

**2019 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:**

- Each student must submit a one-page printed resume before the contest start at the contest site (present to Contest Administrator, 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 will be judged on the computer, thumbnails and roughs will be judged on the hand drawn sketches on paper. In the event of unforeseen changes or technical problems, the winners will be judged on thumbnails and roughs. **Students will be required to create an Adobe Acrobat PDF file of their finish Design Challenge.** 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 memory stick provided by the Contest Facilitator during the Q & A at the beginning of the contest.**

Please contact Michael Hintze, Chairperson, at [hintzmi@lc-ps.org](mailto:hintzmi@lc-ps.org) for any other questions you may have.

## COMPETITION STANDARDS PREPARATION CHECK LIST

The following CHECK LIST must be checked off and signed by the **instructor** and **student** and turned in with the resume at check in. We ask that you check off the supplies you are bringing to confirm your acknowledgement of the required and recommended materials. The judges are interested in the accountability of both instructor and student. Advisors have the option to bring a memory stick to save a copy of the final Design Challenge following judging.

**INSTRUCTOR / STUDENT MUST SUPPLY ALL MATERIALS: The following (except computer and software) are suggested.** Above all, the student should bring with them whatever they feel they need to visually express their 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 the Adobe Creative Suite programs the student will need to complete the Design Challenge (Illustrator, InDesign, Photoshop).
- An assortment of graphite pencils
- An assortment of color pencils or color markers or both
- Fine point black markers (i.e. Sharpie)
- Erasers
- Pencil sharpener
- Paper that is appropriate to the medium in which the student will be working, (i.e. marker/layout paper or sketch pad)
- Triangle, small t-square, compass or french curves as needed by student for drawing purposes
- 12" ruler or longer
- Tape for securing paper to table
- E-gage

\_\_\_\_\_ 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 and materials checklist to the Contest Administrator at the door
- Appropriate SkillsUSA business attire (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. Please go to [miskillsusa.org](http://miskillsusa.org) for details
- The Design Challenge will be presented and Q&A will follow before the contest begins.
- All electronic devices, including phones must be powered off and stored with the Contest Administrator before the contest begins
- Students must bring a lunch as they will not be able to leave the competition area. Snacks will be provided.
- Only judges, contest administrators and competitors are allowed in the competition and lunch areas.
- Spectators and Advisors are NOT ALLOWED in the competition and lunch areas. This will be strictly enforced.

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

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

1. Advertising Design;  
Develop a logo and an; ad, poster, packaging or promotional piece  
The design challenge will be determined by the test maker.
  - a. **Create logo thumbnails:**  
Show your creative process by sketching ideas for the logo that will become the symbol used in the creation of this design challenge.
    - Minimum of 5 unique logo thumbnails
    - 20 points per unique logo thumbnailMax 100 points will be awarded
  - b. **Create thumbnails for the design challenge project:**  
Show your creative process by sketching ideas (in proportion) for the design of an ad, poster, packaging or promotional piece.
    - Minimum of 5 unique design idea thumbnails
    - 20 points per unique design idea thumbnailMax 100 points will be awarded
  - c. **Create a more detailed sketch of your design challenge:**  
Show your ability in developing 1 rough layout in proportion and in color from one of your thumbnail sketches. Include the logo you've chosen for this project.
    - Minimum of 1 unique design idea rough, including logo
    - Max 100 points will be awarded
  - d. **Create the final computer output:**  
Show your ability to create the design challenge using the computer and industry standard software.
    - Minimum of 1 final computer output
    - Max 200 points will be awarded

2019 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	
Criteria: Sketches are recognizable	5						
Concept aligns with test theme	5						
Strength of overall design	5						
Created with choice of color(s)	5						
<b>TOTAL</b>							
<b>5 Thumbnails: Design Challenge</b>	<b>100</b>	Thumb 1	Thumb 2	Thumb 3	Thumb 4	Thumb 5	
Criteria: Sketches are recognizable	5						
Concept aligns with test theme	5						
Strength of overall design	5						
Created with choice of color(s)	5						
<b>TOTAL</b>							
<b>1 Final Rough: Design Challenge</b>	<b>100</b>	Rough Final					
Logo is incorporated to support design	10						
Size and proportion matches final	30						
Design Challenge mirrors thumbnail	30						
Created with choice of color(s)	30						
<b>TOTALS</b>							
<b>Final Computer Output</b>	<b>200</b>						
<b>Final Logo Design</b>	<b>100</b>						
Criteria: Quality Representation of Idea							
Distinctiveness	50						
Creates a strong and unique impression							
Relevancy	50						
Represents the nature of the project							
<b>TOTALS</b>							
<b>Final Design Challenge</b>	<b>100</b>						
Criteria: Quality Representation of Idea							
Distinctiveness	50						
Creates a strong and unique impression							
Relevancy	50						
Represents the nature of the project							
<b>TOTALS</b>							
<b>Résumé / Checklist</b>	<b>OK = 0</b>						
Missing	Penalty = -10						
Clothing	OK = 0						
Inappropriate SkillsUSA Attire*	Penalty = -10						
On Time Arrival	OK = 0						
Late	Penalty = -10						
<b>Total Possible Points</b>	<b>500</b>						

JUDGE SCORES	JUDGE 1	JUDGE 2	JUDGE 3	JUDGE 4	JUDGE 5	TOTAL	AVERAGE
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**NOTES:**  
 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.  
 \*If judges feel clothing is disruptive, you may be disqualified.

Date: \_\_\_\_\_ Comments:

PRINT JUDGES NAME:

SIGNATURE JUDGES NAME:

DATE