

SkillsUSA

2014 Contest Projects

Advertising Design

Click the “Print this Section” button above to automatically print the specifications for this contest. Make sure your printer is turned on before pressing the button.

AD

ADVERTISING DESIGN

SKILLSUSA CHAMPIONSHIPS
JUNE 25, 2014

CREATIVE SKILLS



Competition Area: Creative Skills
Time: 5 hours
Subject: Logo Design and Poster Design
Client: MADE Summer Music and Arts Festival
Possible Points 600 (see attached judging sheet for point breakdown)

Background: You are an advertising designer and your client is the MADE Summer Music and Arts Festival. You will be designing their logo and the official poster. This is a concert tour that will be crossing the country in the summer of 2015. MADE stands for "Make A Difference Everyday." This concert series is all about positivity and encouraging people to do good things for their community and the world.

This year's festival features an incredible rotating lineup including Jay-Z, Beyoncé, Maroon 5, Prince, Eminem, Metallica, Blake Shelton, Taylor Swift, Foo Fighters, Outkast, Lady Antebellum, Jack Johnson, Imagine Dragons, Beck, Weezer, Ziggy Marley, Iron & Wine, Third Eye Blind, City and Colour, and many more. There will be a wide range of artists with something for everybody.

There will be a traveling art show that tours with the festival. In addition, vendors will have an astounding variety of products and services available to festival attendees. There will be opportunities for cosplay and live-action role play, as well as skate ramps and BMX stunt crews. Overall, the goal of this festival is to help encourage people to get involved, and to help make the world a better place...and have fun doing it!

Assignment: Your job will be as follows: Conceive, design, and execute a logo for MADE Summer Music and Arts Festival. The required text for the logo is "MADE Summer Music and Arts Festival" with a subhead of "Make A Difference Everyday." Make sure we can tell that "MADE" means: Make A Difference Everyday. 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 music, fun, and trying to make the world a better place. It should be presented in a professional, interesting and energetic way. We are asking you to be as creative as possible in the time allotted. This is the creative portion of the competition. BE CREATIVE. Show us your absolute best ideas.

Second, you will create a full color Poster. The Poster should announce the festival and what it's all about. It should direct people to their website: www.mademusicandartsfestival.com 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 event. Just a few lines of type will not be acceptable. You must SELL this festival. You must INSPIRE people buy a ticket and attend. All tickets are \$50. Be creative. (And check your spelling)
- Must incorporate the logo
- Must include a visual
- Anything that makes your design REAL or BELIEVABLE. (web address, phone number 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. Poster size is 11" x 17" YOU MUST have a .25" white margin around your poster.

Required copy: See instructions above

Procedure:

1. **Read directions**, look over all materials & evaluation sheet.
2. Sketch 10 thumbnails **EACH** of the logo and Poster **in proportion** and in color. Logo **FIRST**. Poster **SECOND**.
3. Develop your designs for the logo and Poster 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 Poster 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 envelope and raise your hand to turn in your work.

Provided: Evaluation Sheet, Reference artwork & copy

Contestant Number: _____

CREATIVE SKILLS

Judging Sheet

JUDGING

	Max per Section	Points Earned
Thumbnails:	20	
<i>The following areas will be evaluated:</i> Correct number of Thumbnails Strength and variety of ideas Use of color and indication of typography Communicative Strength of thumbnails		
Final Piece	60	
<i>The following areas will be evaluated:</i> Designs Developed from Thumbnails Strength of Idea, Communicative Strength Strength of Color Model (Design and Type) Creative Use of Illustrations/Photos		
Overall Creativity	20	
<i>The following areas will be evaluated:</i> Design solution appropriate to client Design Excellence		
TOTAL	100	

(x 6 for final score)

TOTAL

COMPUTER MECHANICAL 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 25, 2014

Competition Area:	Computer Generated Mechanical
Time:	2.5 hours
Subject:	Ad
Client:	FOIL
Assignment:	Assemble the ad shown using the elements provided
Size:	9.625" x 7"
Colors:	Full color
Assessed Points	100 x 3 (see attached judging sheet for point breakdown)
Procedure:	CAREFULLY view the Ad and all the elements provided to re-create the Ad.

