

**2017 MICHIGAN SKILLS USA CHAMPIONSHIPS  
TASK AND MATERIALS LIST**

SKILL OR LEADERSHIP AREA: ADVERTISING DESIGN

**CONTEST LOCATION:**

Amway Grand Plaza Hotel  
187 Monroe Avenue NW  
Grand Rapids, MI 49503, US  
(616) 774.2000  
<http://www.amwaygrand.com/>

**RESUME:** The resume is no longer submitted online.

- [ ] Each student must submit a one-page printed resume before the contest start at the contest site (present to Contest Coordinator, not judges )
- [ ] This is the only time that resumes can be turned in.
- [ ] Failure to do so will result in a 10 point penalty.

**ADVERTISING DESIGN CONTEST GUIDELINES**

*(Creative Portion; Logo, Design Assignment)*

Advertising Design Contest (Max. 4 HOURS)

The students will be presented with a Design Challenge, which they will have to complete in the time allotted. They must follow and complete the 3 steps of the Creative Process: thumbnails, roughs and the final computer output. **The final Design Challenge product will be judged on the computer, thumbnails and roughs will be judged on paper by hand.** In the event of unforeseen changes or technical problems, **the winners will be judged on thumbnails and roughs.**

Contestants will be required to create an Adobe Acrobat PDF file of their Finish Design Challenge from the contest. Acrobat is an industry standard program, and many page layout programs support the exporting of files in this format. Please consult <http://www.adobe.com/> for specific information regarding Acrobat and Acrobat files, or contact the contest chairman with questions. **Final Design Challenge will be saved and transferred to a provided memory stick as outline by the Room Facilitator during the Q & A portion.**

Please contact Michael Hintze, Chairperson, at [hintzmi@lc-ps.org](mailto:hintzmi@lc-ps.org) or Kris Mellebrand, Contest Coordinator, at [mellebrandk@macomb.edu](mailto:mellebrandk@macomb.edu) for any other questions you may have.

## COMPETITION CHECK LIST

The following CHECK LIST must be checked off and signed by the **instructor** and **student**. CHECK LIST is handed in with the resume at check in. We ask that you check off the supplies you are bringing to confirm your acknowledgements of suggestions. The judges are interested in the accountability of both instructor and student. Advisors have the option to bring a memory stick to receive a complete set of contest finals following judging.

**INSTRUCTOR / STUDENT MUST SUPPLY ALL MATERIALS: The following are a suggestion.** Above all, the student should bring with them whatever they feel they need to visually express the creative ideas on paper. **There will be NO sharing of supplies during the competition. This detail mirrors the National Contest.**

- Students are responsible for bringing their own computer with Creative Suite applications.
- Layout paper and/or marker paper (at least 8.5 X 11).
- Markers and/or color pencils, assortment of graphite pencils for 4-color thumbnails.
- Fine point black markers
- Tape, erasers
- E-gage, Ruler
- An assortment of graphite pencils
- Either colored pencils or markers or both
- Fine point black markers (i.e. Sharpie)
- Paper that is appropriate to the medium in which the student will be working, (i.e. marker paper or visualizer pad)
- Triangle, compass or French curve as needed by student for drawing purposes
- A ruler that is at least 12"
- 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

\_\_\_\_\_ Instructor \_\_\_\_\_ Student

## COMPETITION STANDARDS PREPARATION CHECK LIST

Please check off the following list to confirm you are prepared to compete.

- Students must arrive on time.
- Student will hand their hard copy resume to the test coordinator at the door.
- Appropriate SkillsUSA business attire expected (black slacks or skirt, white collared shirt, dress shoes, black socks or nude nylons, no hats). No T-shirts, ripped clothing, inappropriate words etc. If judges feel clothing is disruptive, you may be disqualified. SkillsUSA white collar shirt without school identification is acceptable. [miskillsusa.org](http://miskillsusa.org)
- There will be a briefing and Q&A session about the Contest/s Assignment before the competition begins.
- All electronic devices must be powered off and stored, including phones
- Students must bring a lunch as they will not be able to leave the competition area.**
- Only judges and competitors are allowed in the competition and lunch areas.***
- Spectators and Advisors are NOT ALLOWED but may observe from outside the competition and lunch areas. This will be strictly enforced.***

