

# Advertising Design

**CONTEST DATE & LOCATION:** Refer to the Kansas State Championship Conference Packet

**PURPOSE:** To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.

**ELIGIBILITY:** Open to active SkillsUSA members enrolled in programs with advertising design or commercial art as the occupational objective.

**CLOTHING REQUIREMENT:** Unless the contest chair says otherwise, students are required to wear the Official SkillsUSA Kansas T-shirt and blue jeans (no tears, holes, or bagginess) clean and neat with appropriate shoes for contest or Official SkillsUSA white polo shirt with black dress slacks, black socks and black leather shoes.

Official SkillsUSA white polo attire



**NOTE:** The Official Kansas State T-shirt will be mailed to schools prior to the competition.

## KANSAS STATE CHAMPIONSHIPS (KSC) CONTEST UPDATE



### CONTEST UPDATES:

#### Schedule

8:45 am	Contest Chair Introduction <ul style="list-style-type: none"><li>• <b>ADV</b> - Advertising Design – Room STC121</li><li>• Turn in résumé to contest chair</li><li>• Only contestants are allowed in the contest areas</li></ul>
9:10-9:55	Written test (Online using Angel)
9:55-10:05	<i>Mechanical Skills</i> instructions
10:05-11:05	Mechanical Skills problem
11:05-11:45	Lunch – Room STC210 (Technology Theater)
11:45-12:00	<i>Creative Skills</i> instructions
12:00 pm	Creative Skills problem
4:00	Contest ends. All project materials must be turned in to the contest chair.
4:00	Judging begins for all contest areas (closed to advisors, teachers, and students)

#### Clothing Requirements

Students can wear the official 2019 SkillsUSA Kansas t-shirt and blue jeans (no tears, holes, or bagginess), the SkillsUSA Official Dress, or Business Attire during the contest. Consult the official rules and regulations pertaining to contest dress in the 2018-19 Technical Standards publication or CD.

## KANSAS STATE CHAMPIONSHIPS (KSC) CONTEST UPDATE



### **Equipment Provided**

Model Name: iMac  
Model Identifier: Retina 5K, 27-inch  
Processor Name: Intel Core i7  
Processor Speed: 4 GHz  
Number of Processors: 8  
Total Number of Cores: 4  
L2 Cache (per Core): 256 KB  
L3 Cache: 8 MB  
Memory: 16 GB

*Software may not be installed to computers provided by Hutchinson Community College.*

Software:

- Adobe Creative Suite CC (Acrobat Pro, Bridge, Illustrator, InDesign, Photoshop)
- Microsoft Office 2016

*Contestants may want to bring a USB drive to transfer files from computer to computer.*

### **Contest Rules**

1. Judges are sole authorities that determine content and procedural violations.
2. Theme and content must be appropriate for the nature of this contest.
4. All copyright laws are to be followed.
5. All entries to the contest must be original creations by the individuals during the contest.

### **Scope of the Contest**

The contest will be divided into three parts:

- General Knowledge test
- Mechanical skills test - re-creation of a developed advertisement
- Creative design challenge

This is a link for the Hutchinson City map:

