ADVERTISING DESIGN

CLUSTER: Arts and Communications

PARTICIPATION TYPE: Individual

LEVEL: National Contest

CONTEST TYPE: Skilled and Technical Contest

CONTESTANT LIMIT: 2 per Advisor

CONTESTANT TYPE: High School

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

ADVERTISING DESIGN

This contest tests technical skills and creative aptitude as though contestants worked for an ad agency. In addition to a written test, competitors will recreate a provided advertisement on the computer. Competitors are judged on their accuracy, proficiency with industry software and ability to meet a deadline. Contestants also compete in a creative portion of the competition. The creative portion involves the application of creative thinking and a design challenge. Layout, drawing and illustration skills are used, as well as the ability to create vibrant, effective designs using the computer.

SkillsUSA Competition
Advertising Design