



## ALABAMA SkillsUSA STATE PIN DESIGN CONTEST

# Deadline Jan. 28<sup>th</sup>

### WHY

To allow Alabama SkillsUSA members to design a yearly pin that can be worn and traded at local, state, and national meetings; the pin will identify members as representing the Alabama SkillsUSA Association. The winning design will be chosen for its ability to immediately catch the eye, clearly identify our state, and depict Alabama SkillsUSA pride. Note: *The main purpose of this pin is to be traded at the National Leadership Conference. Its ability to catch other pin trader's within the first few seconds is key. It should be "Bold, Celebratory, and Expressive"*

### ELIGIBILITY

1. The contest is open to all active Alabama SkillsUSA members.
2. **Students must be paid members on an active roster prior to contest deadline.** To be verified by contest chairman.
3. **Each program must have the Program Affiliation Fee paid prior to submission.**
4. **The contest is open to Secondary and Post-Secondary Divisions.** There is no separation of divisions for final judging.

### SCOPE OF THE CONTEST

Entries will be judged on how well the student met the technical standards and the elements of the rubric, including: pleasing colors, professional appearance of the design, representation of the state, uniqueness, and the potential appeal to members.

**IMPORTANT** - The winning pin design will advance to the national level of competition and will represent Alabama at the National Leadership Conference. There are additional technical standards at the national level, including but not limited to an interview process and notebook. It is strongly encouraged that instructors and students also refer to the national pin design technical standards before starting the design process and preparing for competition.

#### **General Rules:**

1. **Each student entry must register before contest deadline.** To be verified by contest chairman.
2. **One entry per student.** Only one design can be submitted by each student.
3. **The number of entries per program and school are limited.** Each eligible PROGRAM may submit 1 entry per 12 registered members, 2 entries per 20 registered members, and 3 per 30+ registered members. A SCHOOL may submit no more than 3 entries. Schools are strongly encouraged to hold local school competitions to determine the 1, 2, or 3 student entries will represent their school.
4. **Instructor must submit student's entry via their school email address.** Students should not submit their own entry. This is to verify that the instructor has approved the entry and that each program/chapter has not surpassed its allowed number of entries.



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### Technical Specifications

#### 1. Materials and Specifications

- All entries must be rendered in color (full color or two color)
- Per the national technical standards, entries must be created in a design software package such as Illustrator, Photoshop, or FreeHand. Hand drawn entries will not be accepted.
- Designs are not limited to geometric shapes. Designs can be organic in nature, but tiny details will limit the options for pin shape when produced.
- All entries must be formatted to print on a single letter size 8-1/2"x11", in landscape or portrait. Included on this single sheet must be a larger image of the design (at least 6"x6") AND a to-scale 1.5"x1.5" thumbnail of the design so that the judges can see how the pin will look when manufactured.

*Note: Dimensions of the pin when produced will be approximately 1.5 inches at its widest point. This does not mean that your PDF file or design should be 1.5 inches at its widest point, just that you should consider the size of the text and objects once it will be produced.*

- All entries should be saved in **BOTH** PDF format and the native file format. SAVE the PDF file as: studentname.PDF (example: johnsmith.pdf) Save the file format as the students name (johnsmith.eps)

#### 2. All entries must include the following:

- "SkillsUSA" - Do not make SkillsUSA two words; SkillsUSA must appear as one word on a single line. The design may not include the complete SkillsUSA emblem, but may contain individual parts such as the gear, torch, hands, etc.
- The word "Alabama", "AL", or the shape of the State of Alabama
- The year of the upcoming State Leadership Conference

#### 3. All entries must also:

- Follow all copyright laws in the creation of the design
- Be representative of our state and all our programs and not just a single program or school.

### DISCLAIMERS

- Alabama SkillsUSA will not return any materials.



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- Alabama SkillsUSA retains the right to make modifications to the final design as necessary to produce a pin to our standards and to the manufacturer's specifications and abilities.
- All designs become the property of the Alabama SkillsUSA Association. When a contestant enters a design, he or she relinquishes all rights for the sale and use of the design to the Alabama SkillsUSA Association.
- Incomplete entries or those that do not comply with the above specifications and technical standards will be subject to disqualification.
- Entries received after the deadline will not be qualify for judging.

### REGISTRATION AND SUBMISSION

1. All entries must be sent from the instructor through their email. Entries submitted through a student's email will not be accepted.
2. All entries must be submitted by **January 28**

#### Submitting your design:

- Email to: [skillsalabama@gmail.com](mailto:skillsalabama@gmail.com)
  - Subject to email: **State Pin Entry**
  - Body of Message to include:
    - Student's name
    - Training program
    - School name and full mailing address
    - Advisor's name, e-mail address and daytime telephone number
  - Remember to attach the design as a PDF file and the original design format file.
  - Attach the file of the design in its native file format
  - **Do not send it as a Share File!**
  - Student's resume should be submitted with the email of the design. Attachment: ***resume\_students name.pdf***
3. Registration for the State Leadership Conference will open the Monday following the last District Conference. Failure to register for the State Leadership Conference will result in disqualification of entry.\*\*



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### WINNERS

1. There will be a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winner recognized at the State Leadership Conference.
  2. These winners will be chosen from the top 3 designs from the combined secondary and postsecondary entries. Medals will be given to all 3 state finalists.
  3. The state gold medal winning entry will advance to national competition.
- \*\*4. If an entry is disqualified, then the entry will not be replaced by another entry.

### Questions?

Contact: Keith Andrews  
[skillalabama@gmail.com](mailto:skillalabama@gmail.com)  
256-298-0192



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**THIS FORM IS FOR JUDGES ONLY, BUT SHOULD BE USED BY THE STUDENT AND INSTRUCTOR TO UNDERSTAND THE SCORING RUBRIC**

**JUDGES: ATTACH THIS FORM TO THE BACK OF THE SkillsUSA ENTRY**

DATE RECEIVED: \_\_\_\_\_

ARTIST NAME: \_\_\_\_\_

ADVISOR'S NAME: \_\_\_\_\_

CAREER/TECHNICAL EDUCATION COURSE: \_\_\_\_\_

CHAPTER NAME: \_\_\_\_\_

PHONE # (Instructor): \_\_\_\_\_

SCHOOL #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

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To be filled out by the Contest Chairman:

***I have verified the contestant is a paid SkillsUSA member and is registered for the Alabama State Pin Design Contest.***

Contest Chairman:

\_\_\_\_\_

Judges Scoring Sheet

Contestant # \_\_\_\_\_

JUDGING RUBRIC CRITERIA	Points Possible	Points Awarded
<b>Considering the overall design and the design elements:</b>		
Includes “SkillsUSA” or “Alabama SkillsUSA” – Not the logo!	60	
How Does Pin Represent State (Shape or Word/Letters)	60	
Year of Conference	60	
Pins Professional Appearance – Effective Design in Both the Larger and the To-scale Thumbnail Images.	200	
Colors Pleasing and Eye-Catching	150	
Process Followed in Design and Thumbnail of Design is Included – Image Shows Preliminary Research	100	
Unique Qualities/Copyright Adherence	100	
Potential Appeal to Members	200	
Resume Required (Penalty 5-10 pts)	10	
<b>TOTAL POINTS</b>	<b>1000</b>	