



PIN DESIGN



SkillsUSA Championships Technical Standards

PURPOSE

To evaluate a competitor's creative, technical, and oral presentation skills and to recognize students for excellence and professionalism.

First, download and review the General Regulations at updates.skillsusa.org.

ELIGIBILITY

Open to active SkillsUSA members. Each state may send one middle school, one high school, and one college/postsecondary competitor.

CLOTHING REQUIREMENTS

Competitors may choose between either Class A or Class E clothing as described below.

Class A: SkillsUSA Official Attire

- Official SkillsUSA red blazer or official SkillsUSA red jacket
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), white shirt (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer, sweater, windbreaker or jacket
- Black dress slacks or black dress skirt (knee-length at minimum)
- Black closed-toe dress shoes

Note: The official SkillsUSA windbreaker, sweater and black Carhartt jacket are no longer available for purchase in the SkillsUSA Store. However, these clothing items are grandfathered in as previous official SkillsUSA clothing and can be worn in SkillsUSA competitions as directed in this document.

OR:

Class E: Competition Specific — Business Casual

- Official SkillsUSA white polo shirt
- Black dress slacks or black dress skirt (knee-length minimum)
- Black closed-toe dress shoes

Note: Wearing socks or hose is not required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

These regulations refer to SkillsUSA Championships Clothing Classifications that are pictured and described at [skillsusa.org](https://skillsusa.org/skillsusa-store). If you have questions about competition uniforms, call the SkillsUSA Store at 888-501-2183.

Note: Competitors must wear their official competition clothing to the competition orientation.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
 - a. Minimum 28" by 28" table space for each display
 - b. Timekeeper
2. Supplied by the competitor:
 - a. 8.5" by 11" rendering of pin design
 - 1.) Must follow "Competition Guidelines", including attribution for fair use, proof of creative commons content, and/or compliance to copyright law.
 - b. Tabletop display to promote the pin design to the public.
 - 1.) Means of presentation: computer, tablet, notebook, poster, or other media of the competitor's choice, if applicable.
 - c. All competitors must create and submit online a one-page single sided resume. See "Online Submission Requirements" below for guidelines.

Note: All national competitors must also check for competition-specific updates and/or competitor preparation instructions on the SkillsUSA website at updates.skillsusa.org.

PROHIBITED DEVICES

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are **NOT** allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

Penalties for Prohibited Devices

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review by the Director of the SkillsUSA Championships. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

ONLINE SUBMISSION REQUIREMENTS

All SkillsUSA national competitors must submit their one-page single sided resume online. The deadline and link for online submissions will be published on updates.skillsusa.org.

Failure to submit any of the required online submission documents listed below by the established deadline will result in a 10-point penalty for each missing document. File(s) must open directly as a PDF file without additional software/application and/or permission status.

1. One-page single sided resume

Your submission must be saved as PDF file type using the file name format of “Your Last Name_Your First Name_Resume.” For example, “Amanda Smith” would save the individual PDF submissions file as:

- Smith_Amanda_Resume

OBSERVER RULE

The technical committee reserves the right to allow or prohibit observers into competition area(s). If allowed, no observer may enter or exit the competition area while a competitor is presenting. Observers are not allowed to talk to or make gestures to competitors. No videotaping or photography is allowed during the competition. All phones and electronic devices must be silenced and put away. The competition staff reserves the right to request any observer to leave if they are perceived as a distraction.

SCOPE OF THE COMPETITION

KNOWLEDGE PERFORMANCE

There is no general knowledge test required in this competition. Competitors are required to take the SkillsUSA Professional Development Test.

SKILL PERFORMANCE

The competition is designed to assess the competitor's ability to design and produce a trading pin concept for their state SkillsUSA association. In addition, competitors must create an informative, educational, and promotional tabletop display and deliver a presentation regarding all aspects of their pin design.

