

**2020 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 to the contest administrator before the start of the contest at the contest site.
- This is the only time that resumes can be turned in.
- Failure to do so will result in a 10 point penalty.

COMPETITION CHECK LIST:

- Each student must submit BOTH pages of the signed, competition check list before the start of the contest.
- This is the only time the competition check list can be turned in.
- Failure to do so will result in a 10 point penalty.

ADVERTISING DESIGN CONTEST GUIDELINES

(Concept Design; Logo, Design Assignment)

Advertising Design Competition (Max. 6 HOURS)

The students will be presented with a design assignment, which they will have to complete in the time allotted. They must follow and complete the steps of the creative process: thumbnails, roughs and the final digital build. Thumbnails and roughs will be judged on paper. The final digital builds for both the logo and the design assignment will be judged on the computer. In the event of unforeseen changes or technical problems, the winners will be judged on thumbnails and roughs. Contestants will be required to work in the Adobe Creative Suite, and create an Adobe Acrobat PDF file of their final design assignment 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. The final design assignment will be saved and transferred to a provided memory stick as outlined by the facilitator during the presentation of the contest.

Please contact Michael Hintze, Chairperson, at hintzmi@lc-ps.org

for any other questions you may have.

COMPETITION CHECK LIST 1

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

The following CHECK LIST must be checked off and signed by the instructor and student.

Check List 2 is handed in with the resume at check in. We ask that you check off the supplies you are bringing to confirm your knowledge of 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 receive a complete set of contest finals following judging.

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

- Students must bring their own computer with Adobe Creative Suite applications
- Graphite pencils
- Colored pencils or markers or both
- Fine point black markers (i.e. Sharpie)
- Pencil sharpener (optional)
- Erasers
- 12" (minimum) ruler
- Paper appropriate to the medium in which the student will be working, e.g.,
(layout paper and / or marker paper, at least 9" X 12")
- Triangle, compass or french curves
- Small T-square

- NO reference materials, e.g., color books, type / font books, stock photos, etc.
- NO drawing tablets or scanners
- Students may use their computers camera, to photograph their thumbnails or roughs,
to use as underlays

Instructor _____ Student _____

COMPETITION CHECKLIST 2

Please check off the following list to confirm you are prepared to compete.
The following CHECK LIST must be checked off and signed by the instructor and student.

CHECK LIST 2 is handed in with the resume at check in. We ask that you check off this info, to confirm your knowledge of the requirements and recommendations. The judges are interested in the accountability of both instructor and student.

- 7:00 a.m. Arrive to set-up
- 7:30 a.m. Student will hand their **Resume** and signed **Checklists** to the contest administrator at the door. Clothing will be reviewed.
- 8:00 – 8:30 a.m. Contest presentation, questions and answers
- 8:30 – 11:30 a.m. **Logo Concept** and **Final Digital Build** (*facilitators will be collecting logo sketches and digital builds [PDF] for judging, at 11:30 a.m.*)
- 11:30 – 12:00 p.m. Lunch break – eat in designated area – NOT in your work area
- 12:00 – 3:00 p.m. **Design Assignment** and **Final Digital Build** (*facilitators will be collecting design assignment sketches and digital builds [PDF] for judging, at 3:00 p.m.*)
- 3:30 p.m. Students return for clean-up and removal of computer and supplies
- Appropriate SkillsUSA business attire REQUIRED**, for ALL competitors in Advertising Design, at the State Leadership and Skills Conference.
- Black slacks ONLY (pressed, no jeans). Black belt REQUIRED if slacks have belt loops
- White SkillsUSA polo ONLY (*can be purchased through the SkillsUSA Store / Clothing and Promo Items / Competition Clothing and Accessories / Tops \$24.00*)
- Black closed toe dress shoes with black socks ONLY (*No canvas, vinyl, plastic or leather athletic-type shoes, open-toe or open-heel shoes are permitted in any SkillsUSA Championships event without penalty.*)
- No hats, T-shirts, ripped or inappropriate wording on clothing under SkillsUSA attire
- If Chairperson, Administrator, Coordinator or Judges feel clothing is inappropriate or disruptive, you may be disqualified
- A black sweater or jacket (*no hoodies*), if room is chilly
- Review SkillsUSA Dress Code at, miskillsusa.org
- Phones must be powered off and stored before the contest begins. If found in use, anytime, during contest time, you will receive a 50-point penalty, against your final score.
- NO MUSIC.
- Students may bring a lunch as they will not be able to leave the contest area.
- Healthy snacks and water will be provided during contest time.
- Only facilitators and competitors are allowed in the competition and lunch areas.
- Spectators, Judges, and Advisors are NOT ALLOWED in the competition and lunch-areas, during the competition time. This will be strictly enforced.**
- Upon completion of contest, contestants will leave the competition area. Once ALL competitors are finished (*3:00 p.m.*) facilitators will copy contestants files to judges computer.
- Pick-up of student computers, supplies and clean-up will begin approximately at 3:30 pm.

