Advertising Design

CONTEST DATE & LOCATION: Refer to the Kansas State Championship Conference Packet

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: Unless the contest chair says otherwise, students are required to wear the Official SkillsUSA Kansas T-shirt and blue jeans (no tears, holes, or bagginess) clean and neat with appropriate shoes for contest or Official SkillsUSA white polo shirt with black dress slacks, black socks and black leather shoes.

Official SkillsUSA white polo attire

NOTE: The Official Kansas State T-shirt will be mailed to schools prior to the competition.
CONTEST UPDATES:

Schedule

8:45 am  Contest Chair Introduction
- ADV - Advertising Design – Room STC121
- Turn in résumé to contest chair
- Only contestants are allowed in the contest areas

9:10-9:55  Written test (Online using Angel)

9:55-10:05  Mechanical Skills instructions

10:05-11:05  Mechanical Skills problem

11:05-11:45  Lunch – Room STC210 (Technology Theater)

11:45-12:00  Creative Skills instructions

12:00 pm  Creative Skills problem

4:00  Contest ends. All project materials must be turned in to the contest chair.

4:00  Judging begins for all contest areas (closed to advisors, teachers, and students)

Clothing Requirements

Students can wear the official 2019 SkillsUSA Kansas t-shirt and blue jeans (no tears, holes, or bagginess), the SkillsUSA Official Dress, or Business Attire during the contest. Consult the official rules and regulations pertaining to contest dress in the 2018-19 Technical Standards publication or CD.
Equipment Provided

Model Name: iMac
Model Identifier: Retina 5K, 27-inch
Processor Name: Intel Core i7
Processor Speed: 4 GHz
Number of Processors: 8
Total Number of Cores: 4
L2 Cache (per Core): 256 KB
L3 Cache: 8 MB
Memory: 16 GB

Software may not be installed to computers provided by Hutchinson Community College.

Software:
- Adobe Creative Suite CC (Acrobat Pro, Bridge, Illustrator, InDesign, Photoshop)
- Microsoft Office 2016

Contestants may want to bring a USB drive to transfer files from computer to computer.

Contest Rules

1. Judges are sole authorities that determine content and procedural violations.
2. Theme and content must be appropriate for the nature of this contest.
4. All copyright laws are to be followed.
5. All entries to the contest must be original creations by the individuals during the contest.

Scope of the Contest

The contest will be divided into three parts:
- General Knowledge test
- Mechanical skills test - re-creation of a developed advertisement
- Creative design challenge

This is a link for the Hutchinson City map:
http://www.hutchchamber.com/map.php

The following is a link to the HCC maps and directions site.
http://www.hutchcc.edu/map

Updated 4/2020