

## SkillsUSA Maryland / 2024 State Championship

### 2024 ADVERTISING DESIGN UPDATE (4/1/24)

[Scott Price, Chairperson](#)

It's almost time to let your creativity and sharpened skills loose at the SkillsUSA Maryland State Conference. This year's competition will focus on preparing you for success in your future design career and how to best harness your abilities at the National Leadership and Skills Conference in Atlanta.

[Please click here to review the national technical standards for Advertising Design.](#) Below are the modifications for the state competition.

#### EQUIPMENT AND MATERIALS

You will need the following:

- a. Computer (1) of choice – see 2024 Technical Standards description
- d. Assortment of graphite pencils
- e. Colored pencils and/or markers
- f. Fine-point black markers (e.g., Sharpie)
- g. Paper that is appropriate to the medium in which the student will be working (e.g., letter, legal or tabloid size pad)
- h. Triangle, compass or French curve as needed by student for drawing purposes
- i. A ruler at least 12" long
- m. Erasers
- n. Students may bring with them whatever items they feel they need to visually express their creative ideas

#### COMPETITION GUIDELINES

Students will perform the following:

2. The second part of the competition presents competitors with a design challenge to complete in the time allotted. All three stages of the creative process must be followed: thumbnails, roughs, and the comprehensive stage. Competitors will create their design solutions both by hand and on the computer.
3. The theme, size, product, and number of colors will be standardized.
4. Competitors will be allowed to use only the reference materials supplied by the technical committee.

#### JUDGING

You will be equally judged on the technical skills and creativity demonstrated in three primary areas:

- Thumbnails
- Rough drafts
- Comprehensive Design