

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.

Contest Location	<ul style="list-style-type: none"> ▪ A122 & A123
Eligibility	<ul style="list-style-type: none"> ▪ Please refer to the National Technical Standards for this contest. <ul style="list-style-type: none"> • Leadership and Occupationally Related Contest Specifications - The following competition are open to all members of SkillsUSA Schools may send one competitor or team for every 250 SkillsUSA members based on local competition. • REGIONAL QUALIFIER – ONLY THE TOP 3 (THREE) FROM REGIONAL COMPETITION PROCEED TO STATE CHAMPIONSHIPS
Clothing	<ul style="list-style-type: none"> ▪ Business Dress Casual: Polo or other collared shirt and khakis or dress pants. Closed toe dress shoes. NO jeans or athletic shoes. School logo, contestant name or other identifiers on shirt must be covered. <li style="text-align: center;">Or ▪ <u>SkillsUSA Official Attire:</u> Official SkillsUSA Red Blazer, white shirt, black pants or skirt, and black shoes. Black socks must be worn with pants and nylons must be worn with a skirt (either skin-tone or black). Males must wear a tie.
Testing	<ul style="list-style-type: none"> ▪ Students should be prepared to take a written knowledge test for this contest. ▪ Students should also be prepared to take a SkillsUSA written knowledge test (required for all contestants).
Provided by Contestant (Tool List)	<ul style="list-style-type: none"> ▪ 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

	<ul style="list-style-type: none"> ▪ Any power cords or adaptors needed ▪ Flash drive port if not already in computer ▪ Any external storage device needed ▪ <u>Software</u> ▪ 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. ▪ 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. ▪ <u>Computer portion of the contest</u> ▪ 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: ▪ <u>Mandatory</u> ▪ Assorted colored pencils, graphite pencils + erasers ▪ Sketchbook or paper ▪ Drawing/Marker/Graphics Pad ▪ Rulers ▪ <u>Optional</u> ▪ Ink+ technical pens ▪ Drawing Tablet – No iPad ▪ <u>Written portion of the contest</u> ▪ Written test will be distributed. This will be an advertising and design general knowledge test.
<p>Special Notes</p>	<ul style="list-style-type: none"> ▪ The contest area is CLOSED to observers. ▪ No smart watches, earbuds 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.

	<ul style="list-style-type: none"> ▪ 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.
National Technical Standards	<ul style="list-style-type: none"> ▪ Please refer to the 2022-2023 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	<ul style="list-style-type: none"> ▪ All SkillsUSA Ohio State Championship Contest will require a short interview component. Students should be prepared with basic job interview skills.