LEVEL UP 2026 - 2027

NYS SkillsUSA

ADVERTISING DESIGN

PURPOSE

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

ELIGIBILITY

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

CLOTHING REQUIREMENTS

NYS SkillsUSA Business Professional

- White polo shirt (plain or with SkillsUSA or SkillsUSA NY monogram) or White dress shirt with plain black tie with no pattern or a SkillsUSA black tie, or business like white collarless blouse or white blouse with small plain collar.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).
- Black leather 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, appropriate power cords, 5G Wi- Fi and Ethernet connection (Both 5G Wi-Fi and Ethernet adapters can be found on Amazon, if needed). Make sure the computer works with software when not directly connected to the school network
    b. (licensing).
    Software (Check the NYS Website update for announcement of software choice. Industrial standard packages include InDesign, Photoshop, Illustrator and FreeHand. CorelDraw may be used if the
    c. afore mentioned programs are not available)
    d. Assortment of graphite pencils.
    e. Colored pencils and /or markers.
    f. 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
    g. visualized pad)
    h. Triangle, compass, or French curve as needed by student for drawing purposes
    i. A Typographical ruler at least 12" long
    j. Small T square for drawing appropriately sized thumbnail or rough boxes.
    k. Pencil sharpener
    l. Tape
    m. Erasers
    Students may bring with them whatever items they feel they need to visually express their creative
    n. ideas.
    o. The contestant should bring an extension cord and power strip.
    All competitors must create a one-page résumé and submit a hard copy to the contest committee chair

RESUME REQUIREMENT

Competitors must create a one-page resume to submit at Orientation.

DEVICES

Cell phones or other electronic devices not approved by the NYS Chairperson will be collected bythe contest chair during the competition. Chairpersons will announce their acceptance by listing it on their standard or at the orientation meeting. In case of emergencies advisors should allow the competitors to take their phones to the contest areas.

If the competitor uses their device in a manner which compromises the integrity of the competition, the competitor's score may be penalized.

SCOPE OF THE COMPETITION

The competition is defined by industry standards as set by the current industry technical committee. The competition will be divided into three parts: a 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

All competitors are required to take the SkillsUSA professional development test at orientation.

The competition 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 competition.

SKILLPERFORMANCE

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

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 is a creative section presenting 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

ADV4.0— 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