



Advertising Design



Date	Friday, January 31 st 2025	Orientation Time	8:00 a.m. (CLOSED to instructors)
Location	Mahoning County Career & Tech Center 7300 N. Palmyra Rd Canfield Ohio 55506	Contest Time	Immediately following orientation (CLOSED contest)
Scope of Contest	<p>The skill performance portion of the competition will be divided into two parts: redesign an existing advertisement and a design challenge.</p> <ul style="list-style-type: none">● The first part of the competition requires a redesign of an existing advertisement using competitor-supplied software.● The second part of the competition is a creative design challenge to be completed 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.● The theme, size, product and number of colors will be standardized.● The use of generative Artificial Intelligence (AI) is strictly prohibited and will result in an automatic disqualification of the contestant.● Mac computers are provided for use during the competition, contestant may still choose to bring their own (See Provided by Contestant).		
Testing	No		
Eligibility	1 contestant for every 50 paid members enrolled in program		
Clothing	Clothing Classification Guide: Class A or Class F		
Provided by Contestant	<ul style="list-style-type: none">● Professional Resumé – Typed Hardcopy● Emergency Medical Form (Contestants must have this to compete)● Contestants may choose to bring their own computer; the computer must come with the necessary access to Adobe Software and Licensure.● Software (Check the SkillsUSA Championships update annually for announcement of software choice. Industry standard software packages include InDesign, Photoshop or Illustrator.)● If choosing to bring own computer, the contestant needs to have enough RAM to run industry standard software; compatible monitor, keyboard and mouse; and external storage device, such as a jump drive.● 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.● Assortment of graphite pencils● Colored pencils and/or markers● Fine-point black markers (e.g., Sharpie)● Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad)		

	<ul style="list-style-type: none"> ● Triangle, compass or French curve as needed by student for drawing purposes ● A ruler at least 12" long ● Small T-square for drawing appropriately sized thumbnail or rough boxes ● Pencil sharpener ● Tape for securing paper to table if the student will be using a T-square ● Erasers ● Students may bring with them whatever items they feel they need to visually express their creative ideas 	
Contest Standards	Contest Skilled Performance Standards ADV 1.0 - Understand general advertising design industry terminology and concepts. ADV 2.0 - Demonstrate mechanical skills by recreating a given advertisement/design on the computer within a specified amount of time. ADV 3.0 - Administer creative skills by solving a graphic design problem relevant to the skill set required for the advertisement/ design industry.	Aligned ODEW Career Field Technical Content Standard Outcomes A&C Outcome 2.1 Art Elements and Design Principles IT Outcome 7.1 Interactive Media A&C Outcome 2.4 Visual Layouts A&C Outcome 5.3 Graphics IT Outcome 7.3 Production IT Outcome 7.4 Graphics A&C Outcome 2.5 Typography A&C Outcome 3.4 Market-Based Writing A&C Outcome 6.1 Content Management IT Outcome 7.5 Typography Above Outcomes can be found in the following ODEW courses: 340006 Business of Arts and Communication 340110 Media Arts Primer 340120 Digital Image Editing 340310 Visual Design Primer 340315 Visual Creation 340320 Digital Print Design 340325 Digital Media Art

		<p>340340 Advertising and Communication</p> <p>145095 Design Techniques</p> <p>145100 Creating and Editing Digital Images</p> <p>145105 Multimedia and Image Management</p>
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