



# Advertising Design



<b>Date</b>	February 7, 2026	<b>Orientation Time</b>	8:30 AM (Open to instructors)
<b>Location</b>	The Modern College of Design 1725 East David Rd. Kettering, Ohio 45440	<b>Contest Time</b>	<b>Doors Open: 8:00am for computer setup</b> Immediately following orientation: 9:00AM-1:00PM (CLOSED contest) Awards 2:00PM-2:30PM
<b>Scope of Contest</b>	<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"><li>• The first part of the competition requires a redesign of an existing advertisement using competitor-supplied software.</li><li>• 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.</li><li>• The theme, size, product and number of colors will be standardized.</li><li>• Competitors can use only the reference materials supplied by the technical committee.</li><li>• The use of AI is strictly prohibited and will result in an automatic disqualification of the contestant.</li><li>• USB Storage device will be provided.</li></ul>		
<b>Testing</b>	No		
<b>Eligibility</b>	1 contestant for every 50 paid members enrolled in program		
<b>Clothing</b>	Clothing Classification Guide - CLASS F		
<b>Provided by Contestant</b>	<ul style="list-style-type: none"><li>• Professional Resumé – Typed Hardcopy</li><li>• Emergency Medical Form (Contestants must have this to compete)</li><li>• Computers of choice with RAM to run industry standard software; compatible monitor, keyboard and mouse.</li><li>• Software (Check the SkillsUSA Championships update annually for announcement of software choice. Industry standard software packages include InDesign, Photoshop or Illustrator.)</li><li>• 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.</li><li>• Assortment of graphite pencils</li><li>• Colored pencils and/or markers</li></ul>		

	<ul style="list-style-type: none"> <li>• Fine-point black markers (e.g., Sharpie)</li> <li>• Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad)</li> <li>• Triangle, compass or French curve as needed by student for drawing purposes</li> <li>• A ruler at least 12" long</li> <li>• Small T-square for drawing appropriately sized thumbnail or rough boxes</li> <li>• Pencil sharpener</li> <li>• Tape for securing paper to table if the student will be using a T-square</li> <li>• Erasers</li> <li>• Students may bring with them whatever items they feel they need to visually express their creative ideas</li> </ul> <p><u>The following WILL NOT be tolerated and are grounds for disqualification from the competition:</u></p> <ul style="list-style-type: none"> <li>○ 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.</li> <li>○ No contact with anyone outside of the contest area once the contest begins.</li> <li>○ 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.</li> <li>○ No cheating on any portion of the contest.</li> <li>○ The use of AI is strictly prohibited and will result in an automatic disqualification of the contestant.</li> </ul>	
<b>Contest Standards</b>	<p><b>Contest Skilled Performance Standards</b></p> <p><b>ADV 1.0</b> - Understand general advertising design industry terminology and concepts.</p> <p><b>ADV 2.0</b> - Demonstrate mechanical skills by recreating a given advertisement/design on the computer within a specified amount of time.</p> <p><b>ADV 3.0</b> - Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/ design industry.</p>	<p><b>Aligned ODEW Career Field Technical Content Standard Outcomes</b></p> <p><b>A&amp;C Outcome 2.1</b> Art Elements and Design Principles</p> <p><b>IT Outcome 7.1</b> Interactive Media</p> <p>IT Outcome 2.15 UX/UI Design</p> <p><b>A&amp;C Outcome 2.4</b> Visual Layouts</p> <p><b>A&amp;C Outcome 5.3</b> Graphics</p> <p><b>IT Outcome 7.3</b> Production</p> <p><b>IT Outcome 7.4</b> Graphics</p> <p><b>A&amp;C Outcome 2.5</b> Typography</p> <p><b>A&amp;C Outcome 3.4</b> Market-Based Writing</p> <p><b>A&amp;C Outcome 6.1</b> Content Management</p>

	<p><b>ADV 4.0</b> — Create an Adobe Acrobat PDF file of the creative and mechanical designs developed</p>	<p>A&amp;C Outcome 7.10 Social Media</p> <p><b>IT Outcome 7.5</b> Typography</p> <p><b>A&amp;C Outcome 2.1</b> Art Elements and Design Principles</p> <p>A&amp;C 2.4 Visual Layouts</p> <p>A&amp;C 2.5 Typography</p> <p><b>IT Outcome 7.4</b> Graphics</p> <p><b>IT Outcome 7.5</b> Typography</p>
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