## 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:

Professional attire with no school identifying logos or representation.

## Eligibility:

Open to active SkillsUSA members enrolled in programs with advertising design or commercial art as the occupational objective.

## Equipment and Materials:

Supplied by PTC:
- Logo Prompt
- Design Prompt with provide materials on flash drive

Supplied by Contestant:
- Computer with Adobe Creative Cloud Software
- Sketchbook
- Color Pencils and other drawing tools
- Pantone Color Book (optional) supplied digitally through adobe software

## Contest Specifications:

Part 1: Contestants will be evaluated for design of a professional logo.

Knowledge required for logo:

- Pantone Colors
- Vector Graphic, Adobe Illustrator
- Thumbnails, Rough, Comprehensive stages of design
- Creating Outlines
- Saving as a PDF

Part 2: Contestants will be evaluated for design of a web ad

Knowledge required for the ad:

- Document Sizing
- Thumbnails, Rough, Comprehensive stages of design
- Page Layout software
- Correct color modes
- Saving for web

# Advertising and Design - Logo Rubric

| | **Not Demonstrated** (Up to 5 points) | **Developing** (Up to 10 points) | **Accomplished** (Up to 15 points) | **Score** |
|---|---|---|---|---|
| **Layout and Design** | Text and graphic elements lack unity and consistency. Little or no arrangement or organization. | There is adequate unity but some inconsistency among text and graphic elements. Text and graphic elements are arranged in a way to appear "cluttered" or "empty". | There is unity and consistency among text and graphic elements. Text and graphic elements are arranged to create an organized "white space". | |
| **Appearance** | The overall appearance of the logo is unappealing or confusing. | The overall appearance of the logo is pleasing but unremarkable. | The overall appearance of the logo is pleasing and eye catching. | |
| **Color and Font Selection** | Colors clash and/ or font style is inappropriate. Color and style fail to reflect the spirit of the organization. | Color choices and font style are appropriate and appealing but fail to reflect the spirit of the organization. | Colors and font are appropriate and appealing and reflect the spirit of the organization. | |
| **Technical Standards** | Design not sized correctly, the wrong color mode, not a vector format and/ or text not outlined. More than three items incorrect. | Design not sized correctly, the wrong color mode, not a vector format and/ or text not outlined. More than two item incorrect. | Design sized correctly, the correct color mode, vector format and text outlined. | |
| **Finishing** | Logo is not saved in the correct format, in the correct folder or presented well on the document. More than two errors. | Logo is not saved in the correct format, in the correct folder or presented well on the document. More than one errors. | Logo is saved in the correct format, in the correct folder and presented well on the document. | |
| | | | **Total** | |

# Advertising and Design - Design of Web Ad

| | **Not Demonstrated** (Up to 5 points) | **Developing** (Up to 10 points) | **Accomplished** (Up to 15 points) | **Score** |
|---|---|---|---|---|
| **Layout and Design** | Advertisement is difficult to understand. Some information is missing or unorganized. | Advertisement contains all necessary information but is poorly organized and unbalanced. | Advertisement is attractive in layout, design and neatness. All necessary elements are present to convey the message. | |
| **Spelling and Grammar** | Two or more spelling, grammar or punctuation mistakes. | Less than 2 spelling, grammar or punctuation mistakes. | All spelling grammar and punctuation is correct. | |
| **Images and Graphics** | Some of the components are inappropriate for the advertisement and are marginable quality | Components are chosen carefully to enhance the advertisement however some of the images or graphics are misplaced or of moderate quality. | Components are chosen carefully to enhance the advertisement. All graphics and images are of high quality. | |
| **Finishing** | Project is incomplete. | Final project is completed but contestant had trouble saving the document according to specified directions. | Final project is completed, saved according to specified directions. | |

## Total