



ADVERTISING DESIGN

SkillsUSA Championships 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 updates.skillsusa.org.

ELIGIBILITY

Open to active SkillsUSA members enrolled in programs with advertising design or commercial art as an occupational objective. Each state may send one high school and one college/postsecondary entry.

CLOTHING REQUIREMENT

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

Note: Wearing socks or hose is not 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 SkillsUSA Championships Clothing Classifications that are pictured and described at skillsusastore.org. If you have questions about competition uniforms, call the SkillsUSA Store at 888-501-2183.

Note: Competitors must wear their official competition clothing to the competition orientation.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
 - a. Drawing tables and stools
 - b. Illustration board and repro material
 - c. Clip art and reference artwork (no outside clip art will be allowed)
2. Supplied by the competitor:
 - a. Computer (1) of choice with RAM to run industry standard software; compatible monitor, keyboard and mouse; and external storage device, such as a jump drive
 - 1). Competitors may also bring a digitizing tablet, (e.g., Wacom) and/or a digital drawing tablet (e.g., iPad).
 - b. Software (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 competition's computer mechanical portion.
 - d. Assortment of graphite pencils
 - e. Colored pencils and/or markers
 - f. Fine-point black markers (e.g., Sharpie)
 - g. Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad)
 - h. Triangle, compass or French curve as needed by student for drawing purposes
 - i. A ruler at least 12" long
 - j. Small T-square for drawing appropriately sized thumbnail or rough boxes (optional)
 - k. Pencil sharpener
 - l. Tape for securing paper to table if the student will be using a T-square
 - m. Erasers
 - n. Students may bring with them whatever items they feel they need to visually express their creative ideas
 - o. One 6' multiple-outlet surge protector
 - p. All competitors must create and submit online a one-page single sided resume. See "Online Submission Requirements" below for guidelines.

Note: All national competitors must also check for competition-specific updates and/or competitor preparation instructions on the SkillsUSA website at updates.skillsusa.org.

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 by the Director of the SkillsUSA Championships. 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.

ONLINE SUBMISSION REQUIREMENTS

All SkillsUSA national competitors must submit their one-page single sided resume online. The deadline and link for online submissions will be published on updates.skillsusa.org.

Failure to submit any of the required document(s) listed below by the established deadline will result in a 10-point penalty.

1. One-page single sided resume

Your submission must be saved as a PDF file type using the file name format of "Your Last Name_Your First Name_Resume." For example, "Amanda Smith" would save the individual PDF submissions file as:

- Smith_Amanda_Resume

SCOPE OF THE COMPETITION

KNOWLEDGE PERFORMANCE

The competition will include a general knowledge assessment of advertising design. Definitions, file types, processes, and procedures relevant to advertising design will be assessed. Competitors are also required to take the SkillsUSA Professional Development Test.

SKILL PERFORMANCE

The skill performance portion of the competition will be divided into two parts: design an existing advertisement and a design challenge. The theme, size, product, and number of colors for each of the skilled components will be standardized.

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 presents 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. Competitors will create their design solutions both by hand and on the computer.
3. The theme, size, product, and number of colors will be standardized.
4. Competitors can use only the reference materials supplied by the technical committee.

STANDARDS AND COMPETENCIES

ADV 1.0 — Understand general advertising design industry terminology and concepts

- 1.1. Define, explain and describe various concepts related to typography, elements of design, digital images, artwork and the printing process

ADV 2.0 — Demonstrate mechanical skills by re-creating a given advertisement/design on the computer within a specified amount of time

- 2.1. Recall understanding and skills necessary to prepare art and copy for reproduction electronically
 - 2.1.1. Implement correct size and orientation of advertisement or design
- 2.2. Recall knowledge and appropriate use of industry standard hardware and software
 - 2.2.1. Implement correct size and placement of elements
 - 2.2.2. Implement correct use of typography
 - 2.2.3. Implement assignment of proper color to elements

ADV 3.0 — Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/design industry

- 3.1. Apply understanding and skills necessary to create a variety of thumbnails and ideas for a given design problem
 - 3.1.1. Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee
 - 3.1.2. Implement media (markers, color pencils, etc.) in the creation of thumbnails
 - 3.1.3. Demonstrate professional presentation and technical execution of thumbnails
- 3.2. Apply understanding and skills necessary to create roughs developed from thumbnails for the given design problem
 - 3.2.1. Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee
 - 3.2.2. Exhibit the development of ideas from the thumbnail stage
 - 3.2.3. Implement media (markers, color pencils, etc.) in the creation of roughs
 - 3.2.4. Demonstrate professional presentation and technical execution of roughs
- 3.3. Administer industry standard hardware and software in the creation of the comprehensive portion of the competition
 - 3.3.1. Implement correct size and format for the design of the comprehensive portion of the competition
 - 3.3.2. Exhibit the development of ideas from the rough stage
 - 3.3.3. Implement clip art, original art and designs in the creation of the comprehensive
 - 3.3.4. Demonstrate professional presentation and technical execution of the comprehensive

ADV 4.0 — Create an Adobe Acrobat PDF file of the creative and mechanical designs developed

- 4.1. Create an Adobe Acrobat PDF file of the creative design developed
- 4.2. Create an Adobe Acrobat PDF file of the mechanical design developed

ADV 5.0 — SkillsUSA Framework

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. For more, visit:

<https://www.skillsusa.org/who-we-are/skillsusa-framework/>.

COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

Math Skills

- Use fractions to solve practical problems
- Use proportions and ratios to solve practical problems
- Simplify numerical expressions
- Solve practical problems involving percentages
- Solve single variable algebraic expressions
- Solve multiple variable algebraic expressions
- Measure angles
- Find surface area and perimeter of two-dimensional objects
- Find volume and surface area of three-dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures
- Construct three-dimensional models
- Solve problems using proportions, formulas and functions
- Take measurements with a ruler

Science Skills

None Identified

Language Arts Skills

- Analyze mass media messages
- Demonstrate comprehension of a variety of informational texts
- Use print, electronic databases and online resources to access information in books and articles
- Demonstrate narrative writing
- Demonstrate expository writing
- Demonstrate persuasive writing
- Demonstrate informational writing
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing

CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Numbers and operations
- Algebra
- Geometry
- Measurement
- Data analysis and probability
- Problem solving
- Communication
- Connections
- Representation

Source: NCTM Principles and Standards for School Mathematics. For more information, visit: www.nctm.org.

Science Standards

None Identified

Language Arts Standards

- Students read a wide range of print and nonprint texts to build an understanding of texts, of themselves and of the cultures of the United States and the world; to acquire new information; to respond to the needs and demands of society and the workplace; and for personal fulfillment. Among these texts are fiction and nonfiction, classic and contemporary works.
- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics).
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts.
- Students conduct research on issues and interests by generating ideas and questions and by posing problems. They gather, evaluate and synthesize data from a variety of sources (e.g., print and nonprint texts, artifacts, people) to communicate their discoveries in ways that suit their purpose and audience.

- Students use a variety of technological and information resources (e.g., libraries, databases, computer networks and video) to gather and synthesize information and to create and communicate knowledge.
- Students participate as knowledgeable, reflective, creative and critical members of various literacy communities.
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

Source: IRA/NCTE Standards for the English Language Arts. To view the standards, visit: www.ncte.org/standards.