



2026 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: Saturday April 11, 2026

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, FRONT ONLY, AT THE BEGINNING OF THE CONTEST, THERE IS A 10 PT. DEDUCTION IF ONE IS NOT TURNED IN AT THIS TIME. DO NOT PUT IN SHEET PROTECTORS OR FOLDERS.

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 redesigning 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 2024-26 SkillsUSA Championships Technical Standards.