

# **SkillsUSA 2010 Contest Projects**

## **Advertising Design**

Click the “Print this Section” button above to automatically print the specifications for this contest. Make sure your printer is turned on before pressing the button.

## Advertising Design

In accordance with current Advertising Design industry technical standards, the contest will be composed of three parts.

The first section will be a general knowledge test for Advertising Design. Definitions, terms, file types, processes and procedures relevant to Advertising Design will be the basis for these questions.

In the second section the student will be required to re-create a given advertisement on the computer, using contestant supplied software. The industry standard software packages that are acceptable are as follows: QuarkXpress, PageMaker, InDesign, PhotoShop, Illustrator and Freehand. CorelDraw is an acceptable substitute, but should only be used if the aforementioned programs are not available.

The technical committee cannot guarantee technical support for CorelDraw, nor guarantee its compatibility with the contest. Students are to supply their own copies of the software to be used. Special attention should be paid to QuarkXpress, as some versions require a "dongle" that must accompany the software. Students and advisors should be sure that their machines would operate while not connected to their school network. Quark also has a version that requires a network license administrator. You will not have Internet access available in the competition area. Please be prepared for potential problems.

The third section of the competition is the creative section. 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 comprehensive stage. This year, 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 layout programs support the exporting of files in this format. Please consult [www.adobe.com](http://www.adobe.com) for specific information regarding Acrobat and Acrobat files, or contact the contest chairman with questions.

### 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. With the state of air travel as it is, there has been some questions as the type and size of the equipment specified in the SkillsUSA manual. 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:

In addition to the computer requirements listed above, students MUST bring a USB removable memory "jump-drive" to save their work to. These are very inexpensive and should cost no more than \$10.

Here is a link to the type of drive required: [http://en.wikipedia.org/wiki/USB\\_flash\\_drive](http://en.wikipedia.org/wiki/USB_flash_drive)

The contestant MUST be able to leave the drive with the technical committee at the conclusion of the contest. The drive does not need to be any larger than 1 GB in size, as the contestant will only be copying two PDF's onto it for judging. Students may also wish to bring blank CD's or Zip Disks for storage. Again, it is best to prepare for any potential problems. Students will also require a ruler to transfer measurements from a supplied example. A proportional wheel or knowledge of how to mathematically determining the enlargement or reduction of an item is a must.

### Creative:

As mentioned above, students will be creating thumbnails and roughs BY HAND. Therefore, it is critical that the student bring the proper art supplies with them, as they will not be supplied by the committee. There will also be NO sharing of supplies during the competition. THE ONLY ALLOWABLE

AND USABLE CLIP ART WILL BE PROVIDED BY THE COMMITTEE. For the creation of other artwork to be used, students must rely on themselves and their talent. As such, students should bring:

- An assortment of graphite pencils
- Either colored pencils or markers or both
- 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
- Pencil Sharpener
- Tape for securing paper to table if the student will be using a t-square
- Erasers
- A small extension cord
- A power strip
- A scanner is suggested and permitted but not required
- A digital camera is permitted but not required
- A digitizing tablet, (ie. Wacom tablet) is permitted but not required
- Above all, the student MUST bring with them whatever they feel they need to visually express the creative ideas in their heads.

Tips:

#### MECHANICAL:

Students will re-create with exacting precision and existing ad. This means that they must be able to properly read a ruler and transfer the measurements to their computer layout program. Technical proficiency and time management skills are paramount for this section of the competition. The placement of an item on the computer mechanical is either correct OR incorrect. There is no room for error in size, placement, or spelling. Be precise.

#### CREATIVE CONTEST:

Contestants must be familiar with the creative process. That means starting with thumbnails, moving to roughs then creating a final comprehensive. Proportion is extremely important. They must be able to determine the correct proportional thumbnail size from a given final product dimension. In addition, their thumbnails must be clear and communicative, as well as use color, and value properly. For the comprehensive students are judged on the strength of their ideas as well as the technical proficiency of their execution. Proper use of typography, color theory and the elements and principles of design are a must. Above all, be creative and appropriate to the subject matter.

For more information:

If you have any further questions please contact Lee Troxell at [leetroxell2@gmail.com](mailto:leetroxell2@gmail.com) as soon as possible.

# AD

## ADVERTISING DESIGN

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SKILLSUSA CHAMPIONSHIPS

JUNE 24, 2010



# CREATIVE SKILLS

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S K I L L S U S A C H A M P I O N S H I P S

JUNE 24, 2010



**Competition Area:** Creative Skills

**Time:** 4.5 hours  
**Subject:** Logo Design and Magazine Advertisement  
**Client:** Renew-Able  
**Possible Points** 600 (see attached judging sheet for point breakdown)

**Background:** You are an advertising designer and your client is **Renew-Able**. A unique company, **Renew-Able** is a company that pays people to recycle. They pay cash for items like old electronic devices, computers, appliances, paper products, etc. If you have used it, they can recycle it. **Renew-Able** wants to help people do the right thing AND help the environment.