COMPETITION GUIDELINES

1. Competition orientation
 - a. Competitors will be assigned appointment times. Appointments may be randomly pre-assigned by the technical committee or drawn during the competition.
 - b. A copy of the single 8.5” by 11” page of the pin design must be turned in at the competition orientation.
2. Pin design

- a. All entries should be submitted on a single 8.5" by 11" page and must include two identical and readable sizes of the pin design.
 - 1.) The purpose of the enlargement size is to show greater detail. The largest dimension must be either 7" wide and/or 7" tall.
 - 2.) The purpose of the production size is to show the actual pin size. The largest dimension must be either 1 1/2" wide and/or 1 1/2" tall.
 - 3.) A penalty of five (5) points will be assessed for every 1/4" over or under on the enlargement size and five (5) points for every 1/8" over or under on the production size.
 - b. All entries must be rendered in color. Preferably, entries will be created using computer design software. Entries may also be hand-drawn, painted, or rendered in colored pencils or markers.
 - c. Wording on the pin must reference the name of the state, the year, and SkillsUSA.
 - d. The name SkillsUSA must be used, and the proper spelling must be as shown (SkillsUSA is one word; accurate use of capitalization is required to comply with brand standards.) Learn more about SkillsUSA's brand guide at: skillsusa.org/resources/brand-resources/
 - e. The SkillsUSA emblem or SkillsUSA logo (or elements of either) should not appear on the pin or display.
 - f. The design must be the original concept of the competitor. Use of the competitors' own original photos, drawings, or digital art is highly recommended. Designs may be constructed of lesser amounts of Creative Commons licensed material, material in the public domain, or commercial stock images. These materials must be accompanied by proof of license and must provide attribution to credit the originator. Designs that violate copyright laws are subject to disqualification.
3. Display space
- a. A table space, no larger than 28" by 28", will be provided for competitors to promote the design to the public.
 - b. The display should be no taller than 48" from the tabletop. The entry submitted for judging will also be in this space. The display can be used in the presentation.
 - c. Displays should be informative and educational and must also be crafted independently by the competitor. Decorative items and craft supplies such as stickers, lettering, etc., are permitted in the display. Displays may not include hazardous or flammable materials or generate noise.
 - d. The display must be set up by the time listed in the conference schedule and remain up until the competition debriefing. Advisors are not permitted to set up displays.
 - e. Displays will be judged on:
 - 1.) Neatness
 - 2.) Overall aesthetic appeal
 - 3.) Informative/educational value
 - 4.) Cohesiveness
 - 5.) Grammar/spelling
 - 6.) Size

- 7.) Originality and creativity
- 8.) Overall effort
- 4. Presentation
 - a. Competitors will deliver a five (5) to seven (7) minute presentation and question/answer session regarding their design.
 - b. After the presentation, the judges will ask questions related to pin design, SkillsUSA, production process, professional development, workplace, technical, and leadership skills. A question/answer session regarding their design will be given a maximum of three (3) minutes.
 - c. Note: The maximum time allowed for presentation and interview is 10 minutes. No extra time will be given if the oral presentation does not leave time for the question/answer session.
 - d. Competitors are encouraged to memorize their presentation and use their display or visual aid only for quick reference.
 - e. Competitors should have good eye contact and a good rapport with the judges.
 - f. Strong presentations have a commanding introduction, a series of strong supporting points, and a conclusion which summarizes the topic.
 - g. Talking points should include:
 - 1.) How the competitor produced the concept
 - 2.) The process in which the competitor designed the pin
 - 3.) Why the competitor feels it represents their state
 - 4.) What its unique qualities are
 - 5.) Why the pin would be desirable to wear, collect, or trade at the National Leadership and Skills Conference
 - h. Electronic devices should *only* be present in the competition area if used as part of the presentation.

STANDARDS AND COMPETENCIES

PD 1.0 — Plan, develop, and create an effective project.

- 1.1. Brainstorm project ideas following a problem-solving process.
- 1.2. Break down project and task with timelines.
- 1.3. Identify resources and standards for completing project.
- 1.4. Anticipate and plan for possible obstacles and setbacks.
- 1.5. Establish work priorities.
- 1.6. Employ technology to solve problems.
- 1.7. Overcome barriers and roadblocks.
- 1.8. Evaluate the finished project and make appropriate modifications.

PD 2.0 — Understand general design industry terminology and concepts.

- 2.1 Define, explain and describe various concepts related to typography, elements of design, digital images, artwork and the printing process.

PD 3.0 — Demonstrate mechanical skills by creating a design on the computer within a specified amount of time.

