

# SkillsUSA – SC State ADVERTISING DESIGN



The competition is hosted by the Visual Arts Department of Greenville Technical College and located at the Benson (Greer) Campus of Greenville Technical College. The Advertising Design Chairman is Shane Howell (864)-250-3021. We look forward to our competition this year. It will be challenging, but fun and rewarding.

For an online map, try using our physical address:  
2522 Locust Hill Road  
Taylors, SC 29687

If the map does not preview a large campus on HWY 290, then try this physical address:

70 Sam Clayton Blvd. Taylors, SC 29687  
This road is new and may not be in some map systems.

Please feel free to call 864-250-3021 for directions to our campus. Ask anyone on campus for help if you have trouble finding the room. We have security notified to expect you. Report to building 301, room 222. The room numbers are logical and easy to find.

## Resumes

All competitors are required to submit a 1-page, typed resume. This will be done digitally for all contests unless otherwise noted under that contest's update. A penalty will be enforced for those that do not meet the requirement by the submission date.

Submission Deadline: March 2, 2022 by 11:59 pm.

Resumes must be turned in electronically to the State Association. Follow the directions found on the SkillsUSA South Carolina state website under Contest Updates as it pertains to resumes and the deadline to turn them in.

## Testing

There is no professional (PDP) testing this year. Testing is included in the competition and described below in the "Knowledge Performance" section.

## CLOTHING REQUIREMENT



Class E: Contest specific — Business Casual

- Official SkillsUSA white polo shirt
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose)
- Black leather closed-toe dress shoes

These regulations refer to clothing items that are pictured and described at: [www.skillsusastore.org](http://www.skillsusastore.org). If you have questions about clothing or other logo items, call 800-401-1560 or 703-956-3723.

**Note:** Contestants must wear their official contest clothing to the contest orientation meeting. These regulations refer to clothing items that are pictured and described at: [www.skillsusastore.org](http://www.skillsusastore.org). If you have questions about clothing or other logo items, call 800-401-1560 or 703-956-3723. Note: Contestants must wear their official contest clothing to the contest orientation meeting.

each student to express their creative ideas. No outside (computer) clip art will be allowed.

## EQUIPMENT AND MATERIALS

### Supplied by the technical committee:

For the Creative and Mechanical Skills Phases, the Visual Arts Department will provide:

1. Drawing tables and stools
2. Pencil sharpener
3. Illustration board and draft paper
4. Apple Computers, mouse, Wacom, and Adobe Creative Cloud CC (Photoshop, Illustrator, InDesign, AcrobatPro).
5. Printing and Scanning is also available in our facilities.
6. Clip art and reference artwork will be provided (no outside clip art or computer image resource will be allowed).

### Supplied by the contestant:

Bring a bag lunch or snack for a break during the day on Friday. There is food available on the Benson Campus of Greenville Technical College. They offer a [Micro-Market](#) style vending experience which accepts debit card payment. Change is not given at the Micro-Market, sorry.

If you prefer to work on your own PC, you must supply it, using your own industry-standard software.

Bring your preferred hand drafting tools for the Creative Skills Phase.

1. Assortment of graphite pencils
2. Erasers
3. glue stick
4. Xacto knife
5. Colored pencils and/or markers
6. Fine-point black markers (e.g., Sharpie)
7. Paper that is appropriate to the medium in which the student will be working (e.g., marker paper or visualizer pad)
8. Triangle, compass or French curve as needed by student for drawing purposes
9. A ruler at least 12" long
10. Small T square for drawing appropriately sized thumbnail or rough boxes
11. Tape for securing paper to table if the student will be using a T square
12. possibly a calculator.
13. Other standard visual tools are allowed to

## SCOPE OF THE CONTEST

The contest is defined by industry standards as set by the current industry technical committee. The contest will be divided into three parts: general knowledge test, re-creation of a developed advertisement and a creative design challenge. The theme, size, product and number of colors for each of the skilled components will be standardized.

1. The first part of the contest is a creative section presenting contestants with a design challenge to complete in the time allotted. All three stages of the creative process must be followed: thumbnails, roughs and the comprehensive stage. Contestants will create their design solutions both by hand and on the computer.
  - a. Contestants will not be allowed to use any reference materials that are not supplied by the technical committee.
2. The second part of the contest is a written exam (knowledge performance) assessing general knowledge of advertising design.
  - a. Definitions, file types, processes and procedures relevant to advertising design will be assessed.
3. The third part of the contest requires a redesign of an existing advertisement using contest-supplied software.
  - a. The theme, size, product and number of colors will be standardized. Indication of headlines, body copy and logo art for the comprehensive may be lifted from the repro sheets supplied by the technical committee.

## Standards and Competencies

*The contest aligns identically to the current national standards. See their documents for specific details.*

**Friday, March 18, 2022**  
**Greenville Technical College: Benson (Greer) Campus**  
**Building 301, Room 222**

8:00-8:30 AM Arrival and Setup

The Safety Release Form MUST be turned in for ALL CONTESTANTS at the contest orientation. We will have copies available for completion if needed.

8:30 AM Welcome and overview of the day's agenda

8:45 AM Creative Skills instructions, handouts, Q&A

9:00 AM Creative Skills Start (3 hours)

12:00 PM Creative Skills End

12:00-12:45 Snack period: Bring your own snack or vending machines are available at the campus for drinks and snacks.

12:45 AM Written Test Instructions

1:00 PM Written Test 50 questions (30 minutes)

1:30 PM Written Test Phase End

1:45 PM Computer Mechanical Skills instructions, handouts, Q&A

2:00 PM Computer Mechanical Skills Start (1.5 hours)

3:30 PM Computer Mechanical Skills Phase End

3:30-3:45 PM Contest Debrief – Release Students to view art exhibit on campus.

3:45-4:30 Finalize Judging/Scoring

4:45 Awards of medals, certificates on site.