Advertising Design

Date	February 13, 2026	Orientation Time	10:45 A.M
Location	Apollo Career Center 3325 Shawnee Rd. Lima, OH 45806	Contest Time	Immediately following orientation (CLOSED contest)
Scope of Contest	The competition will include an assessment of advertising design. Definitions, file types, processes, and procedures relevant to advertising design will be assessed. The competition will be divided into two parts: redesign an existing advertisement and a design challenge. • 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 | • 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)
• 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
• <u>The following WILL NOT be tolerated and are grounds for disqualification from the competition</u>:
    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.
    o The use of AI is strictly prohibited and will result in an automatic disqualification of the contestant.
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| Contest Standards | **Contest Skilled Performance Standards**

ADV 1.0 - Understand general advertising design industry terminology and concepts. | **Aligned ODEW Career Field Technical Content Standard Outcomes**

A&C Outcome 2.1 Art Elements and Design Principles

IT Outcome 7.1 Interactive Media

IT Outcome 2.15 UX/UI Design |

	ADV 2.0 - Demonstrate mechanical skills by recreating a given advertisement/design on the computer within a specified amount of time.	**A&C Outcome 2.4** Visual Layouts **A&C Outcome 5.3** Graphics **IT Outcome 7.3** Production **IT Outcome 7.4** Graphics
	ADV 3.0 - Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/ design industry.	**A&C Outcome 2.5** Typography **A&C Outcome 3.4** Market-Based Writing **A&C Outcome 6.1** Content Management A&C Outcome 7.10 Social Media **IT Outcome 7.5** Typography
	ADV 4.0 — Create an Adobe Acrobat PDF file of the creative and mechanical designs developed	**A&C Outcome 2.1** Art Elements and Design Principles A&C 2.4 Visual Layouts A&C 2.5 Typography **IT Outcome 7.4** Graphics **IT Outcome 7.5 Typography**