SkillsUSA – Region 4 - Advertising Design Contest 2022

The following is the agenda and specifications for the SkillsUSA Advertising Design Contest. Advisors are welcome and encouraged to help with the contest. Please send food and snacks for your kids; they are trying to arrange a working lunch, but just in case.

February 18, 2022

Tarrant County College – Northeast Campus

8:30 am Arrival/Registration

8:45 am Contest Orientation

9:00 am Written Test (as a tie breaker)

9:15 am Official Advertising Design Testing Begins

2:15 pm Testing Complete

3:00 pm Final Checks and Dismissal

CLOTHING (Official)

For Men: Official blazer, jacket or sweater; black dress slacks; white dress shirt; plain black tie with no pattern or SkillsUSA black tie; black socks and black shoes. For Women: Official blazer, jacket or sweater; black dress slacks or knee-length skirt with businesslike white collarless blouse or white blouse with small plain collar that may not extend onto the lapels of the blazer; black sheer or skin-tone seamless hose and lack dress shoes.

EQUIPMENT AND MATERIALS

Computers might be supplied by TCC. If not, you will have to bring your own. Software access needed: Adobe Photoshop, Illustrator and inDesign.

Please bring pencils, paper and any other resources that the student might need. However DIGITAL DEVICES SUCH AS PHONES, SMART WATCHES, ETC. ARE NOT PERMITTED DURING CONTEST. SEARCHING THE INTERNET FOR IDEAS OR EXPLANATIONS ARE STRICTLY PROHIBITED AND WILL RESULT IN IMMEDIATE DISQUALIFICATION. MAKE SURE YOUR STUDENT LEAVES IT WITH YOU OR CHECKS IT IN WITH US AT THE FRONT.

All competitors must create a one-page resume and submit a hard copy to the technical committee chair at orientation. Failure to do so will result in a 10 point penalty.

SCOPE OF CONTEST

The contest consists of two parts;

1. MECHANICAL – This part of the test will take 2 hours to complete.
2. CREATIVE – This part of the test will take 3 hours to complete.

Prompts will not be available until the day of the contest. Written test will not be available until the day of the contest.

If you need more information contact: Kara Powell

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