

ADVERTISING DESIGN NYS



PURPOSE

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

ELIGIBILITY

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

CLOTHING REQUIREMENT

Attire for men: Black dress slacks; white dress shirt; plain black tie with no pattern or a SkillsUSA black tie. Black socks and black shoes.

Attire for women: Black dress slacks or skirt (knee length) with businesslike white, collarless blouse or white blouse with small plain collar, black sheer or skin-tone hose and black shoes, that are not backless or open toe.

Note: Contestants must wear their contest clothing to the contest orientation meeting. Also bring #2 pencil, resume, and safety assurance form

EQUIPMENT AND MATERIALS

1. Supplied by the NY chair/committee:
 - a. Table and chair provided
 - b. Clip art and reference artwork (no outside clip art will be allowed)
 - c. Templates provided for thumbnail sketches. All information and clipart provided for Advertising Design project and AD reproduction.
2. Supplied by the contestant:
 - a. Computers of choice with RAM to run industry standard software, compatible monitor, keyboard and mouse, external storage device and CD and/or jump drive/disk, and appropriate power cords.
 - b. Software (Check the NYS Website

- update for announcement of software choice. Industrial standard packages include: QuarkXpress, PageMaker, InDesign, Photoshop, Illustrator and FreeHand. CorelDraw may be used if the aforementioned programs are not available)
- c. Contestant needs to supply a color printer. They may also 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 this competition.
 - 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 visualized 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.
 - k. Pencil sharpener
 - l. Tape for securing paper to table if 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. Contestant should bring extension cord and power strip.
 - p. All competitors must create a one-page résumé and submit a hard copy to the contest committee chair at orientation, on Wed. night. Failure to do so will result in a 10-point penalty.

Note: Your contest will require a hard copy of your résumé as part of the actual contest. updates page on the NYS SkillsUSA Web site: <http://www.nysskillsusa.org/> Check the Contest Guidelines and/or the

SCOPE OF THE CONTEST

The contest is defined by industry standards as set by the current NY chair/committee. The contest will be divided into three parts: general knowledge test, 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.

Knowledge Performance

The contest will include a written exam assessing general knowledge of advertising design. Definitions, file types, processes and procedures relevant to advertising design will be assessed. Written portions may also exist during the skills portion of the contest.

Skill Performance

The skill performance portion of the contest will be divided into two parts: design an existing advertisement and a design challenge.

Contest Guidelines

1. The first part of the contest requires a redesign of an existing advertisement using contest-supplied software.
2. The second part of the contest is a creative section presenting contestants 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. Contestants will create their design solutions both by hand and on the computer.
3. The theme, size, product and number of colors will be standardized. Indication of headlines, body copy and logo art for the comprehensive may be lifted from the repro sheets supplied by the NY chair/committee.
4. Contestants will not be allowed to use any reference materials that are not supplied by the NY chair/committee.
5. The best logo score will be used as the second tie breaker. If a tie still exists, the best Ad design will be used as the 3rd tie breaker.

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 size, size scaling and color requirement of thumbnails as defined by the NY chair/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 contest

3.3.1 Implement correct size and
format for the design of the
comprehensive portion of the
contest

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.