

SkillsUSA Events for

Design and Visual Communications

Scroll down for Contest Quick Guides

- Advertising Design
- Photography
- Promotional Bulletin Board

***FOR FULL CONTEST OUTLINES, PLEASE REFER TO THE STATE OR NATIONAL STANDARDS.**

***NATIONAL STANDARDS CAN ONLY BE ACCESSED BY INSTRUCTORS WHO HAVE A CURRENT PROFESSIONAL MEMBERSHIP.**

Contest Name:	Advertising Design
Shop Alignment:	Design and Visual Communications
Eligibility:	All Students
Contest Type:	Individual
In-House Competition:	YES
District Event:	YES—written test
State Event:	YES—skill based
National Event:	YES—written, interview, and skill components

FOR FULL CONTEST OUTLINES, PLEASE SEE YOUR SHOP INSTRUCTOR OR SKILLS ADVISOR.

Official Contest Description:

This event “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.”

Source: “Contest Descriptions.” SkillsUSA, www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/.

Contest Name:	Photography
Shop Alignment:	Design and Visual Communications
Eligibility:	All Students
Contest Type:	Individual
In-House Competition:	YES
District Event:	YES—written test
State Event:	YES—skill based
National Event:	YES—written, interview, and skill components

FOR FULL CONTEST OUTLINES, PLEASE SEE YOUR SHOP INSTRUCTOR OR SKILLS ADVISOR.

Official Contest Description:

“Contestants are put through a series of real-world photographic scenarios and are judged on their overall mastery of the following skills: understanding the features of today’s digital SLR or mirrorless cameras, field assignment, producing a contact sheet, producing a composited digital fine art piece from their field assignment, 50 question written test, portrait/commercial studio using strobes, troubleshooting common photo errors, print competition, and job interview.”

Source: “Contest Descriptions.” SkillsUSA, www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/.

Contest Name:	Promotional Bulletin Board
Shop Alignment:	Design and Visual Communications and Marketing
Eligibility:	All Students
Contest Type:	Team of 3 students
In-House Competition:	No
District Event:	No
State Event:	YES—display and interview
National Event:	YES—written, interview, and skill components

FOR FULL CONTEST OUTLINES, PLEASE SEE YOUR SHOP INSTRUCTOR OR SKILLS ADVISOR.

Official Contest Description:

This contest “judges bulletin board displays created by SkillsUSA chapters based on the annual SkillsUSA theme. The bulletin boards promote SkillsUSA, career and technical education in general, and related occupational information. An accompanying notebook documents the development and construction of the bulletin board. An oral presentation explains the process, purpose and educational value.”

Source: “Contest Descriptions.” SkillsUSA, www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/.