

Advertising Design

Date	February 27, 2026	Orientation Time	08:30 AM
Location	Cuyahoga Valley CC 8001 Brecksville Rd. Brecksville, OH 44141	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) • Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad) 		

	<ul style="list-style-type: none"> • 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 <p><u>The following WILL NOT be tolerated and are grounds for disqualification from the competition:</u></p> <ul style="list-style-type: none"> o No smart watches, cellphones and/or other electronic devices in the contest area unless specifically stated in this document. These devices cannot be used as a calculator. o No contact with anyone outside of the contest area once the contest begins. o No inappropriate communication between contestants such as verbally degrading another contestant or informing another contestant of the skills/test prior to or during the competition. o No cheating on any portion of the contest. <p>The use of AI is strictly prohibited and will result in an automatic disqualification of the contestant.</p>	
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>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>ADV 4.0 — Create an Adobe Acrobat PDF file of the creative and mechanical designs developed</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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