\_\_\_\_\_ Instructor \_\_\_\_\_ Student

## **TASKS TO BE PERFORMED by CONTESTANT:**

1. Advertising Layout;  
Develop an ad, design layout or promotional piece (that includes a 'new' logo.)  
The content product will be determined by the Test Maker.
  - a. **Create Logo Thumbnails:**  
Show your creative process by sketching a design for a Logo that will become the symbol used in subsequent production for this client project.
    - Minimum of 5 Unique Logo Thumbnails
    - 20 points per Unique Logo Thumbnail
    - Max 100 Points will be award
  - b. **Design Promotional Thumbnails based on Test Maker problem:**  
Show your creative process by sketching a layout/design for an ad, design layout or promotional piece in proportion to your final idea.
    - Minimum of 5 Unique Design Promotional Thumbnails
    - 20 points per Unique Design Promotional Thumbnail
    - Max 100 Points will be awarded
  - c. **Design Promotional Rough:**  
Show your ability in developing 1 Rough layout in proportion and in color from your thumbnail selection/s including the logo you've chosen for this problem.
    - Minimum of 1 Unique Design Promotional Rough including logo
    - Max 100 points will be awarded
  - d. **Final Computer Output:**  
Show your ability to create the best rendition of the assigned design project using Computer software and operations that utilize your layout/plans.
    - Minimum of 1 Final Computer Output
    - 200 points will be awarded

## 2016 SCORECARD Advertising Design :STUDENT NUMBER

Items Evaluated	Possible Points							
SkillsUSA Written Test	Tie Breaker							
<b>Creative Skills</b>	<b>300</b>							TOTAL
<b>5 Thumbnails: Logo Design</b>	<b>100</b>	Thumb 1	Thumb 2	Thumb 3	Thumb 4	Thumb 5		
<i>Criteria: Sketches are recognizable</i>	5							
<i>Concept aligns with test theme</i>	5							
<i>Strength of overall design</i>	5							
<i>Created with choice of color(s)</i>	5							
<b>TOTAL</b>								
<b>5 Thumbnails: Design Promotional</b>	<b>100</b>	Thumb 1	Thumb 2	Thumb 3	Thumb 4	Thumb 5		
<i>Criteria: Sketches are recognizable</i>	5							
<i>Concept aligns with test theme</i>	5							
<i>Strength of overall design</i>	5							
<i>Created with choice of color(s)</i>	5							
<b>TOTAL</b>								
<b>1 Final Rough: Design Promotional</b>	<b>100</b>	Rough Final						
<i>Logo is incorporated to support design</i>	10							
<i>Size and proportion matches final</i>	30							
<i>Design Promotional mirrors thumbnail</i>	30							
<i>Created with choice of color(s)</i>	30							
<b>TOTALS</b>								
<b>Final Computer Output</b>	<b>200</b>							
<b>Final Logo Design</b>	<b>100</b>							
<i>Criteria: Quality Representation of Idea</i>								
<i>Distinctiveness</i>	50							
<i>Creates a strong and unique impression</i>								
<i>Relevancy</i>	50							
<i>Represents the nature of the project</i>								
<b>TOTALS</b>								
<b>Final Design Promotional</b>	<b>100</b>							
<i>Criteria: Quality Representation of Idea</i>								
<i>Distinctiveness</i>	50							
<i>Creates a strong and unique impression</i>								
<i>Relevancy</i>	50							
<i>Represents the nature of the project</i>								
<b>TOTALS</b>								
<b>Résumé / Checklist Penalty</b>	<b>Collected = 0</b>							
	<b>Missing = -10</b>							
<b>Clothing Penalty</b>	<b>w/o Penalty = 0</b>							
<b>No violation deduction / Used as preparatory for Nationals</b>								
<b>Late Arrival Penalty</b>	<b>n/a</b>							
<b>Total Possible Points</b>	<b>500</b>							
JUDGE SCORES	JUDGE 1	JUDGE 2	JUDGE3	JUDGE 4	JUDGE 5	TOTAL	AVERAGE	
<b>NOTES:</b>								
Final scores are averaged from number of participating judges.								
College/Postsecondary contestants must score higher than the third place High School winner to receive a medal.								
In the event that there is not enough room for information, results, or comments please attach necessary contributions to this form.								
<b>Date:</b> _____ <b>Comments:</b> _____								
<b>PRINT JUDGES NAME:</b>			<b>SIGNATURE JUDGES NAME:</b>			<b>DATE</b>		

