

SkillsUSA 2012 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.

[Download additional contest files here.](#)

AD

ADVERTISING DESIGN

SKILLSUSA CHAMPIONSHIPS
JUNE 26, 2012

CREATIVE SKILLS



Competition Area: Creative Skills
Time: 4.5 hours
Subject: Logo Design and Magazine Advertisement
Client: GIVE! Get Involved Vote!
Possible Points 600 (see attached judging sheet for point breakdown)

Background: You are an advertising designer and your client is **GIVE!** The name **GIVE!** stands for: Get Involved Vote! This is an organization whose mission is to get young people interested in politics, and to get them to exercise their constitutional right to vote. Remember...2012 is a presidential election year.

Assignment: Your job will be as follows: conceive, design, and execute a logo for **GIVE!** within the allotted time. The required text for the logo is “**GIVE!**” and “**Get Involved Vote!**” The main visual weight of the logo should be the letters “**GIVE!**”...the words: “**Get Involved Vote!**” should be secondary. The logo design may be in full color and must not be a strictly typographic solution (it must incorporate some form of symbol, 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.

IMPORTANT:

The target market of this organization is **YOU**. What do *you* think a design should look like that would catch *your* eye, and make *you* want to see what this is all about? This is aimed at young people 18-24. How can you make appealing? The logo should be presented in a professional, but fun and energetic way. We are asking you to be as creative as possible in the time allotted.

Second, you will create a full color Magazine Advertisement for placement in *Rolling Stone* Magazine. The Ad should announce the **GIVE!** movement, and communicate how important it is for young people to vote. 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. How could they appeal to you, or a person who is not interested in voting? People will not know what **GIVE!** is. You must tell them. Just a few lines of type will not be acceptable. You must **SELL** this idea. **INSPIRE** them. Be creative. (...and check your spelling!) We have given you some info to read about the challenge of getting young people to vote. *Read it.*

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 Ad in 14 pt. Helvetica or similar. 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.

Your Ad design must:

- Incorporate the logo you have created, as well as the elements requested above
- 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 9.875" x 10 1/2"

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 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

Why it's important for young people to vote.

You may be asking yourself, "Why should I bother to vote? Does my vote count? It's not likely that there's going to be a tie and my vote will be the deciding vote. The same people will win whether I vote or not. So why should I vote?" These are good questions, and it is true that the chances of breaking a tie are not good. But there are other reasons to vote and your vote counts in ways you never thought of.

The government doesn't know who you voted for, but they do know whether or not you voted. They track information for statistical purposes to determine how many young people are voting as compared to other age groups. That way politicians know what age groups to target in order to win elections. The fact that you even voted adds one vote to the number of young people who participated.

Old people are the most reliable voters. They have the highest percentage of voters of any age group. And because of that, old people get what they want. If you're running for public office, you better be protecting the interests of old people because old people will vote you out. On the other hand, young people don't vote in large numbers and it's not worth a politician's time to put a lot of effort in courting the young vote. Not that youth isn't important, but if politician A focuses on the young voters and politician B focuses on the old voters, politician B wins, because old people turn out. Turn out is very important because the people who turn out and vote are the ones that rule. If you don't turn out, you lose.

Even registering to vote sends a message. The government collects statistics on what age groups are registered to vote. If you are registered you become a potential voter. When the word gets out that record numbers of young people are registering to vote, politicians will get the message

and will be more interested in what's important to young people. It helps you and young people everywhere if you register to vote.

What kind of difference will it make? Suppose a politician is thinking about a big tax cut for the rich and funding it by cutting school loan programs. They look at the old rich voters who vote and give money as opposed to kids who don't show up and vote. That makes them think about taking your school money and giving it to the fat cats. If an honest politician runs against them supporting education and the future of America, the honest politician loses to the crook and the fat cats. Why? Because you didn't show up to vote.

This world isn't a fair world. If you want to get what you want you have to go out and go after it. You can't count on "them" taking care of you. So if you want to make a difference and be somebody, get registered, and go vote.

The Trends That Suggest Young People Won't Vote in 2012

For many, the 2008 election was the long-awaited return of young adults to the voting booth. But 2008 probably didn't signal a permanent resurgence of the youth vote. In fact, there are good reasons to believe that young people will vote in significantly lower numbers this time around.