With your Desktop Layout program and using the Ad provided as a guide, SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in white 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!

Materials Provided:	Copy of finished Ad for reference, actual size Images Judging sheet
----------------------------	---

INSTRUCTION SHEET

DO NOT MEASURE THIS. Measure actual size ad.

Place this image.
Crop and scale as indicated.

The Ad size is 9.625" x 7"

Place this logo.
Size and position as shown.

This is a 1 pt. rule line.
Position as shown.

This URL is Helvetica 8 pt. type.
Position, and kern as shown.

These words are Times New Roman
8 pt. type on 8.4 pt. leading.
Kern as shown.

Place this circle and line combo
graphic. Both are 1 pt. Size and
position as shown.
Color is PMS 5405 C

Place this box. Size and position
as shown. Color is PMS 7546 C.
Opacity is set at 80%

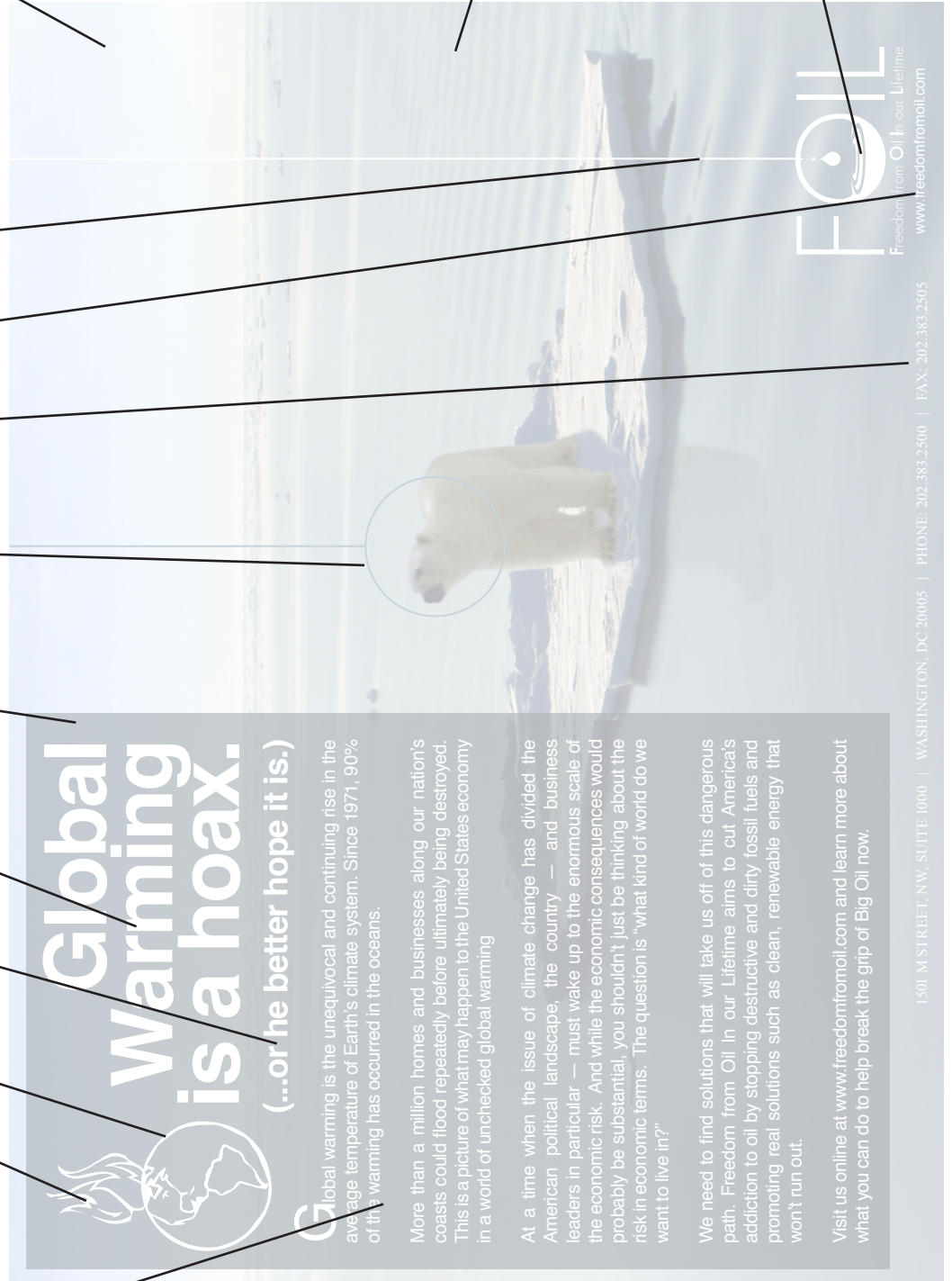
This Headline is Helvetica Bold.
46 pt. type on 36 pt. leading.
Size and position as shown.

