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## **PURPOSE**

To evaluate each competitor's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.

## **OVERVIEW**

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, digital builds, and exporting final files.

The thumbnail portion may be completed digitally and/or physically. Thumbnails and rough sketches 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.). All physical thumbnails, sketches, and mock ups will be collected for judging.

The digital builds must be completed utilizing the Adobe Creative Suite apps Photoshop, Illustrator, and InDesign. The software programs that can be used are not limited to these but all digital files must be collected for judging. The final deliverable files will need to be exported from the appropriate programs with the correct file extensions. All digital files, both the working and final deliverables, will be transferred to a thumb drive as outlined by the facilitator during the presentation of the contest.

## **SCOPE**

The competition is defined by industry standards as set by the current industry technical committee. The competition will consist of a design assignment that will test the general understanding of design terminology, theory, and process. The theme, size, product, and number of colors for each of the skilled components will be standardized.

## **SKILL PERFORMANCE**

The skill performance portion of the competition will be divided into two parts: design a series of advertisements for print and web and the second portion requires laying out the created advertisements in situ.

## **COMPETITION GUIDELINES**

1. The first part of the competition will require studying the company's brand style guide, brand assets and copy that will be provided. The competitors will then need to produce thumbnails and roughs that incorporate the assets and copy provided. The thumbnails will be used to create the advertisements using the proper software.
2. The second portion of the competition will require exporting the digital files with the correct file extension. The exported files will then be used to create digital in situ mock ups.
3. The design challenge is to be completed in the time allotted. Both stages of the creative process must be followed: thumbnails, roughs, execution, and mock up. Competitors will create their design solutions both by hand and on the computer.
4. The theme, size, product, and number of colors will be standardized.
5. Competitors will be allowed to use only the reference materials supplied by the technical committee.

**COMPETITION SCHEDULE:**

7:00 am 60 min Arrive for set-up

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8:00 am 210 min Contest presentation / Q and A / Start of competition

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Lunch Break – competitors must bring their own lunches

11:30 am 30 min Eat in designated areas only

You may work through lunch if needed, but at least eat a snack!

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Continue designing / End of competition

12:00 pm 180 min Facilitators will be around to collect all sketches and final digital builds for judging as they are finished

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3:00pm 0 min All competitors finished

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## **EQUIPMENT AND MATERIALS**

### **REQUIRED**

- MacBook/Laptop with Adobe Creative Suites installed
- Portable thumb drive
- Loose leaf paper for analog thumbnails/sketches

### **SUGGESTED**

- Compatible monitor, keyboard and mouse; and external storage device
- Digitizing tablet, (e.g., Wacom) and/or a digital drawing tablet (e.g., iPad)
- Scanner
- Assortment of graphite pencils
- Colored pencils and/or markers
- Fine-point black markers (e.g., Sharpie)
- Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad)
- Triangle, compass or French curve as needed by student for drawing purposes
- A scale or ruler
- Small T-square for drawing appropriately sized thumbnail or rough boxes
- Pencil sharpener
- Tape for securing paper to table if the student will be using a T-square
- Erasers

## **PROHIBITED DEVICES**

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are NOT allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

## **PENALTIES FOR PROHIBITED DEVICES**

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

## **GUIDELINES**

- Cell 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 3:00pm

## **RESUME REQUIREMENT**

Competitors must create a one-page resume to submit as a printed copy as well as digitally. Physical resumes will be submitted with thumb drive upon completion of the competition. The digital copy will be submitted on the thumb drive with the design files.

Resume must be saved as a PDF file type using file name format of Last Name\_First Name. Failure to submit a resume will result in a 10-point penalty.

## **CLOTHING REQUIREMENT**

Class E: Competition Specific — Business Casual

- Appropriate business casual attire
- Dress slacks or khakis or knee-length skirt
- Collared shirt, button-down or polo
- Dress shoes, no sneakers, no sandals,
- No active wear or sport leisure

If clothing is disruptive or inappropriate, the student may be disqualified. Review the SkillsUSA Dress Code at [miskillsusa.org](https://miskillsusa.org)

**RUBRIC**

Social Media Posts: thumbnails sketches & final digital designs

Thumbnails/Sketches (minimum of 3 per size)

Sketches are readable and recognizable	10
Unique and memorable concepts	10
Representation of the brand’s identity and values	10

Subtotal	30
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Final Social Media Posts

Unique/Visually Appealing	90
Correct Color Space	15
Correct Size & Resolution	15

Subtotal	120
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Total	150
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Print Ads 2: thumbnails sketches & final digital designs

Thumbnails/Sketches (minimum of 3 per size)

Sketches are readable and recognizable	10
Unique and memorable concepts	10
Representation of the brand’s identity and values	10

Subtotal	30
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Final Digital Ad

Unique/Visually Appealing	90
Correct Color Space	15
Correct Size & Resolution	15

Subtotal	120
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Total	150
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Resume Digital & Print	10
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Dress Code	10
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Total	600
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