

SUPPLEMENTAL CHANGE

2022 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/>

ADVERTISING DESIGN CONTEST GUIDELINES

(Concept Design; Logo, Design Assignment)

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 – Color Thumbnails

REQUIRED Performance Tools: TRADITIONAL Drawing, pencil, pen, marker, etc.

2. Concept Design: Design Assignment – Color Thumbnails

REQUIRED Performance Tools: TRADITIONAL Drawing, pencil, pen, marker, etc.

3. Final Digital Build: Logo

OPTIONAL Performance Tool: Students CAN use a form of Tablet, such as a WACOM...
using it as a tool in addition to the computer.

4. Final Digital Build: Design Assignment

OPTIONAL Performance Tool: Students CAN use a form of Tablet, such as a WACOM...
using it as a tool in addition to the computer.