



Advertising Design

Career Competition

Career Cluster: Arts, A/V Technology and Communications/Marketing

State Qualifying Event: Yes

National Contest: Yes

Participation: Individual

Competition Description

To evaluate each competitor’s preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design. For all intents and purposes competitors will be treated as though this is a typical work day including a one hour break.

Tasks To Be Evaluated

The skill performance portion of the competition will be divided into two parts: design an existing advertisement and a design challenge.

Clothing Requirement

National Requirement:

Class E: Competition Specific: Business Casual

Attire

- Official SkillsUSA white polo shirt
- Black dress slacks or black dress skirt (knee-length minimum)
- Black, closed- toe dress shoes.

State Requirement:

National Requirement OR

- White polo shirt or button-down dress shirt (other colored polo/dress shirt will be subject to deductions)
- Black dress slacks or black dress skirt (knee-length minimum)
- Black, closed-toe dress shoes.
- Any embroidered names or school patches must be covered, if applicable.

Provided by Competitor

- Computers of choice with RAM to run industry standard software; compatible monitor, keyboard and mouse; and external storage device, such as a jump drive. Final submission MUST be formatted to a PDF for judge review. Competitors may also bring a digitizing tablet.
- Software (Check the SkillsUSA Championships update annually for announcement of software choice. Industry standard software packages include InDesign, Photoshop or Illustrator.)
- Competitors may bring a scanner to scan in their own illustrations, as well as draw and scan in hand-drawn work. A scanner is not required but may be used for this purpose alone.
- 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)



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- Triangle, compass or French curve as needed by student for drawing purposes
- A ruler at least 12” long (mandatory)
- Small T-square for drawing appropriately sized thumbnail or rough boxes (optional)
- Pencil sharpener
- Tape for securing paper to table if the student will be using a T-square
- Erasers
- Students may bring with them whatever items they feel they need to visually express their creative ideas
- One 6' multiple-outlet surge protector
- All competitors must create a one-page resume. These will be made available to industry leaders for possible recruitment.

Provided by Technical Committee

- Drawing tables and stools
- Illustration board and repro materials
- Clip art and reference artwork (no outside clip art will be allowed)