



Advertising Design

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

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| On-Site/Off-Site | <ul style="list-style-type: none"> • On-Site |
| Contest Date | <ul style="list-style-type: none"> • 5/5/2026 |
| Contest Location | <ul style="list-style-type: none"> • Convention Center • A122/A123 |
| Early/Normal Start Time | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • Closed • This contest is closed to observers, instructors, and advisors. |
| Eligibility & Contest Type | <ul style="list-style-type: none"> • Please refer to the Program Guidelines for eligibility- https://www.ohioskillsusa.org/resources/ • Regional Qualifier Contest (Must attend and place in the top 4 at Regionals to Qualify to Compete at State Level) |
| Clothing | <p><u>For Competition Day the Dress Code is:</u> Class A or Class F</p> <p><u>For the Awards Ceremony the Dress Code is:</u> Class A or Class J</p> <ul style="list-style-type: none"> • SkillsUSA Ohio Clothing Guide |
| Safety Equipment | <ul style="list-style-type: none"> • N/A |
| Testing | <ul style="list-style-type: none"> • Students should be prepared to take a written knowledge test. |
| Provided by Contestant (Tool List) | <ul style="list-style-type: none"> • one (1) #2 lead pencil <p>Computer Contest:</p> <p>Hardware</p> <ul style="list-style-type: none"> • 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.
- Must have ample selection of all variety of fonts (Serif, script, sans-serif, etc.): Such as Avant Garde, Helvetica, New Century, Times, Schoolbook, Brush Script, Mistral, Pak Avenue, etc.
- Contestants are NOT permitted to have reference manuals for their selected software program(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

- Contestants 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
- 12" Ruler(s)
- Small T-square
- Triangle, compass, 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

WIFI Provided?

- Yes

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| <p>Special Notes/Rules for All Contests</p> | <ul style="list-style-type: none"> Starting in 2024, all Skilled Trade State Contests (most leadership contests already use scenarios) will begin to add a scenario-based component. All safety requirements will be heavily enforced. Competitors are to follow all safety standards and OSHA Regulations <p><i>Contestants MUST HAVE A COPY OF THEIR EMERGENCY MEDICAL FORM IN THEIR NAME BADGE AT ALL TIMES</i></p> <p><u>THE FOLLOWING ITEMS ARE PROHIBITED; VIOLATION OF ANY OF THE FOLLOWING MAY RESULT IN COMPETITOR DISQUALIFICATION:</u></p> <ul style="list-style-type: none"> Contact with Contest Coordinators is prohibited. Contact with Contest Coordinators outside of SkillsUSA Ohio is strictly prohibited. Possession of smart watches and/or phones during the contest and/or in contest. Contact with anyone outside of the contest area once the contest begins. Inappropriate communication between contestants such as verbally degrading another contest. Cheating on any portion of the contest such as informing another contestant of the skills/test prior to competing. Lack of Copy Emergency Medical Form in Name Badge. |
| <p>National Technical Standards</p> | <ul style="list-style-type: none"> Please refer to the 2024-2026 National Technical Standards for all contests. All standards included may be tested in any competition. In conjunction with National Standards, lack of understanding of State Level competition standards (this document) may result in student loss of contest. |
| <p>Resume/Interview Requirement</p> | <ul style="list-style-type: none"> All SkillsUSA Ohio State Championship Contests will require a short interview component. Students should be prepared with basic job interview skills. All contestants <u>must have a hard copy</u> of a one (1) page personal resume. |