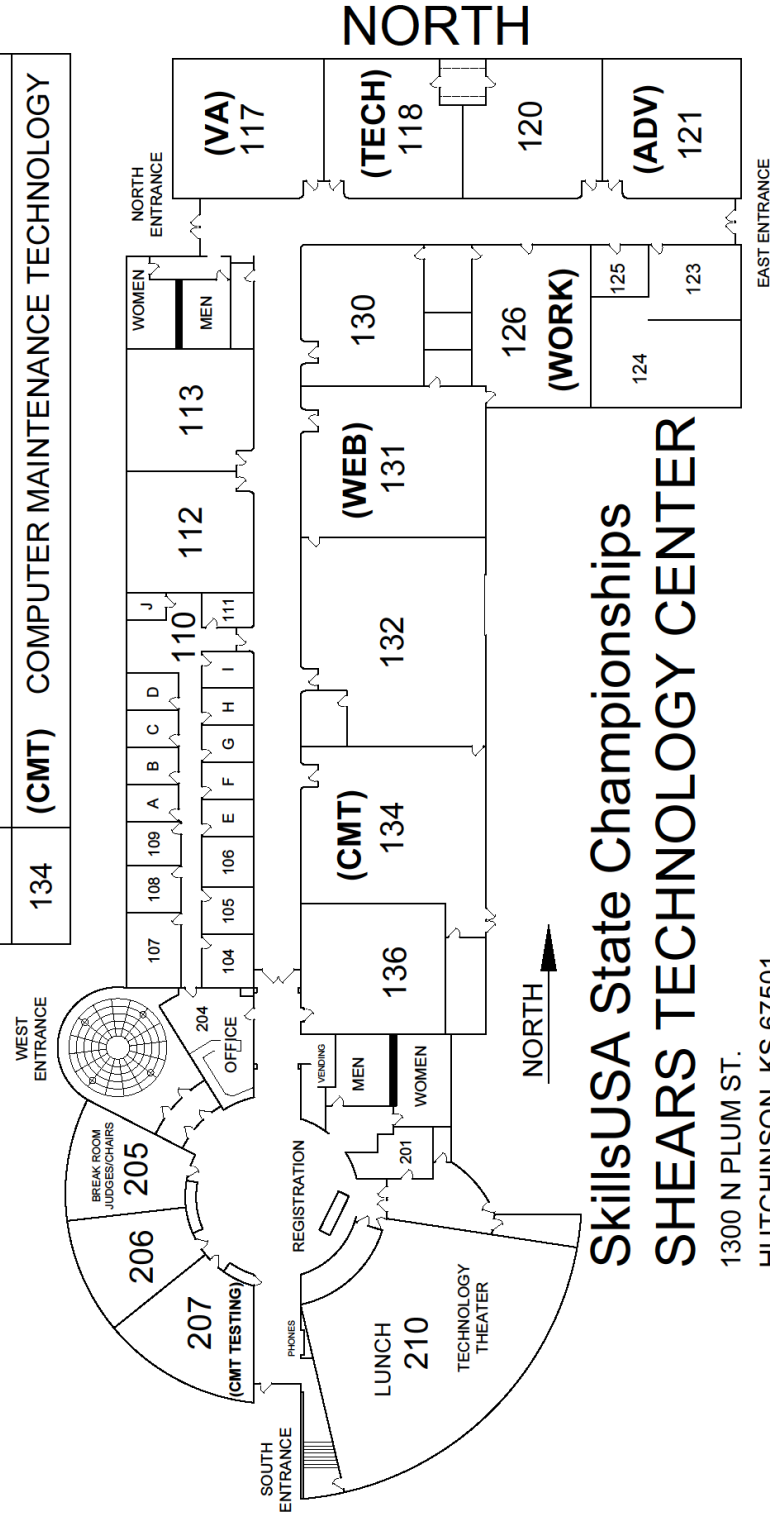
<http://www.hutchchamber.com/map.php>

The following is a link to the HCC maps and directions site.

<http://www.hutchcc.edu/map>

ROOM	DESCRIPTION
205	BREAK ROOM FOR JUDGES
207	CMT TESTING
210	REGISTRATION
210	TECHNOLOGY THEATER
T107	CTEA @ HUTCH H.S. FOR RES WIRING

ROOM	CONTEST
117	(VA) 3D VISUALIZATION AND ANIMATION
118	(TECH) TECHNICAL COMPUTER APPLICATIONS
121	(ADV) ADVERTISING DESIGN
126	(WORK) INTERNETWORKING
131	(WEB) WEB DESIGN
134	(CMT) COMPUTER MAINTENANCE TECHNOLOGY



**SkillsUSA State Championships  
SHEARS TECHNOLOGY CENTER**

1300 N PLUM ST.  
HUTCHINSON, KS 67501