SkillsUSA State - Iowa
Updates 3-11-2019

National Requirement: (No Internet Access)
Résumé Requirement – All competitors **must** create a one-page hard copy résumé and submit this to the technical committee chair at the contest orientation. Failure to do so will result in a 10-point penalty. Competitors can bring an résumé to the contest on the day of competition however; the penalty will remain in effect.
Computer – Here is a listing of the contests that require contestants to supply a computer(s) to compete: Advertising Design PC/MAC
Contest Clothing Requirements – The 2017-2018 Technical Standards lists the contest clothing requirements.
Written Test – A test **will** be given on industry terminology.
Advertising Design – Tests technical skills and creative aptitude just as though contestants worked for an ad agency. In addition to a written test, competitors will re-create a given advertisement on the computer. Competitors are judged on their accuracy, proficiency with industry standard software and ability to meet the given deadline. Contestants also compete in a creative portion of the competition. The creative portion involves the application of creative thinking and development of a design problem. Layout, drawing and illustration skills are used, as well as their ability to create vibrant, effective designs using the computer.
Project - Design Problem – Hand drawn concept, hand drawn thumbnails, computer final.
Mechanical Problem - Match-it to printed handout, computer final.
Supplies - Tools needed to produce projects listed above.
Paper, colored pencils, ruler etc.

State Requirement: (No Internet Access)

Résumé Requirement – All competitors **must** bring a one-page hard copy résumé and submit this to the technical committee chair at time of contest. Failure to do so **will** result in a point loss penalty.

Computer – Contestant may bring a computer. Computer will be provided for contestants to use at contest site. iMac with Adobe CC 2017 installed. Generic Login: provided

Contest Clothing Requirements – Professional work clothing required. (Not scored)

Written Test – A test **maybe** given on industry terminology. (Not scored)

Advertising Design Tests technical skills and creative aptitude just as though contestants worked for an ad agency. In addition to a written test, competitors will re-create a given advertisement on the computer. Competitors are judged on their accuracy, proficiency with industry standard software and ability to meet the given deadline. Contestants also compete in a creative portion of the competition. The creative portion involves the application of creative thinking and development of a design problem. Layout, drawing and illustration skills are used, as well as their ability to create vibrant, effective designs using the computer.

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