

SkillsUSA

2011 Contest Projects

Advertising Design

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AD

ADVERTISING DESIGN

S K I L L S U S A C H A M P I O N S H I P S

JUNE 23, 2011



CREATIVE SKILLS

S K I L L S U S A C H A M P I O N S H I P S

JUNE 23, 2011



Competition Area: Creative Skills

Time: 4.5 hours
Subject: Logo Design and Magazine Advertisement
Client: Think Big, Start Small
Possible Points 600 (see attached judging sheet for point breakdown)

Background: You are an advertising designer and your client is **Think Big, Start Small**. Think Big, Start Small is a non-profit organization whose goal is to get people to get involved and make a difference in the world. With the many problems and issues that society faces today, (the environment, pollution, hunger, poverty, social injustice), picking one issue to focus on can be difficult. The overwhelming nature of the problems we face can make people feel that they are too small to make a difference. After all...what can one person do? Think Big, Start Small wants to help encourage people to get involved, and to help make the world a better place.

Assignment: Your job will be as follows: Conceive, design, and execute a logo for **Think Big, Start Small**. First, create a logo for the company within the allotted time. The required text for the logo is “**Think Big, Start Small**”. The logo design may be in full color and must not be a strictly typographic solution (it must incorporate some form of a graphic or illustration). Your logo design for this part can be any shape or size, but for the purposes of this competition, your thumbnails should fit in at least a 3" square. Your logo thumbnails should be NO LARGER than 4". Please remember, this DOES NOT mean that your logo should be square. If you choose to do a rectangular or oval-shaped logo, you should adjust the size of your logo thumbnails accordingly. Above all, PACE YOURSELF. Do not spend too much time on your thumbnails. The logo should represent the idea of a company that is being socially involved. Of thinking globally and acting locally. It should be presented in a professional, interesting and energetic way. It should communicate instantly what they do. To this end, we are asking you to be as creative as possible in the time allotted. **You will notice that we DID NOT supply you with a slogan or tag-line. You are expected to come up with one.** This is the creative portion of the competition. **BE CREATIVE.** Show us your absolute best ideas.

Second, you will create a full color Magazine Advertisement. The Ad should announce **Think Big, Start Small** and what they do. It should direct people to their website: www.thinkbigstartsmall.org for more information. Include these things in your design:

- Must include an eye catching, attention grabbing & clever headline
- Must include body copy. NOTE: We are not supplying this. You MUST WRITE something descriptive and tantalizing. This is a NEW organization. People will not know what **Think Big, Start Small** is. You must tell them. Just a few lines of type will not be acceptable. You must SELL this service. You must **INSPIRE** people to get involved. Be creative. (And check your spelling)
- Must incorporate the logo
- Must include the tag line or slogan copy you have come up with.
- Must include a visual

You may choose to incorporate some of the images provided, or you may choose to create graphic images to accompany the logo and required copy. Before you begin work on the composition on your computer, you must complete thumbnails for this portion of the competition. You may, of course, use your computer to view the images. You will create text for the Ad, as well as the information that would generally appear on such an Ad (i.e. address, phone number, web address, etc.). You should allow yourself at least 1/4" margin for the live area of your Ad. SAVE the Ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the table card in 20 pt. Helvetica. Feel free to use the imagery provided or create your own. The graphic elements provided are a starting point, and it is assumed that you will make some changes to images provided. We know what we have given you. Show us how creative you can be with it.

CONTINUED ON NEXT PAGE

Your Ad design must:

- Incorporate the logo you have created, as well as the elements requested above
- Include some sort of slogan or tag-line
- Anything that makes your design REAL or BELIEVABLE. (web address, etc.)

Keep an eye on the time. **PACE YOURSELF!** The key to all of this is to finish in the time allotted.

