

**2012 MICHIGAN SKILLS USA CHAMPIONSHIPS
TASK AND MATERIALS LIST**

SKILL OR LEADERSHIP AREA: ADVERTISING DESIGN

TASKS TO BE PERFORMED:

1. Advertising Layout;

Develop an ad, design layout or promotional piece (that includes a 'new' logo.)

- a. Logo Thumbnails; minimum of 5 Thumbnails; Sketch a design for a Logo that will become the symbol used in subsequent production for this 'client (project).

This is 100 points of the 1000 max.

- b. Design Promotional Thumbnails; minimum of 5 Thumbnails; Sketch a layout/design for an ad, design layout or promotional piece in proportion to the final.

To include logo.

This is 100 points of the 1000 max.

- c. Design Promotional Rough; develop 1 Rough layout in proportion and in color from your thumbnail selection/s.

This is 100 points of the 1000 max.

- d. Final Computer Output; create best rendition of assigned design project using Computer software and operations that utilize your layout/plans.

300 points of the 1000 max.

2. Computer Generated Mechanical

- a. Reproduce an ad, design layout or promotional piece using the elements provided as a final computer output. Using accurate measurement, placement, type size and choice, and photo placement skills.

400 points of the 1000 max.

3. Complete written test, technical and/or SkillsUSA knowledge.

4. Submit (1) resume per student

2012 submit electronic copy. Hard copy permitted at the door.

2013 submit electronic copy only

STUDENTS MUST SUPPLY:

Advertising Layout (3 HOURS)

- Layout paper and/or marker paper (at least 8.5 X 11).
- Markers and/or color pencils for 4-color thumbnails.
- Ruler
- 1-page Resume

Electronic Mechanical (1 1/2 HOURS)

- On a MacIntosh with QuarkXpress, Illustrator, Photoshop & InDesign
- E-Scale

Do Not Bring a Disk!

Advisors have the option to bring a memory stick to receive a complete set of contest finals.

NOTES:

- Students must arrive on time.
- Appropriate SkillsUSA business attire expected (black slacks or skirt, white collared shirt, dress shoes, black socks or nude nylons, no hats). Penalties will result. No T-shirts ripped clothing, inappropriate words etc. If judges feel clothing is disruptive, you may be disqualified.
- There will be a briefing and Q&A session about the Contest/s Assignment before the competition begins.
- **Students must bring a lunch as they will not be able to leave the competition area.**
- ***Only judges and competitors are allowed in the competition and lunch areas. Spectators and advisors are NOT ALLOWED but may observe from outside the competition and lunch areas. This will be strictly enforced.***

Advertising Design – Scope of Contest

In accordance with current Advertising Design industry technical standards, the contest will be composed of two parts.

The student will be required to re-create a given advertisement (Computer Generated Mechanical) on the SkillsUSA provided computer. Contestants may supply their own computer and software and only use fonts, images, etc. Supplied by SkillsUSA. Contestants using their own computer and software who violate this stipulation will be disqualified. Ie. Use of internet or references outside of provided advertisement.

Scanners and/or printers will not be required or allowed. Contestants must have Times New Roman and Helvetica installed properly on their computers, (with Helvetica Bold, Black etc.)

Computers will be loaded with Adobe Creative Suite CS5 – students may use optional software but must have prior approval from the judge. The technical committee cannot guarantee technical support for CorelDraw, nor guarantee its compatibility with the contest. Students may supply their own copies of the software to be used. Students and advisors should be sure that their machines would operate while not connected to their school network. You will not have Internet access available in the competition area. Please be prepared for potential problems.

The second part of the competition is the creative section.(Creative Skills; Logo, Design Promotional)

The students will be presented with a design challenge, which they will have to complete in the time allotted. They must follow and complete the 3 steps to the creative process: thumbnails, roughs and the final computer output. This year, the final step is to be created on the computer; however, students must complete the other steps by hand. In the event of unforeseen changes or technical problems, the winners will be judged on thumbnails and roughs. Contestants will be required to create an Adobe Acrobat PDF file of both their Creative and Mechanical portions of 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.

Final copy will be submitted in both color hard copy and saved in a provided common server folder.

Materials list:

The materials that the contestants will be required to have are based upon the needs of the computer mechanical and creative portions of the competition. This list will serve as a guideline for the actual materials required this year. There will be no need for x-acto blades or unusually long t-squares or rulers.

Computer Mechanical:

Portable storage products will be provided by Skills USA to each student and returned upon completion of the contest. Students will also require a ruler to transfer measurements from a

supplied example. A proportional wheel or knowledge of how to mathematically determine the enlargement or reduction scaling of an item is recommended.

Creative:

As mentioned above, students will be creating a minimum of 5 Logo Thumbnails, 5 Design Promotional Thumbnails and 1 Design Promotional Rough. Therefore, it is critical that the student bring the proper art supplies with them, as they will not be supplied by the committee. There will also be NO sharing of supplies during the competition. Students should bring:

- An assortment of graphite pencils
- Either colored pencils or markers or both
- Fine point black markers (i.e. Sharpie)
- Paper that is appropriate to the medium in which the student will be working, (i.e. marker paper or visualizer pad)
- Triangle, compass or French curve as needed by student for drawing purposes
- A ruler that is at least 12"
- 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
- Above all, the student should bring with them whatever they feel they need to visually express the creative ideas in their heads.

Please contact Doug Clink, chairperson, at dclink@ncresa.org or Deb Riolo, contest coordinator, at debricolo@kentisd.org for any other questions you may have.

Revised 12/20/11

2012 SCORECARD Advertising Design

Contestant Number

Items Evaluated	Possible Points								
Written Test	tie breaker								
Computer Generated Mechanical	400								
Accurate Measurement									
Accurate placement									
Accurate type choice and size									
Photo cropping w/o distortion									
Creative Skills									
5 Thumbnails: Logo	100								
5 Thumbnails: Design Promotional	100								
1 Final Rough: Design Promotional	100								
Final Computer Output	300								
Quality Representation of Idea									
Logo Included									
Clear representation of process skills									
ie: Thumbnails & rough related to final									
Résumé Penalty	Collected = 0								
	Missing = -50								
Clothing Penalty	w/o Penalty = 0								
Minus 10 points per violation									
Late Arrival Penalty	n/a								
Total Possible Points	1000								

Note:	<i>College/Postsecondary contestants must score higher than the third place High School winner in order to receive a medal.</i>
--------------	---

Date: _____ **Comments:** _____

Judges' Signatures:

_____	_____
_____	_____