



2023 ADVERTISING DESIGN

Supplied by the technical committee:

- Digital files with clip art and reference artwork (no outside clip art will be allowed)
- SkillsUSA Quick Look Style Guide

Provided by competitor:

- Computers of choice with RAM to run industry standard software; compatible monitor, keyboard and mouse; and external storage device, such as a jump drive. Competitors may also bring a digitizing tablet, (e.g., Wacom) and/or a digital drawing tablet (e.g., iPad).
- 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. Use of a scanner will be strictly prohibited during the computer mechanical portion of the competition
- 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 (mandatory)
- Small T-square for drawing appropriately sized thumbnail or rough boxes (optional)
- 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



- One 6' multiple-outlet surge protector
- All competitors must create a one-page resume. See "Resume Requirement" below for guidelines.

Resume Requirement:

Competitors must create a one-page resume to submit during orientation day of competition.

Prohibited Devices:

Cell phones or other electronic devices not approved by a competitions State technical committee are NOT allowed in the competition area. If a competitor's electronic makes noises or if the competitor is seen using it at any time during the competition, an official report will be documented and if confirmed the competitor's scores may be cancelled.

Competition Guidelines:

1. The first part of the competition requires a redesign of an existing advertisement using competitor-supplied software.
2. The second part of the competition is a creative section presenting competitors with a design challenge to complete in the time allotted. All three stage of the creative process must be followed: thumbnails, roughs and comprehensive stage. Competitors will create their design solutions both by hand and on the computer.
3. The them, size, product, and number of colors will be standardized.
4. Competitors will be allowed to use only the reference materials supplied by the technical committee.



Competition Schedule:

Time	Item	Item Description
8:30 a.m.	Welcome/Orientation	Welcome competitors to the competition and go through a brief review of the competition.
9:00 a.m. – 12:00 p.m.	Skill Performance Part A	Create logo and poster per design prompt
12:00 p.m. - 12:30 p.m.	Lunch	
12:30 p.m. - 1:30 p.m.	Skill Performance Part A continues	Complete logo and poster per design prompt
1:30 p.m. - 3:30 p.m.	Skill Performance Part B	Design Challenge: recreate brand guide digitally on the computer
3:30 p.m.	Scores	Judges finalize and validate scores
	Station Clean up	All competitors will be scored on station clean up. (Scored on neatness and completion)

Competition Score Card Rubric

Skill Description	Max Score
Creative Skills Thumbnails: correct number of thumbnails	30
Creative Skills Thumbnails: strength and variety of ideas	30
Creative Skills Thumbnails: use of color and indication of typography	30
Creative Skills Thumbnails: communicative strength of thumbnails	30
Creative Skills Final Pieces: designs developed from thumbnails	90
Creative Skills Final Pieces: strength of idea, communicative strength	90
Creative Skills Final Pieces: strength of color model (Design and Type)	90
Creative Skills Final Pieces: creative use of Illustrations/photos	90
Creative Skills Overall Creativity: design solution appropriate to client	60
Creative Skills Overall Creativity: design excellence	60
Mechanical Size: advertisement sized correctly	30
Mechanical Size: margins correct	30
Mechanical Typography: headline	30
Mechanical Typography: body copy	30
Mechanical Typography: contact information	30
Mechanical Typography: spelling	30
Mechanical Elements: artwork sized correctly	60
Mechanical Elements: graphic elements sized correctly	60
Skill Assessment	75
Professional Development Test	25
Clothing	-10
Resume Penalty	-10