Color: Full-color

Size: See instructions above for logo guidelines. Ad size is 7.75" x 10.125"

Required copy: See instructions above

- Procedure:**
1. **Read directions**, look over all materials & evaluation sheet.
 2. Sketch 10 thumbnails **EACH** of the logo and Ad **in proportion** and in color. Logo **FIRST**. Ad **SECOND**.
 3. Develop your designs for the logo and Ad in proportion and in color from your thumbnails on the computer.
 4. Create a PDF of the final version of your logo **BY ITSELF**. It should fit within a 5" x 5" box, (but it doesn't have to be square.) Save it as your contestant number + the word "logo" If created in Photoshop, keep the resolution 250 dpi. Type set your Contestant Number in the upper right corner of the logo in 10 pt. Helvetica or equivalent. Save as a PDF
 5. Create 1 full-size, final of the Ad on the computer which has your logo incorporated into it.
 6. Proof on the screen! Create a PDF
 7. Copy to jump drive, place all your elements back in the bag and raise your hand to turn in your work.

Provided: Evaluation Sheet, Reference artwork & copy

Contestant Number: _____

Creative Skills

Judging Sheet

JUDGING

	Range	Actual	Max per Section
Thumbnails: Logo			20
10 Different Thumbnails	1 to 5		
Creative strength of ideas	1 to 15		
Thumbnails: Advertisement			20
10 Different Thumbnails	1 to 5		
Creative strength of ideas	1 to 15		
Final Piece			60
Designs Developed from Thumbnails	1 to 5		
Strength of Idea, Communicative Strength	1 to 15		
Strength of Color Model (Design and Type)	1 to 10		
Creative Use of Illustrations/Photos	1 to 10		
Overall Creativity	1 to 20		100 Points (x 6 for final score)

Judge: _____

COMPUTER MECHANICAL

S K I L L S U S A C H A M P I O N S H I P S

JUNE 23, 2011



Competition Area:	Computer Generated Mechanical
Time:	2.5 hours
Subject:	Ad
Client:	UN COP15
Assignment:	Assemble the ad shown using the elements provided
Size:	6.5" x 10"
Colors:	Full color
Assessed Points	100 x 3 (see attached judging sheet for point breakdown)
Procedure:	<p>CAREFULLY view the Ad and all the elements provided to re-create the Ad.</p> <p>With your Desktop Layout program and using the Ad provided a guide, SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in 20 pt. Helvetica. Type in ALL of the text. Use your spell check utility to make sure your text is accurate. Using your RULER transfer the measurements from your sample ad to your computer generated mechanical for placement of elements such as rule lines, border, type and image placement. You will import the images from the "SKILLS CONTEST" folder on your hard drive. Assign colors as indicated. Pay close attention to the instructions, DO NOT PANIC...you can do this in the time allotted. PACE YOURSELF using your evaluation sheet as a guide...be aware of how the points are assigned. SAVE OFTEN!</p>
Materials Provided:	<p>Copy of finished Ad for reference, actual size</p> <p>Images</p> <p>Judging sheet</p>

INSTRUCTION SHEET

Measure actual size ad.

The Ad size is 6.5" x 10"

Place this image from the Mechanical Skills Folder. Scale, crop and position as shown.

The headline is Helvetica.
The color is white.
Size and position as shown.

Create these 10 separate bars.
They are White, with an opacity setting of 40%. Size and place as shown.

This text is Times New Roman 10 pt. type on 16 pt. leading, color is black, justified, no hyphenation. Set kerning and tracking as shown. Bold type as indicated.

These .5 pt. rule lines are black. Size and place them as shown.

Place this background image, (which is the same as the main image.) Carefully size, crop and position as shown. It has an opacity setting of 40%. It fills the entire background of the Ad.

Place logo. Size and position as shown.

These words are Helvetica 6 pt. type. Position, and kern as shown.



Contestant Number: _____

Computer Generated Mechanical Judging Sheet

JUDGING

1. Followed Instructions	Range	Actual	Max per Section
1. CORRECT SIZE & PLACEMENT OF ELEMENTS			
Main Headline Image	0-20		65
10 Rectangular Bars	0-20		
Rule Lines	0-15		
Background element	0-5		
Logo	0-5		
2. CORRECT USE OF TYPOGRAPHY			
Headline	0-5		15
Body Copy	0-5		
Info at the bottom	0-5		
3. BACKGROUND			
Size, Crop	0-5		10
Opacity	0-5		
4. SPELLING			
Spelling errors	0-10		10
TOTAL	100 pts. max		(x 3 for final score)

Judge: _____