

**2021 MICHIGAN SKILLS USA CHAMPIONSHIPS
TASK AND MATERIALS LIST**

SKILL OR LEADERSHIP AREA: ADVERTISING DESIGN

CONTEST LOCATION:

VIRTUALLY via ZOOM

RESUME:

- Each student must submit a one-page PDF resume to the contest administrator before the start of the contest. **09 APR 2021 (6pm)**
- 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 (PDF) of the signed, competition check list before the start of the contest. **09 APR 2021 (6pm)**
- 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 Assignments)

Advertising Design Competition (Max. 6 HOURS)

The students will be presented with a VIRTUAL design assignment, which they will have to complete and submit 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 from your paper drawings, VIRTUALLY. *As well, the participant will have to present a Virtual “Job Skills Demo” as to their Design and Production Process.*

The final digital builds for both the logo and the design assignments will be judged from your computer art, VIRTUALLY. *As well, the participant will have to present a Virtual “Job Skills Demo” as to their Design and Production Process.*

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 the contest coordinator, VIRTUALLY, via WeTransfer <https://wetransfer.com/> - hintzmi@lc-ps.org as outlined by the facilitator during the presentation of the contest.

Please contact Michael Hintze, Coordinator / 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 1 is handed in with the resume, VIRTUALLY - hintzmi@lc-ps.org , at check in 09 APR 2021 (6pm). 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 request a complete set of contest finals following judging.

INSTRUCTOR / STUDENT MUST SUPPLY ALL MATERIALS:

The following are required. Above all, the student should have with them whatever they need to visually express their ideas on paper. This mirrors the National Contest.

- Students must have their own computer with Adobe Creative Suite applications
- Students must have access to ZOOM, with strong Internet Access
- Graphite pencils
- Colored pencils or markers or both
- Fine point black markers (e.g. 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., Internet, stock photos, NO GOOGLE / Browser searching, etc.
- Students may use their computers camera or phone camera or scanner, to digital copy their thumbnails or roughs, to use as underlays
- Students may use their computers camera or phone camera or scanner, to digital copy their thumbnails or roughs, for the contest delivery system

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, VIRTUALLY - hintzmi@lc-ps.org , at check in 09 APR 2021 (6pm). 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 **request** a complete set of contest finals following judging.

[] **FRIDAY 09 APR 2021 (6pm) Orientation:** Student will submit their **Resume** and signed **Checklists** to the contest administrator, **VIRTUALLY - hintzmi@lc-ps.org**

Virtual “Advertising Design Contest” hourly schedule, 10 APRIL 2021 (*Manage your time wisely*)

- [] **8:00 – 8:30 a.m.** - Contest presentation, questions and answers
- [] **8:30 – 10:30 a.m.** - **Logo Concept** - B/w Thumbnails, Color Roughs and Final Digital Build
- [] **10:30 – 12:30 p.m.** - **Design Assignment 1** - B/w Thumbnails, Color Roughs and Final Digital Build
- [] **12:30 – 2:30 p.m.** - **Design Assignment 2** - B/w Thumbnails, Color Roughs and Final Digital Build
- [] **2:30 – 3:30 p.m.** - **PACKAGE all material, scan, photo, and send VIRTUALLY, via WeTransfer <https://wetransfer.com/> - hintzmi@lc-ps.org** as outlined by the facilitator during the presentation of the contest.

Virtual “Job Skills Demo” project presentation, 17 APRIL 2021 (assorted “Scheduled” time)

[] **Appropriate SkillsUSA business attire REQUIRED**, for ALL competitors in the Advertising Design Contest,

at the State Leadership and Skills Conference, Clothing will be reviewed, **VIRTUALLY, during the presentation of the individual Virtual “Job Skills Demo”.**

- [] 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
- [] Review SkillsUSA Dress Code at, miskillsusa.org
- [] Phones must be powered off and stored before the Contest Presentation begins. If found in use, anytime, during Contest Presentation time, you will receive a 50-point penalty, against your final score.
- [] **Spectators, Judges, and Advisors are NOT ALLOWED in the competition areas, during the competition time. This will be strictly enforced.**

Instructor _____ Student _____

TASKS TO BE PERFORMED by CONTESTANT:

Advertising Design Competition

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

The contest will be determined by the facilitators.

Procedures / Scoring for the Logo Design

1. LOGO Thumbnail Sketches - B/W Pencils or Pen on Layout Paper

- At least 5 ideas - proportionate to scale.
- *(20 points per design = 100 max points possible)*

2. LOGO Color Rough - Colored markers / pencils in proportion and to size on layout paper

- At least 2 CLEAN TIGHT ideas - proportionate to scale.
- *(50 points per design = 100 max points possible)*

3. LOGO Digital Color Finish - Vector Illustration in Adobe Illustrator ONLY

- 1 CLEAN TIGHT Finish - *minimum* of the space of a 6” x 6” frame *(8.5” x 11” paper size)*
- *(can use scanner to scan and transfer color rough)*
- *(100 points per design = 100 max points possible)*

- *NO PRINT OUTS REQUIRED* - we will review Digital File via the computer file.

Participants will submit their designs VIRTUALLY.

via WeTransfer <https://wetransfer.com/> - hintzmi@lc-ps.org
as outlined by the facilitator during the presentation of the contest.

As well, the participant will have to provide a Virtual “Job Skills Demo”,

as to their Design and Production Process.

Dates and Times will be set-up on an Individual Bases.

Failure to meet this timeline could subject the participant to an immediate disqualification.

Procedures / Scoring for the Advertisement Page Design

1. Design Assignment 1 Thumbnail Sketches - B/W Pencils or Pen on Layout Paper

- At least 5 ideas - proportionate to scale.
- *(20 points per design = 100 max points possible)*

2. Design Assignment 1 Color Rough - Colored markers / pencils in proportion and to size on layout paper

- At least 2 CLEAN TIGHT ideas - proportionate to scale.
- *(50 points per design = 100 max points possible)*

3. Design Assignment 1 Digital Color Finish - Vector Illustration in Adobe Illustrator or InDesign

- 1 CLEAN TIGHT Finish - *minimum* of the space of an 8.5" x 11" frame *(8.5" x 11" paper size)*
- *(can use scanner to scan and transfer color rough)*
- *(100 points per design = 100 max points possible)*

- *NO PRINT OUTS REQUIRED - we will review Digital File via the computer file.*

Participants will submit their designs VIRTUALLY.

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as outlined by the facilitator during the presentation of the contest.

As well, the participant will have to provide a Virtual "Job Skills Demo",

as to their Design and Production Process.

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Failure to meet this timeline could subject the participant to an immediate disqualification.

Procedures / Scoring for the T-Shirt Design

1. Design Assignment 2 Thumbnail Sketches - B/W Pencils or Pen on Layout Paper

- At least 5 ideas - proportionate to scale.
- *(20 points per design = 100 max points possible)*

2. Design Assignment 2 Color Rough - Colored markers / pencils in proportion and to size on layout paper

- At least 2 CLEAN TIGHT ideas - proportionate to scale.
- *(50 points per design = 100 max points possible)*

3. Design Assignment 2 Digital Color Finish - Vector Illustration in Adobe Illustrator ONLY

- 1 CLEAN TIGHT Finish - *minimum* of the space, use template provided (8.5" x 11" paper size)
 - *(can use scanner to scan and transfer color rough)*
 - *(100 points per design = 100 max points possible)*
- *NO PRINT OUTS REQUIRED - we will review Digital File via the computer file.*

Participants will submit their designs VIRTUALLY.

via WeTransfer <https://wetransfer.com/> - hintzmi@lc-ps.org
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