

**2024 INDIANA SkillsUSA CHAMPIONSHIPS
TASK AND MATERIALS LIST**

SKILL OR LEADERSHIP AREA: **ADVERTISING DESIGN**

CONTEST LOCATION:

Indiana State Fairgrounds West Pavilion
1202 E. 38th St.
Indianapolis, IN 46205

DATE: April 20, 2024

TIME: 7:00-7:30 am set up at West Pavilion (CAN SET UP ON FRIDAY IF YOU WOULD LIKE)

7:45 am be in contest area
8:00 am -12:00 pm contest

PURPOSE

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

CLOTHING REQUIREMENTS:

NO SCHOOL LOGO OR SCHOOL AFFILIATION ANYWHERE ON CLOTHING or IT MUST BE COVERED COMPLETELY

- Men: White polo shirt with black dress pants, black socks and black leather shoes
- Women: White polo shirt with black dress pants or skirt (no higher than knee), black socks or black or skin-tone seamless hose with black leather shoes (no open toe).

AWARDS CEREMONY DRESS CODE

A Dress Code will be enforced during the Awards Ceremony. To accept an award "on-stage", the student must wear the "Official SkillsUSA Uniform", State T-Shirt or the competition attire. NO SHORTS OR HATS!!!

EACH COMPETITORS MUST PROVIDE A 1 PAGE RESUME' AT THE BEGINNING OF THE CONTEST, THERE IS A 10 PT. DEDUCTION IF ONE IS NOT TURNED IN AT THIS TIME.

Competition Guidelines

1. The first part of the competition is a design challenge. Competitors will create their design solutions both by hand and on the computer.
2. The second part of the competition is another design challenge that presents itself as a continuation of part one. Competitors will create their design solutions both by hand and on the computer.
3. The third part of the competition requires a redesign of an existing advertisement using competitor-supplied software.

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Tools to be provided by contestants:

All contestants must bring a #2 lead pencil

A. Computer Contest:

Hardware

- a. Hard drive + monitor or laptop
- b. Keyboard + mouse
- c. Surge protector UL approved and 25' extension cord
- d. Any power cords or adapters needed
- e. Extension cord

1. Software

- a. Software is to be pre-loaded on the hard drive brought to the contest. Software to be pre-loaded will be your choice of Adobe InDesign, Illustrator [any versions will be permitted].
- b. Must have ample selection of all variety of fonts [Serif, sans-serif, script, etc.]: Such as; Avant Garde, Helvetica, New Century Schoolbook, Times, Brush Script, Mistral, Pak Avenue, etc.
- c. Contestants are NOT permitted to have reference manuals for their selected software program[s] during the contest.
- d. Additional software allowed for support files [NOT TO BE USED FOR PRIMARY LAYOUT PURPOSES]: Adobe Photoshop, Macromedia FreeHand and Painter.

B. Board Work:

1. Mandatory

- a. Assorted pencils + erasers
- b. Sketchbook or paper
- c. Drawing/Marker/Graphics Pad
- d. Rulers

2. Optional

- a. Ink + technical pens
- b. Drawing tablet

Scope of the Contest

The contest will be judged based on the criteria established in the 2023-24 SkillsUSA Championships Technical Standards.