Advertising Design

CHAIR: Grace Lindman

CO-CHAIR: Nevada Finton-Millis

CONTEST DATE: April 26, 2018

CONTEST LOCATION: Hutchinson Community College, STC Rm 121
Shear Technology Center, Room 121
1300 N Plum Street | Hutchinson, KS 67501

CONTEST TIME: 8:30 am

PURPOSE: To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of advertising design.

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

CLOTHING REQUIREMENT: Unless the contest chair says otherwise, students are required to wear the Official SkillsUSA Kansas T-shirt and blue jeans (no tares, holes, or bagginess) clean and neat with appropriate shoes for contest or Official SkillsUSA white polo shirt with black dress slacks, black socks and black leather shoes.

Official SkillsUSA Kansas T-shirt Attire   Official SkillsUSA white polo attire

CONTEST UPDATES:

Schedule

8:45	Contest Chair Introduction

- **ADV** - Advertising Design – Room STC121
- Turn in résumé to contest chair
- Only contestants are allowed in the contest areas

9:10-9:55	Written test
9:55-10:05	*Mechanical Skills* instructions
10:05-11:05	Mechanical Skills problem
11:05-11:45	Lunch – Room STC210 (Technology Theater)
11:45-12:00	*Creative Skills* instructions
12:00	Creative Skills problem
4:00	Contest ends. All project materials must be turned in to the contest chair.
4:00	Judging begins for all contest areas (closed to advisors, teachers, and students)

Clothing Requirements
Students can wear the official 2017 SkillsUSA Kansas t-shirt and blue jeans (no tears, holes, or bagginess), the SkillsUSA Official Dress, or Business Attire during the contest.   Consult the official rules and regulations pertaining to contest dress in the 2016-17 Technical Standards publication or CD.

Equipment Provided
  Model Name: iMac
  Model Identifier: Retina 5K, 27-inch
  Processor Name: Intel Core i7
  Processor Speed: 4 GHz
  Number of Processors: 8
  Total Number of Cores: 4
  L2 Cache (per Core):   256 KB
  L3 Cache: 8 MB
  Memory: 16 GB

Software may not be installed to computers provided by Hutchinson Community College.

Software:
- Adobe Creative Suite CC (Acrobat Pro, Bridge, Illustrator, InDesign, Photoshop)
- Microsoft Office 2016

Contestants may want to bring a USB drive to transfer files from computer to computer.

Contest Rules
1.	Judges are sole authorities that determine content and procedural violations.
2.	Theme and content must be appropriate for the nature of this contest.
4.	All copyright laws are to be followed.
5.	All entries to the contest must be original creations by the individuals during the contest.

Scope of the Contest
The contest will be divided into three parts:
- General Knowledge test
- Mechanical skills test - re-creation of a developed advertisement
- Creative design challenge

This is a link for the Hutchinson City map:
http://www.hutchchamber.com/map.php

The following is a link to the HCC maps and directions site.
http://www.hutchcc.edu/map

ROOM	CONTEST	
117	(VA)	3D VISUALIZATION AND ANIMATION
118	(TECH)	TECHNICAL COMPUTER APPLICATIONS
121	(ADV)	ADVERTISING DESIGN
126	(WORK)	INTERNETWORKING
131	(WEB)	WEB DESIGN
134	(CMT)	COMPUTER MAINTENANCE TECHNOLOGY

ROOM	DESCRIPTION
205	BREAK ROOM FOR JUDGES
207	CMT TESTING
210	REGISTRATION
210	TECHNOLOGY THEATER
T107	CTEA @ HUTCH H.S. FOR RES WIRING

NORTH

SkillsUSA State Championships
SHEARS TECHNOLOGY CENTER

1300 N PLUM ST.

HUTCHINSON, KS 67501

(VA) 117
(TECH) 118
120
(ADV) 121

NORTH ENTRANCE

WOMEN
MEN

113
112
110
J
111
A B C D
E F G H I
109
108
107
105
104
106

130
(WORK) 126
125
123

EAST ENTRANCE

(WEB) 131
132
(CMT) 134
136

WEST ENTRANCE

BREAK ROOM JUDGES/CHAIRS 205
206
207 (CMT TESTING)
PHONES

REGISTRATION
VENDING
MEN
WOMEN
201
204
OFFICE

NORTH

LUNCH 210
TECHNOLOGY THEATER

SOUTH ENTRANCE

124