

2012 District 10 SkillsUSA Competition

TASK & MATERIALS LIST- ADVERTISING DESIGN

TASKS TO BE PERFORMED:

1. **Advertising Layout (Length: 2 1/2 hours);**
Develop an ad, design layout or promotional piece (that includes a 'new' logo.)
 - a. ½ hour= **Logo;** Sketch a layout/design for a Logo that will become the symbol used in subsequent production for this 'client (project).
This is 150 points of the 1000 max.
 - b. ½ hour=**Thumbnails;** sketch a minimum of 5 thumbnails of the ad, design layout or promotional piece in proportion to the final.
B & C combine to equal 150 points of the 1000 max.
 - c. ½ hour= **Rough;** develop a minimum of one rough layout in proportion and in color from your thumbnail selection/s
B & C combine to equal 150 points of the 1000 max.
 - d. 1 Hour= **Computer Final 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. **Electronic Mechanical (Length: 1 hour)**
 - a. Reproduce an ad, design layout or promotional piece using the elements provided as a final computer output.
400 points of the 1000 max.
3. Complete written SkillsUSA knowledge test.
(Used as Tie-breaker Only)
4. Submit (1) resume per student at contest site.

Competition Date:
January 16, 2012

Contest Location:
Butler County Area
Vocational-Technical School
210 Campus Lane, Butler, PA 16001

Contest Area:
Commercial Art Classroom /
Computer lab

Contact Person:
Mrs. Lee Ann Clutter
Commercial Art Instructor
724-282-0735 ext. 269 or 237
email: clutterl@bcvt.tec.pa.us

CLOTHING REQUIREMENT

- Plain white collared shirt, black pants, black socks, black shoes. Women may wear black skirt with natural nylons and black shoes.
- White SkillsUSA polo is ok.
- No school logo, school name, contestant name or any other identifying marks of any kind on clothing. If you do have them, they must be covered up so that no part of the identification is visible.
- Professional Attire is acceptable

STUDENTS MUST SUPPLY

- Layout paper and/or marker paper (at least 8.5 X 11).
- Ruler / Straight -edge / Triangles
- 1-page Resume
- USB Drive (to store all finished work)
- Proportional wheel (can be provided, if needed)

WILL BE SUPPLIED ON-SITE

- Apple / MacIntosh Computer
- with Adobe Illustrator CS4, Adobe Photoshop CS4, Adobe InDesign CS4
- E-Scale
- Markers and/or color pencils
- Pencil Sharpener and Masking Tape

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 (Mechanical Section) on the SkillsUSA provided computer. Contestants may be supplied a computer and software and fonts, images, etc. Supplied by SkillsUSA.
- All references /images / text will be supplied on-site
- Scanners and/or printers will not be required or allowed.
- Computers will be loaded with Adobe Creative Suite – students may use optional software but must have prior approval from the judge.
- 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 the Internet
- Please be prepared for potential problems.
- The second part of the competition is the creative section. (Creative Layout, Logo, Design)
- 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.
- The final comprehensive 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 students may be responsible for creating the comprehensive by hand **be prepared for any eventuality.*
- 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
- Contact the contest instructor with questions.

NOTES:

- Students must arrive on time. Penalties will result.
- Appropriate business attire expected (black slacks, white collared shirt, dress shoes, black socks, no hats). 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 competitors's assignment at completion of project/ contest.
- Lunch will be provided to all competitors in the school dining room.
- Only judges and competitors are allowed in the competition areas.
- Spectators and advisors are NOT ALLOWED but may observe from outside the competition areas. *This will be strictly enforced.*
- Resume design may be considered in the event of a power failure.



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 needed by 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 thumbnails and a minimum of 1 rough. Therefore, it is critical that the student bring the proper art supplies with them, as some of the supplies will be provided by the committee. There will also be NO sharing of supplies during the competition.

Students should bring:

- An assortment of graphite pencils
- 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
- 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 Lee Ann Clutter, chairperson, at clutterl@bcvt.tec.pa.us for any other questions you may have.

SCORECARD Advertising Design

		Contestant Number				
Items Evaluated	Possible Points	1	2	3	4	5
Written SkillsUSA Knowledge Test	tie breaker					
Computer Generated Mechanical	400					
Creative Skills:						
Thumbnails/Rough: Logo	150					
Thumbnails/Rough: Design Promotional	150					
Final Computer Output	300					
Résumé Penalty	0 or -50 only					
Clothing Penalty	0 or -50 only					
Late Arrival Penalty	0 or -50 only					
Total Possible Points	1000					

Comments / Note (s):

Date: _____

Judges' Signatures: _____