**Assignment:** Your job will be as follows: Conceive, design, and execute a logo for **Renew-Able**. First, create a logo for the company within the allotted time. The required text for the logo is "**Renew-Able**". The logo design may be in full color and must not be a strictly typographic solution (it must incorporate some form of a graphic or illustration). Your logo design for this part can be any shape or size, but for the purposes of this competition, your thumbnails should fit in at least a 3" square. Your logo thumbnails should be NO LARGER than 4". Please remember, this DOES NOT mean that your logo should be square. If you choose to do a rectangular or oval-shaped logo, you should adjust the size of your logo thumbnails accordingly. Above all, PACE YOURSELF. Do not spend too much time on your thumbnails. The logo should represent the idea of a company that is being environmentally responsible and should be presented in a professional, but fun and energetic way. It should communicate instantly what they do. To this end, we are asking you to be as creative as possible in the time allotted. You will notice that we DID NOT supply you with a slogan or tag-line. **You are expected to come up with one.** This is the creative portion of the competition. BE CREATIVE. Show us your absolute best ideas.

Second, you will create a full color Magazine Advertisement. The Ad should announce Renew-Able as a new company, providing this new, unique service. Include these things in your design:

- Must include an eye catching, attention grabbing & clever headline
- Must include body copy. NOTE: We are not supplying this. You MUST WRITE something descriptive and tantalizing. This is a NEW service. People will not know what Renew-Able is. You must tell them. Just a few lines of type will not be acceptable. You must SELL this service. Be creative. (and check your spelling)
- Must incorporate the logo
- Must include the tag line or slogan copy you have come up with.
- Must include a visual

You may choose to incorporate some of the images provided, or you may choose to create graphic images to accompany the logo and required copy. Before you begin work on the composition on your computer, you must complete thumbnails for this portion of the competition. You may, of course, use your computer to view the images. You will create text for the Ad, as well as the information that would generally appear on such an Ad (i.e. address, phone number, web address, etc.). You should allow yourself at least 1/4" margin for the live area of your Ad. SAVE the Ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the table card in 20 pt. Helvetica. Feel free to use the imagery provided or create your own. The graphic elements provided are a starting point, and it is assumed that you will make some changes to images provided. We know what we have given you. Show us how creative you can be with it.

**Your Ad design must:**

- Incorporate the logo you have created, as well as the elements requested above
- Include some sort of slogan or tag-line
- Anything that makes your design REAL or BELIEVABLE. (web address, etc.)

Keep an eye on the time. **PACE YOURSELF!** The key to all of this is to finish in the time allotted.

**Color:** Full-color

**Size:** See instructions above for logo guidelines. Ad size is 7.625" x 9.375"

**Required copy:** See instructions above

**Procedure:**

1. **Read directions**, look over all materials & evaluation sheet.
2. Sketch 10 thumbnails **EACH** of the logo and Ad **in proportion** and in color. Logo **FIRST**. A **SECOND**.
3. Develop your designs for the logo and Ad in proportion and in color from your thumbnails on the computer.
4. Create a PDF of the final version of your logo **BY ITSELF**. It should fit within a 5" x 5" box, (but it doesn't have to be square.) Save it as your contestant number + the word "logo" If created in Photoshop, keep the resolution 250 dpi. Type set your Contestant Number in the upper right corner of the logo in 10 pt. Helvetica or equivalent. Save as a PDF
5. Create 1 full-size, final of the Ad on the computer which has your logo incorporated into it.
6. Proof on the screen! Create a PDF
7. Copy to jump drive, place all your elements back in the envelope and raise your hand to turn in your work.

