**AREA1**

# Regional Competition Contest Scope/Regulations

**Contest: Advertising Design Competition Date: March 4, 2025**

## Chairperson: Jacquie Landon-Gardner Contest Site: Alfred State Chairpersons email[: jacquie.landon-gardner@rcsdk12.org](mailto:jacquie.landon-gardner@rcsdk12.org)

Please refer to the NYS SkillsUSA Technical Standards

***Email: Mike Ronan if you need information about the contest site***[***. ronanme@alfredstate.edu***](mailto:ronanme@alfredstate.edu)

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| Items Evaluated | Possible Points | Explanation of special rules for Regionals |
| **Professional Knowledge Test** | 40 | Multiple Choice |
| **Thumbnails (Logo)** Required Number of Designs Neatness, Variety  Creativity | 20 | Template paper will be provided (create variety) |
| **Comprehensive (Logo)** Development of Idea from Thumbnails Design Principles, Type, Color Neatness  Creativity  Followed Specifications | 60 | Own Design - No Templates or Browsing the Internet |
| **Comprehensive AD Layout** Design Principles, Type, Color Neatness  Creativity  Followed Specifications | 75 | Copy and images (except logo) will be provided. |
| Clothing Penalty | 5 |  |
| SkillsUSA-Knowledge Test |  | Used as a tie-breaker or included in all scores |
| Required Safety Sign-off Sheet |  | Each competitor must have this form |
| TOTAL POINTS | 200 |  |

***NOTE: NO Rough Drawings for logo or AD. Due to time – the AD reproduction portion of the competition will not be included in the Regional Competition – this will take place at the State competition.***

**Required Equipment-Supplied by Contestant:**

* Computer with software, Passwords, USB port, Flash Drive, (used if files need to be transferred for printing-use Adobe Acrobat-PDF file
* Color Printer (Printer may be shared by 2 students) – Printer available (by Chair) in case of issues
* Letter sized paper, Extension cord, Power strip
* Drawing tools-pencils, erasers for creating thumbnails (template will be provided for thumbnails)

## Required Software for Contestant: Make sure software runs without being connected to network (Due to Licensing)

Page layout - InDesign, Illustrator, Corel Draw (allowed

as page layout)

Drawing - Illustrator, Animate, Flash, Corel Draw, Freehand, other Photo Manipulation - Photoshop, Fireworks, Corel Paint, GIMP, other

## Clothing Description (dress as required for New York State Area I Contest): SkillsUSA attire