It has long been a puzzle why so many young adults do not vote—and why their already low voting rate has generally fallen over the decades. In 1972, 53 percent of 18-to-29-year-olds went to the polls. By 2000, the figure had fallen to just 36 percent, a historic low. (In contrast, the voting rate among people aged 65 or older rose five percentage

points during those years, to 68 percent. There is no doubt that the Obama campaign of 2008 energized the under-30 crowd, boosting their voting rate to 46 percent. But even then, fewer than half of 18-to-29-year-olds went to the polls compared with more than two-thirds of people aged 65 or older, according to the Census Bureau.

So why don't young adults vote? The most likely answer is that young adults do not vote because many are still—in a sense—children, without adult commitments or responsibilities. The data suggest that three factors consistently make a difference in voting rates: money, marriage, and homeownership. Those are the adult commitments that give people a stake in society; to protect and expand their stake, they vote. Take a look at money and voting: The gap in

voter participation between the highest and lowest income groups is a stunning 26 percentage points. For marriage and homeownership, the gaps are 16 to 17 percent.

Recent years have seen Americans in their twenties delay starting careers, getting married, and buying homes—and as the road to adulthood has lengthened, voting rates among the young have generally fallen (the notable exceptions are 2004 and 2008). Now, the bad economy is exacerbating these trends. For the nation's young, the Great Recession has turned money, marriage, and homeownership into an impossible dream.

It's a grim picture, and it almost (but not quite) guarantees that 18-to-29-year-olds will be less likely to vote in 2012 than in 2008.

AD

ADVERTISING DESIGN

SKILLSUSA CHAMPIONSHIPS
JUNE 26, 2012

COMPUTER MECHANICAL



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 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!

When you generate your PDF, please include crops, bleeds and registration marks.

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

INSTRUCTION SHEET

Measure actual size ad.

The Ad size is 9.625" x 7"

Place logo. Size and position as shown.

Place this background image. Size, crop and position as shown.

These words are Times New Roman 7 pt. type on 8.4 pt. leading. Kern as shown.

These 1 pt. rule lines are White and touch the circles as shown. They run from the left of the ad. Size and place as indicated. The circles are also 1 pt. Size and place them as shown.

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

This text is Helvetica 8 pt. type on 9.6 pt. leading, color is white, justified, hyphenation as shown. Set kerning and tracking as shown.

Freedom from Oil in our Lifetime

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

www.freedomfromoil.com

It's a slippery slope.

Americans consume 25 percent of the world's produced oil, yet our nation has less than 3 percent of the world's proven oil reserves. If left unchecked our appetite for oil will continue to grow, and the costs of this dangerous addiction are high. Every year we send billions of dollars overseas, much of it to hostile regimes that do not share America's values. Our addiction to oil puts the entire nation at risk, and leaves our economy vulnerable to price shocks.

Oil is a leading source of smog, particulate matter, and other toxic pollution that contributes to tens of thousands of deaths each year. Our addiction is also the cause of oil spills in our rivers and oceans, poisoning our drinking water sources, polluting our communities and destroying fragile ecosystems.

We need to find solutions that will take our nation off of this dangerous path. Freedom from Oil, our Lifetime aims to cut America's addiction to it by stopping destructive and dirty fossil fuel and promoting real solutions such as smart transportation systems, clean cars, and 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.

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

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

Contestant Number:_____

Creative Skills

Judge's Comments

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

It's a slippery slope.

Americans consume 25 percent of the world's produced oil, yet our nation has less than 3 percent of the world's proven oil reserves. If left unchecked our appetite for oil will continue to grow, and the costs of this dangerous addiction are high. Every year we send billions of dollars overseas, much of it to hostile regimes that do not share America's values. Our addiction to oil puts the entire nation at risk, and leaves our economy vulnerable to price shocks.

Oil is a leading source of smog, particulate matter, and other toxic pollution that contributes to tens of thousands of deaths each year. Our addiction is also the cause of oil spills in our rivers and oceans, poisoning our drinking water sources, polluting our communities and destroying fragile ecosystems.

We need to find solutions that will take our nation 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 smart transportation systems, clean cars, and 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**.

www.freedomfromoil.com