This Subhead is Helvetica Bold.
18 pt. type.
Size and position as shown.

Place this image. Size and position
as shown. Color is white.

Place this image. Size and position
as shown. Color is white.

Body copy is 10 pt. Helvetica on 12 pt.
leading. Initial cap is 36 pt. on 12 pt. leading.
Position, and kern as shown.



Global Warming is a hoax.
(...or he better hope it is.)

Global warming is the unequivocal and continuing rise in the average temperature of Earth's climate system. Since 1971, 90% of the warming has occurred in the oceans.

More than a million homes and businesses along our nation's coasts could flood repeatedly before ultimately being destroyed. This is a picture of what may happen to the United States economy in a world of unchecked global warming

At a time when the issue of climate change has divided the American political landscape, the country — and business leaders in particular — must wake up to the enormous scale of the economic risk. And while the economic consequences would probably be substantial, you shouldn't just be thinking about the risk in economic terms. The question is "what kind of world do we want to live in?"

We need to find solutions that will take us off of this dangerous path. Freedom from Oil In our Lifetime aims to cut America's addiction to oil by stopping destructive and dirty fossil fuels and promoting real solutions such as clean, renewable energy that won't run out.

Visit us online at www.freedomfromoil.com and learn more about what you can do to help break the grip of Big Oil now.

FOIL
Freedom from Oil In our Lifetime
www.freedomfromoil.com

1501 M STREET, NW, SUITE 1000 | WASHINGTON, DC 20005 | PHONE: 202.383.2500 | FAX: 202.383.2505



Global Warming is a hoax.

(...or he better hope it is.)

Global warming is the unequivocal and continuing rise in the average temperature of Earth's climate system. Since 1971, 90% of the warming has occurred in the oceans.

More than a million homes and businesses along our nation's coasts could flood repeatedly before ultimately being destroyed. This is a picture of what may happen to the United States economy in a world of unchecked global warming

At a time when the issue of climate change has divided the American political landscape, the country — and business leaders in particular — must wake up to the enormous scale of the economic risk. And while the economic consequences would probably be substantial, you shouldn't just be thinking about the risk in economic terms. The question is "what kind of world do we want to live in?"

We need to find solutions that will take us off of this dangerous path. Freedom from Oil In our Lifetime aims to cut America's addiction to oil by stopping destructive and dirty fossil fuels and promoting real solutions such as clean, renewable energy that won't run out.

Visit us online at www.freedomfromoil.com and learn more about what you can do to help break the grip of Big Oil now.



Freedom from Oil In our Lifetime
www.freedomfromoil.com

1501 M STREET, NW, SUITE 1000 | WASHINGTON, DC 20005 | PHONE: 202.383.2500 | FAX: 202.383.2505

Contestant Number: _____

MECHANICAL

Judging Sheet

JUDGING

	Max per Section	Points Earned
Size:	20	
<i>The following areas will be evaluated:</i> Advertisement Sized Correctly Margins correct		
Typography	40	
<i>The following areas will be evaluated:</i> Headline Body Copy Contact Information Spelling		
Elements	40	
<i>The following areas will be evaluated:</i> Artwork sized correctly Graphic elements sized correctly		
TOTAL	100	

(x 3 for final score)

TOTAL