

# Advertising Design

## OVERVIEW

Students are to design and print a full-page magazine ad linking to digital media that promotes their product and demonstrates the essential role that print plays in today's media mix. The product is of their own choosing. Judges will use a smartphone to access the digital media.

Students will then participate in an on-site event in which they utilize design software to prepare and develop another advertising artifact during the state conference.

## TIME LIMITS

Entries must be started and completed during the current school year with approximately 30 days notice of the assignment.

## ATTIRE

Competition attire, as described in Alabama SkillsUSA Dress Code is required for this event.

## PROCEDURE

- A. Participants check in their portfolio entry at the time and place stated in the conference program.
- B. Portfolio entries are reviewed by evaluators. Neither students nor advisors are present at this time.
- C. Participants report to the event area at the time and place stated in the conference program.
- D. Each Participants must have a computer with multimedia design software. Participants must bring a USB storage device of sufficient storage capacity to save their work to compete in the onsite portion of the event.
- E. The event coordinator distributes to each participant the description of the onsite assignment, specific directions, and timelines for the onsite problem.
- F. Participants use the assigned time for the production of the onsite problem they have been assigned.
- G. Participants design and images, must be appropriate for the SkillsUSA community Failure to follow these guidelines will result in disqualification.
- H. Participants may not disturb any event in progress, enter a restricted evaluation area, interrupt a conference function, or participate in behavior unbecoming to a SkillsUSA participant in any event.
- K. Upon completion of the product or at the end of the allotted time, each participant will submit a copy of his/her finalized product to the event coordinator on the USB device and as a printed hard copy. The participant will then be assigned an interview time.
- L. Print drivers will be available for install but it is recommended that they be pre-installed for a Hewlett Packard Office Jet 7612

## REGULATIONS

- A. Participants submit their materials for judging in an entry portfolio.
- B. Each portfolio entry must include a full page magazine ad, with an image size no smaller than

7" x 10" or no larger than 10" x 12".

C. Each entry may include one (1) or two (2) links to digital media of the student's choice. These may include Facebook, Twitter, You Tube, or Instagram.

D. Each entry should have a captivating design, include the links to your product on social media (URL, QRCode, etc.), have a compelling message, as well as demonstrate creativity and originality.

E. No trademark or copyright materials may be used.

F. Submitted work must be the work of one (1) student.

1. A small clear cover report binder is required to be submitted with the portfolio. It will include a title page with the event title (Advertising Design), the student's name, and chapter name as page one.

2. A description of the entrant's interpretation of the portfolio assignment and justification for the selection of the various images, colors, design concepts, social media outlet, etc. that are included in the entry; no more than two (2) pages, normal margins and 12 pt. Ariel font.

***All printed designs used in the Advertising Design contest should be appropriate for viewing at the state SkillsUSA conference. Any entry that includes images depicting inappropriate or unacceptable behavior results in disqualification.***

## **EVALUATION**

Evaluation is based on points earned for the required advertisement and documentation portfolio, and the final product of the on-site portion of the event, and a written test.