**Provided:** Evaluation Sheet, Reference artwork & copy

Contestant Number: \_\_\_\_\_

# Creative Skills

## Judging Sheet

### JUDGING

	Range	Actual	Max per Section
<b>Thumbnails: Logo</b>			<b>20</b>
10 <b>Different</b> Thumbnails	1 to 5		
Creative strength of ideas	1 to 15		
<b>Thumbnails: Advertisement</b>			<b>20</b>
10 Different Thumbnails	1 to 5		
Creative strength of ideas	1 to 15		
<b>Final Piece</b>			<b>60</b>
Designs Developed from Thumbnails	1 to 5		
Strength of Idea, Communicative Strength	1 to 15		
Strength of Color Model (Design and Type)	1 to 10		
Creative Use of Illustrations/Photos	1 to 10		
Overall Creativity	1 to 20		
			<b>100 Points</b> (x 6 for final score)

Judge: \_\_\_\_\_

# COMPUTER MECHANICAL

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S K I L L S U S A C H A M P I O N S H I P S  
J U N E 2 4 , 2 0 1 0



**Competition Area:** Computer Generated Mechanical

**Time:** 2.5 hours

**Subject:** Ad

**Client:** FOIL

**Assignment:** Assemble the ad shown using the elements provided

**Size:** 7.375" x 9.75"

**Colors:** Full color

**Assessed Points** 100 x 3 (see attached judging sheet for point breakdown)

**Procedure:** CAREFULLY view the Ad and all the elements provided to re-create the Ad.

With your Desktop Layout program and using the Ad provided a guide, SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in 20 pt. Helvetica. Type in ALL of the text. Use your spell check utility to make sure your text is accurate. Using your RULER transfer the measurements from your sample ad to your computer generated mechanical for placement of elements such as rule lines, border, type and image placement. You will import the images from the "SKILLS CONTEST" folder on your hard drive. Assign colors as indicated. Pay close attention to the instructions, DO NOT PANIC...you can do this in the time allotted. PACE YOURSELF using your evaluation sheet as a guide...be aware of how the points are assigned. SAVE OFTEN!

**Materials Provided:** Copy of finished Ad for reference, actual size  
Images  
Judging sheet

# INSTRUCTION SHEET

Actual size ad on next page.

A .25 pt. rule box surrounds the ad. The rule is Black.

Create this type element using breeze1.eps as a starting point. Size, color and kern as shown.

Create these 3 separate airwave forms using Airwave.tif as a starting point. They are White, with an opacity setting of 20%. Size and place as shown.

Place this background image, windmill2.jpg. Size, crop and position as shown.

This text is Times New Roman 10 pt. type on 19 pt. leading, color is black, justified, no hyphenation. Set kerning and tracking as shown. Bold or italicize type as indicated.

These 1 pt. rule lines are White and touch the circles as shown. They run from the left of the ad. Size and place as indicated. The circles are also 1 pt. Size and place them as shown.

This gradient is behind the body copy. It is made with the gradient.png file. Size and place as indicated.

The gradient behind the FOIL logo is also created with gradient.png. Size and place that too.

Place logo. Size and position as shown.

These words are Helvetica 8 pt. type on 9.6 pt. leading. Kern as shown.

*Life's a breeze.*

America can be the world leader when it comes to clean, emission-free renewable energy.

Fully exploited, offshore wind power in the mid-Atlantic states could generate more energy than those states consume from *all* power sources. The Department of Energy has estimated that offshore wind nationwide could generate 900,000 megawatts of electricity, more than the 760,000 megawatts that the contiguous United States consumed in 2008.

The time is **now**. As a country, we must make the commitment to make the changes, and do the work to make us less dependent on oil. Wind, solar, geothermal and renewable biomass are ~~alternatives to using~~ traditional fossil fuels. Visit [www.foil-now.org](http://www.foil-now.org) today.

~~Together, we can be free from oil in our lifetime.~~

**FOIL**  
Freedom from Oil in our Lifetime

Freedom from Oil in our Lifetime® | 1501 M Street, NW, Suite 1000 | Washington, DC 20005 | Phone: 202.383.2500 | Fax: 202.383.2505

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The time is **now**. As a country, we must make the commitment to make the changes, and do the work to make us less dependent on oil. Wind, solar, geothermal and renewable biomass are all alternatives to using traditional fossil fuels. Visit [www.foil-now.org](http://www.foil-now.org) today. **Together**, we can be free from oil in our lifetime.



Contestant Number: \_\_\_\_\_

# Computer Generated Mechanical Judging Sheet

## JUDGING

	Range	Actual	Max per Section
1. Followed Instructions			
1. CORRECT SIZE & PLACEMENT OF ELEMENTS			
"Life's a breeze" Graphic	0-20		65
3 Air Waves	0-20		
Rule Lines and Circles	0-15		
Background element	0-5		
Logo	0-5		
2. CORRECT USE OF TYPOGRAPHY			
Body Copy	0-5		15
Bold & Italics	0-5		
Info at the bottom	0-5		
3. GRADIENTS			
Behind Body Copy	0-5		10
Behind FOIL logo	0-5		
4. SPELLING			
Spelling errors	0-10		10
<b>TOTAL</b>	<b>100 pts. max</b>		
			<b>(x 3 for final score)</b>

Judge: \_\_\_\_\_