ADVERTISING DESIGN
(Virtual)

Contest Description

This contest evaluates technical skills and creative aptitude as though contestants worked for an ad agency, in-house marketing team or as a freelance creative. In addition to a written test, competitors will create a marketing asset(s) (ie. advertisement, promotional material, etc) and a logo on the computer. Competitors are judged on their accuracy to project specifications, proficiency with industry software, ability to meet a deadline and creative application for a compelling piece. Layout, typography, color and arresting visuals (use of photos, graphics, icons, etc) will need to work in concert for the contestant to be successful in this contest.

Regional Competition

Duration: 3-4 hours
1. Online Exam (30 mins)
2. Design Contest (2.5 hours)

Students will compete in this competition live over the Zoom platform on February 20, 2021. Students should be ready to compete at their scheduled time. The contestant schedule will be emailed to the advisor/contestants by Friday, December 11, 2020. Changes cannot be made to scheduled time slots.

Knowledge Skills

1. There will be an online exam that includes:
    a. Design principles
    b. Fonts & color theory
    c. Software-specific techniques
    d. File saving & extensions
    e. Marketing & advertising principles

All SkillsUSA California contest projects are subject to change due to any unforeseen facility, staffing or site-related issues. Please use these materials as a reference to prepare students for the potential contest project. SkillsUSA California regional and state contest projects are developed by state technical committee members to align with the national technical standards.

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Skill Performance

Layout, drawing, and illustration skills are used, as well as their ability to create vibrant, effective designs using the computer.

The skill performance portion of the contest will be divided into two parts:

1. Design an existing advertisement
2. A design challenge

Contest Guidelines

1. Redesign of an existing advertisement using contest-supplied software
2. Design challenge to complete in the allotted time by hand and on computer
3. Three stages of the creative process must be followed:
   - Thumbnails
   - Roughs
   - Comprehensive stage
4. Contestants will not be allowed to use any reference materials that are not supplied by SkillsUSA
5. Contestants must use provided images during competition

Scoring Guidelines:

Competitors are judged on their accuracy, proficiency with industry-standard software and ability to meet the given deadline

1. Logo (vector is preferred)
   - Appropriate look & feel for client/brand
   - Composition & balance
   - Appropriate font
   - Appropriate color(s)
   - Thumbnails are differentiated and show thought
2. Advertisement
   - Appropriate look & fee for client/brand
   - Composition & balance
   - Appropriate fonts
   - Appropriate colors

- Strategic use of the logo
- Thumbnails are differentiated and show thought

3. Technical
- Dimensions
- Color mode
- Crops & bleeds
- Usage of provided copy & imagery

4. Sample projects #1 and #2

Materials Supplied by SkillsUSA CA
1. Required content (copy + imagery) for project

Student Materials List
1. Computer with licensed software
2. Internet capability and camera to use applications such as Zoom, Teams, etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link: www.speedtest.net. Allow the page to load and click on GO.
3. Paper and colored pencils for notes and required thumbnails
4. Digital Camera to upload photo of thumbnail (cell phone is acceptable)

Clothing Requirements:
Official Dress is NOT required for Regionals. Clothing must be unbranded with no words, images, or logos. SkillsUSA or SkillsUSA California attire is recommended.

Note: Check the National Contest Guidelines and/or the updates page on the SkillsUSA website and the SkillsUSA California Competitive Events page:
www.skillsusa.org/compete/updates.shtml

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https://www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/

https://www.skillsusaca.org/competitive-events-2