

2023 Advertising Design Contest Guidelines

Concept Design – Logo and Designed Assets

Tasks to be performed by contestants:

Students will design a logo and multiple branded assets based on the values and guides provided by the facilitators.

Creation of Logo:

- Minimum 5 logo thumbnails – Show your ability to create a wide variety of concepts and ideas
- Minimum 1 logo rough sketch – Present an ability to move forward with the best ideas and further develop your concept
- Final digital logo – full color AND black and white – Show your ability to create a unique and memorable logo using the required computer software

Creation of Designed Assets:

- Minimum 5 thumbnails EACH – Show your ability to create a wide variety of concepts and ideas
- Minimum 1 rough sketch EACH – Present an ability to move forward with the best ideas and further develop your concept
- Final digital files EACH – full color AND black and white – Show your ability to create cohesive and memorable designs using the required computer software

Thumbnails and roughs DO NOT need to be full color. Students can use any preferred mediums and materials for the creation of thumbnails and roughs. This includes the use of both physical and digital resources (pen, pencil, marker, iPads, Tablets, etc.) Students will be judged on all thumbnails, roughs, and other designed materials. If thumbnails and roughs were created digitally, files will be collected via thumb drive by facilitators. All other materials will be collected by facilitators.

Resume:

Each student must submit a one-page printed resume to the contest administrator OR online before the start of the contest. Failure to do so will result in a 10-point penalty.

Advertising Design Competition:

The students will be presented with a design assignment that must be completed in the time allotted. This includes following and completing the design process: thumbnail sketches, final rough sketch, and final digital build. The thumbnail and rough portion may be completed digitally and/or physically. The final digital build must be completed digitally. Contestants will be required to work in the Adobe Creative Suite and create an Adobe Acrobat PDF file of their final digital builds. 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. The final designed assets will be transferred to a thumb drive as outlined by the facilitator during the presentation of the contest.

Suggested Supply List:

- Graphite Pencils
- Colored Pencils/Markers
- Fine point black markers
- Pencil sharpener

- Eraser
- Ruler, Triangle, Compass, French Curves, etc.
- Paper (preferably 9"x12" layout and/or marker paper)
- Other tools and materials needed to complete the required tasks to the best of your ability
- NO additional reference material (color books, font books, additional photography, etc.)
Students may photograph their thumbnails or roughs using their computer camera if needed.

If needed supplies are lost or forgotten, the competitor will be provided with a very basic set of materials. There will be no sharing of resources or supplies during the competition.

Required Dress Code:

- Appropriate business casual attire
- Black slacks (no denim)
- White polo or white button-down shirt
- Black dress shoes with black socks (No canvas, vinyl, plastic or leather athletic-type shoes, open-toe or open-heel shoes are permitted in any SkillsUSA Championships event)

If clothing is disruptive or inappropriate, the student may be disqualified. Review the SkillsUSA Dress Code at miskillsusa.org

Competition Guides:

- Phones must be powered off and stored before the start of the competition
- No music or additional audio/visual entertainment
- 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. This will be strictly enforced.
- Upon completion of contest, contestants will leave the competition area
- Competition ends promptly at 3:00 p.m.

Competition Schedule:

- 7:00 a.m. Arrive for set-up (we will plan for a Friday afternoon set-up if possible)
- 7:30 a.m. Students who still need to will hand their resumes to the contest administrator at the door
- 8:00 a.m. Contest presentation / Q and A / Start of competition
- 11:30 – 12:00 p.m. Lunch Break
 - Eat in designated areas only
 - You may work through lunch if needed, but at least eat a snack!
 - Snacks and water will be provided during contest time
- 12:00 – 3:00 p.m. Continue designing / End of competition
 - Facilitators will be around to collect all sketches and final digital builds for judging as they are finished
 - All competitors finished at 3:00 p.m.
- 3:30 p.m. Students return for clean-up and removal of computer/supplies

Competition Rubrik:

Creation of Logo:

- Minimum 5 logo thumbnails – Maximum 50 points

- Minimum 1 logo rough sketch – Maximum 20 points
- Final digital logo – Maximum 100 points

Creation of Designed Assets:

- Minimum 5 thumbnails EACH – Maximum 50 points EACH SET
- Minimum 1 rough sketch EACH – Maximum 20 points EACH
- Final digital files EACH – Maximum 100 points EACH

Point Breakdown:

Logo Thumbnails

10 points - Sketches are readable and recognizable
 10 points - Attention to detail
 10 points - Unique and memorable concepts
 10 points - Representation of the brand's identity and values
 10 points - Strength of overall design
 Total – 50 points

Logo Rough

5 points - Ability to move forward with the strongest design
 5 points - Ability to further develop your concept
 5 points - Attention to detail
 5 points - Strength of overall design
 Total – 20 points

Final Digital Logo

20 points - Attention to detail
 20 points - Unique and memorable design
 20 points - Representation of the brand's identity and values
 20 points - Representation of multiple perspectives and identities*
 20 points - Strength of overall design (composition and use of color)
 Total – 100 points

Designed Asset Thumbnails

10 points EACH - Sketches are readable and recognizable
 10 points EACH - Attention to detail
 10 points EACH - Unique and memorable concepts
 10 points EACH - Representation of the brand's identity and values
 10 points EACH - Strength of overall design
 Total – 50 points EACH

Designed Asset Roughs

5 points EACH - Ability to move forward with the strongest design
 5 points EACH - Ability to further develop your concept
 5 points EACH - Attention to detail
 5 points EACH - Strength of overall design
 Total – 20 points EACH

Final Digital Designed Assets

20 points EACH - Attention to detail

20 points EACH - Unique and memorable design

20 points EACH - Representation of the brand's identity and values

20 points EACH - Representation of multiple perspectives and identities

20 points EACH - Strength of overall design (composition and use of color)

Total – 100 points EACH

10 points - Resume

10 points - Dress Code

Total – 20 points

-10 points - Late to competition

-20 points - Absence of supplies

-50 points - Use of phone during competition

-50 points - Use of outside reference materials

TOTAL POSSIBLE POINTS – 700 POINTS

Contest Location:

Amway Grand Plaza Hotel

187 Monroe Avenue NW

Grand Rapids, MI 49503, US

(616) 774.2000

<http://www.amwaygrand.com/>

Please contact Chairperson **Shane Trainor** at shanetrainor@gmail.com with any questions or concerns.