Instructor _____ Student _____

TASKS TO BE PERFORMED by CONTESTANT:

Advertising Design Competition

Conceptualize and develop a logo and design assignment per facilitators instructions.

The contest will be determined by the facilitators.

1. Concept Design: Logo - Thumbnails

Show your creative process by sketching designs for a logo that will become the symbol used in the subsequent design assignment for this project.

- Minimum of 5 unique logo thumbnails
- 20 points per unique logo thumbnail
- Maximum 100 points will be awarded

2. Final Digital Build: Logo

Show your ability to create the best rendition of your concept for your logo using a computer and software.

- Minimum of 1 final digital build
- Maximum 100 points will be awarded

3. Concept Design: Design Assignment - Thumbnails

a. Show your creative process by sketching designs for the layout of an advertising piece, poster or packaging per contest instructions. These should be in proportion to the format of the design assignment.

- Minimum of 5 unique design assignment thumbnails
- 20 points per unique design assignment thumbnail
- Maximum 100 points will be awarded

b. Final Concept: Design Assignment - Final Rough

Show your ability to develop a hand drawn layout in proportion and in color from your thumbnail sketches. This layout should include the logo you designed, drawn by hand and in proportion.

- Minimum of 1 unique design assignment rough including logo
- Maximum 100 points will be awarded

4. Final Digital Build: Design Assignment

Show your ability to create the best rendition of your concept for your layout using a computer and software.

- Minimum of 1 final digital build
- Maximum 100 points will be awarded

2020 SCORECARD Advertising Design :STUDENT NUMBER

Items Evaluated	Possible Points							
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SkillsUSA Written Test		Tie Breaker						
Concept Design: Logo	100							TOTAL
5 Thumbnails: Logo	100	Thumb 1	Thumb 2	Thumb 3	Thumb 4	Thumb 5		
<i>Criteria: Sketches are recognizable</i>	25							
<i>Concept aligns with test theme</i>	25							
<i>Strength of overall design</i>	25							
<i>Color studies</i>	25							
TOTAL								

Final Digital Build: Logo	100							
Final Logo Design	100							
<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>								
TOTALS								

Logo Design Contest Completed - Lunch Break

Concept Design: Design Assignment	100							TOTAL
5 Thumbnails: Design Assignment	100	Thumb 1	Thumb 2	Thumb 3	Thumb 4	Thumb 5		
<i>Logo is incorporated</i>	20							
<i>Criteria: Sketches are recognizable</i>	20							
<i>Concept aligns with test theme</i>	20							
<i>Strength of overall design</i>	20							
<i>Color studies</i>	20							
TOTAL								

1 Final Rough: Design Assignment	100	Final Rough						
<i>Logo is incorporated</i>	10							
<i>Size and proportion matches final</i>	30							
<i>Design Assignment mirrors thumbnail</i>	30							
<i>Color studies</i>	30							
TOTALS								

Final Digital Build: Design Assignment	100							
Final Design Assignment	100							
<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>								
TOTALS								

Design Assignment Contest Completed

Résumé / Checklist	Collected = 0							
	Missing = -10							
Dress Code	Followed = 0							
	Penalty = -10							
On Time	On Time = 0							
	Penalty = -10							

Total Possible Points	500							
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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.

Date: _____ **Comments:** _____

PRINT JUDGES NAME: _____ **SIGNATURE JUDGES NAME:** _____ **DATE:** _____

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