Advertising Design

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

On-Site/Off-Site	● On-Site
Contest Date	● 3/18/2025
Contest Location	● Convention Center ● A122 / A123
Early/Normal Start Time	● Normal Start Time ● Registration will open at 8:00am. Please report to B-Hall Show Office for Registration. Competition will begin at 10:00am.
Contest Open/Closed	● Closed ● This contest is closed to observers, instructors, and advisors.
Eligibility & Contest Type	● Please refer to the Program Guidelines for eligibility- **https://www.ohioskillsusa.org/resources/** ● Regional Qualifier Contest (Must attend and place in the top 4 at Regionals to Qualify to Compete at State Level)
Clothing	● **For Competition Day the Dress Code is:** Class A or Class F ● **For the Awards Ceremony the Dress Code is:** Class A or Class J ● **2025 SkillsUSA Ohio Clothing Guide**
Safety Equipment Required	● N/A
Testing	● Students should be prepared to take a written knowledge test.
Provided by Contestant (Tool List)	● All contestants must bring a hard copy of their resume and one (1) #2 lead pencil. **Computer Contest:** *Hardware*

- Hard drive + monitor or laptop
- Keyboard + mouse
- Surge protector UL approved and 25' extension cord and power strip
- Any power cords or adaptors needed
- Flash drive port if not already in computer
- Any external storage device needed

Software
- Software is to be pre-loaded on the hard drive brought to the contest. Software to be pre-loaded will be your choice of Adobe InDesign or Illustrator.
- Must have ample selection of all variety of fonts [Serif, sans-serif, script, etc.]: Such as; Avant Garde, Helvetica, New Century Schoolbook, Times, Brush Script, Mistral, Pak Avenue, etc.
- Contestants are NOT permitted to have reference manuals for their selected software programs[s]during the contest.
- Additional software allowed for support files [NOT TO BE USED FOR PRIMARY LAYOUT PURPOSES]: Adobe Photoshop, Adobe Illustrator, Macromedia Freehand and Painter.

Computer portion of the contest
- Contestant will need to know how to do a page layout which includes placing items from a disk, doing color separations, sizing, text wrap, reverse, crop, scale, rotate, etc.

Drawn/Written Work:
Mandatory
- Assorted colored pencils, graphite pencils + erasers
- Sketchbook or paper
- Drawing/Marker/Graphics Pad
- 12in Ruler(s)
- Small T-square
- Triangle, compass, French curve - as needed for drawing purposes

Optional
- Ink+ technical pens
- Drawing Tablet – No iPad

Written portion of the contest
- Written test will be distributed. This will be an advertising and design general knowledge test.

Contest Notes, Themes, & Deadlines	- N/A

WIFI Provided?	● Yes
Special Notes/Rules for All Contests	● Started in 2024, all Skilled Trade State Contests (most leadership contests already use scenarios) will begin to add a scenario-based component. ● **Wi-Fi will NOT BE AVAILABLE unless listed above** . If you need WIFI access please plan to bring a hotspot. ● All safety requirements will be heavily enforced. Competitors are to follow all safety standards and OSHA Regulations ● *Contestants MUST HAVE A COPY OF THEIR EMERGENCY MEDICAL FORM IN THEIR NAME BADGE AT ALL TIMES* ● **THE FOLLOWING ITEMS ARE PROHIBITED; VIOLATION OF ANY OF THE FOLLOWING MAY RESULT IN COMPETITOR DISQUALIFICATION:** ● Contact with Contest Coordinators is prohibited. Contact with Contest Coordinators outside of the SkillsUSA Ohio is strictly prohibited. ● Possession of smart watches and/or phones during the contest and/or in contest. ● Contact with anyone outside of the contest area once the contest begins. ● Inappropriate communication between contestants such as verbally degrading another contest. ● Cheating on any portion of the contest such as informing another contestant of the skills/test prior to competing. ● Lack of Copy Emergency Medical Form in Name Badge.
National Technical Standards	● Please refer to the **2024-2026 National Technical Standards** for all contests. All standards included may be tested in any competition. ● In conjunction with National Standards, lack of understanding of State Level competition standards (this document) may result in student loss of contest.
Resume/Interview Requirement	● All SkillsUSA Ohio State Championship Contests will require a short interview component. Students should be prepared with basic job interview skills. ● All contestants **must have a hard copy** of a one (1) page personal resume.