- 3.1 Recall understanding and skills necessary to prepare art electronically.
 - 1.1.1 Implement correct size and orientation of design.
 - 1.1.2 Recall knowledge and appropriate use of industry standard hardware and software.
 - 1.1.3 Implement correct size and placement of elements.
 - 1.1.4 Implement correct use of typography.
 - 1.1.5 Implement assignment of proper color to elements.

PD 4.0 — Administer creative skills by solving a graphic design problem relevant to the skill set required for the design industry.

- 4.1 Apply understanding and skills necessary to create a variety of thumbnails and ideas for a given design problem.
 - 4.1.1 Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee.
 - 4.1.2 Implement media (markers, color pencils, etc.) in the creation of thumbnails.
 - 4.1.3 Demonstrate professional presentation and technical execution of thumbnails.
- 4.2 Apply understanding and skills necessary to create roughs developed from thumbnails for the given design problem.
 - 4.2.1 Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee.
 - 4.2.2 Exhibit the development of ideas from the thumbnail stage.
 - 4.2.3 Implement media (markers, color pencils, etc.) in the creation of roughs.
 - 4.2.4 Demonstrate professional presentation and technical execution of roughs.
- 4.3 Administer industry standard hardware and software in the creation of the project.
 - 4.3.1 Implement correct size and format for the competition's comprehensive design.
 - 4.3.2 Exhibit the development of ideas from the rough stage.
 - 4.3.3 Implement clip art, original art and designs in the creation of the comprehensive.
 - 4.3.4 Demonstrate professional presentation and technical execution of the comprehensive.

PD 5.0 — Create and deliver a professional presentation in a simulated customer situation.

- 5.1 Acknowledge and be present with customers.
- 5.2 Communicate professionally with technical knowledge.
- 5.3 Choose an appropriate mode of communication.
- 5.4 Write and speak effectively.
- 5.5 Use appropriate body language.
- 5.6 Check for understanding when articulating complex issues.
- 5.7 Practice active listening skills.
- 5.8 Manage presentation time limits.
- 5.9 Articulate knowledge and understanding of SkillsUSA Framework and how the Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics are applicable to the project.

PD 6.0 — SkillsUSA Framework

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. For more, visit:

www.skillsusa.org/who-we-are/skillsusa-framework/.

COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

Math Skills

- Use fractions to solve practical problems.
- Use proportions and ratios to solve practical problems.
- Simplify numerical expressions.
- Solve practical problems involving percentages.
- Solve single variable algebraic expressions.
- Solve multiple variable algebraic expressions.
- Measure angles.
- Find surface area and perimeter of two-dimensional objects.
- Find volume and surface area of three-dimensional objects.
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures.
- Construct three-dimensional models.
- Solve problems using proportions, formulas and functions.
- Take measurements with a ruler.

Language Arts Skills

- Analyze mass media messages.
- Demonstrate comprehension of a variety of informational texts.
- Use print, electronic databases and online resources to access information in books and articles.
- Demonstrate narrative writing.
- Demonstrate expository writing.
- Demonstrate persuasive writing.
- Demonstrate informational writing.
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing.

CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Numbers and operations
- Algebra
- Geometry
- Measurement
- Data analysis and probability
- Problem-solving
- Communication
- Connections
- Representation

Source: NCTM Principles and Standards for School Mathematics. For more information, visit: www.nctm.org.

Language Arts Standards

- Students read a wide range of print and nonprint texts to build an understanding of texts, of themselves and of the cultures of the United States and the world; to acquire new information; to respond to the needs and demands of society and the workplace; and for personal fulfillment. Among these texts are fiction and nonfiction, classic and contemporary works.
- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics).
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts.
- Students conduct research on issues and interests by generating ideas and questions and by posing problems. They gather, evaluate and synthesize data from a variety of sources (e.g., print and nonprint texts, artifacts, people) to communicate their discoveries in ways that suit their purpose and audience.
- Students use a variety of technological and information resources (e.g., libraries, databases, computer networks and video) to gather and synthesize information and to create and communicate knowledge.
- Students participate as knowledgeable, reflective, creative and critical members of a variety of literacy communities.
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

Source: IRA/NCTE Standards for the English Language Arts. To view the standards, visit: www.ncte.org/standards.