an automatic disqualification of the contestant.• USB Storage device will be provided.		
Testing	No		
Eligibility	1 contestant for every 50 paid members enrolled in program		
Clothing	Clothing Classification Guide - CLASS F		
Provided by Contestant	<ul style="list-style-type: none">• 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.• 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 	
Contest Standards	<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>ADV 4.0 — Create an Adobe Acrobat PDF file of the creative and mechanical designs developed</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>IT Outcome 2.15 UX/UI Design</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>A&C Outcome 7.10 Social Media</p> <p>IT Outcome 7.5 Typography</p> <p>A&C Outcome 2.1 Art Elements and Design Principles</p> <p>A&C 2.4 Visual Layouts</p> <p>A&C 2.5 Typography</p> <p>IT Outcome 7.4 Graphics</p> <p>IT Outcome 7.5 Typography</p>

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