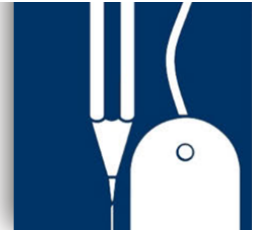




# ADVERTISING DESIGN

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## TECHNICAL STANDARDS



### PURPOSE

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

First, download and review the General Regulations at: <http://updates.skillsusa.org>

### ELIGIBILITY

Open to active SkillsUSA members enrolled in programs with advertising design or commercial art as the occupational objective.

### CLOTHING REQUIREMENTS

**Class E:** Competition Specific — Business Casual

- Official SkillsUSA white polo shirt
- Black dress slacks or black dress skirt (knee-length minimum)
- Black closed-toe dress shoes
- For Region III, Business Casual is acceptable

**Note:** Wearing socks or hose is no longer required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

These regulations refer to clothing items that are pictured and described at: [www.skillsusastore.org](http://www.skillsusastore.org). If you have questions about clothing or other logo items, call: 1-888-501-2183.

### EQUIPMENT AND MATERIALS

**Supplied by the Technical Committee:**

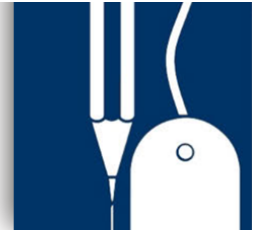
- a) Computer with industry software if needed.
- b) Working space included desk space and chair.
- c) Clip art and/or reference artwork (no outside clip art will be allowed).



# ADVERTISING DESIGN

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## TECHNICAL STANDARDS



### **Supplied by the competitor:**

#### **Required:**

- a) Computers of choice with RAM to run industry standard software; compatible monitor, keyboard and mouse; and external storage device, such as a jump drive.
- b) All competitors must create a one-page resume. See "Resume Requirement" below for guidelines.
- c) Assortment of graphite pencils or traditional pencils.
- d) Colored pencils and/or markers.
- e) Fine-point black markers (e.g., Sharpie).
- f) Paper that is appropriate to the medium in which the student will be working (e.g., marker paper, print paper, or visualizer pad).

#### **Not required, but permissible If utilized in competitors' creative process:**

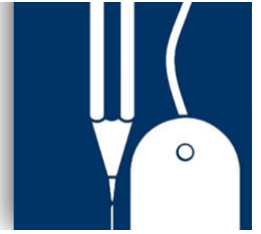
- a) Competitors may also bring a digitizing tablet, (e.g., Wacom) and/or a digital drawing tablet (e.g., iPad).
- b) Software (Check the SkillsUSA Championships update annually for announcement of software choice.
  - a. Industry standard software packages include InDesign, Photoshop or Illustrator.)
- c) 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. Use of a scanner will be strictly prohibited during the computer mechanical portion of the competition.
- d) Triangle, compass or French curve as needed by student for drawing purposes.
- e) A ruler at least 12" long (mandatory).
- f) Small T-square for drawing appropriately sized thumbnail or rough boxes (optional).
- g) Pencil sharpener.
- h) Tape for securing paper to table if the student will be using a T-square.
- i) Erasers.
- j) Students may bring with them whatever items they feel they need to visually express their creative ideas.
- k) One 6' multiple-outlet surge protector.



# ADVERTISING DESIGN

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## TECHNICAL STANDARDS



### **Resume Requirements**

Competitors must create a one-page resume to submit via email by February 14, 2023. Please email to [john.lebsock@husd.org](mailto:john.lebsock@husd.org).

The resume will be graded on submission only. In other words, no deductions for grammar, spelling, formatting, or other errors. The score is based on ability to create a resume that aligns to industry expectations for an entry level employee.

Your resume must be saved as a PDF file type using file name format of "Last Name\_First Name." For example, "Amanda Smith" would save her resume as Smith\_Amanda. If you need assistance with saving your file as a PDF, visit the Adobe website for more information.

### **Prohibited Devices**

Cell phones 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 Region III Leadership and Skills Competition 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 by the Region III Leadership and Skills Cluster Chair for Advertising Design. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be canceled.



# ADVERTISING DESIGN

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## TECHNICAL STANDARDS



### SCOPE OF COMPETITION

The competition is defined by industry standards as set by the current industry technical committee. The competition will be divided into two parts: re-creation of a developed advertisement and a creative design challenge. 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 an existing advertisement and a design challenge.

#### **Competition Guidelines**

1. The first part of the competition requires a redesign of an existing advertisement using competitor-supplied software.
2. The second part of the competition is a creative section presenting competitors with a design challenge to complete in the time allotted. All three stages of the creative process must be followed: thumbnails, roughs, and the comprehensive stage.
  - a. Competitors will create their design solutions both by hand and on the computer. To be specific, the thumbnails will be hand drawn with color optional, roughs can be hand drawn or on the computer as a separate file, and the comprehensive stage will be done utilizing industry software.
    - i. All files created will be included on the submitted thumb drive.
3. The theme, size, product, and number of colors will be standardized.
4. Competitors will be allowed to use only the reference materials supplied by the technical committee.