



SkillsUSA

ADVERTISING DESIGN

2026

State Contest Update #2 (3/26/26)

General Introduction and Welcome

We are excited to welcome all student contestants to the SkillUSA Maryland State Advertising Design Competition! We look forward to meeting each of you and seeing the creativity, innovation, and skill you bring to this event. This competition is a wonderful opportunity to showcase your talents, challenge yourself, and connect with others who share your passion for design. Below you will find important information regarding the general competition structure, timeline, as well as materials you will need to bring, and what will be provided for you at the competition See you soon and best of luck!

Competition Structure and Timeline

7:30- 8:30	Sign in/Set up
8:30-1:00	Collection of Resumes/ Dress attire check (According to the rubric) Begin Contest Sequence of the Competition Sketch 3 or more color logo thumbnails Color Pencils provided Create a Logo on a computer and save it as a PDF THEN Move on to the AD Design Sketch 3 or more Ad thumbnails (should include your LOGO) 1 Rough Drawing (This is used to plan your layout) Design the Ad in Illustrator, InDesign, Photoshop, or another computer program Save or export both the Ad and the logo as a PDF and Print with printer's marks SAVE ON THE PROVIDED USB AND SUBMIT ALL Materials

	<p>Materials submitted:</p> <ul style="list-style-type: none">● Thumbnails<ul style="list-style-type: none">○ Logo Thumbnails○ Advertisement Thumbnails● Advertisement Roughs● Final comprehensive (digital) AS A PDF ON USB PROVIDED
--	--

Materials you need to bring:

Computer

Keyboard

Mouse

USB Drive

Professional Attire: White Shirt, Black Pants, Black Shoes

3 Resumes

Materials Provided:

Colored Pencils

Paper

USB that has resource files

Rubric:

Type	Skill Description		MAX Score
Standard	CREATIVE SKILLS – 700 POINTS		
Standard	1. Creative Process Development – 200 Points		
Standard	Category	Description	Points
Standard	Thumbnails (Ideation)	Quantity, variety, exploration of ideas, scaling, and concept diversity	75
Standard	Rough Development	Clear refinement of one idea, improved layout and structure	75
Standard	Process Progression	Demonstrates logical development from thumbnail → rough → final	50
Standard	2. Design Principles & Creativity – 300 Points		
Standard	Category	Description	Points
Standard	Use of Design Principles	Effective use of contrast, balance, alignment, repetition, proximity, hierarchy	100
Standard	Creativity & Originality	Unique concept, engaging storytelling, strong visual idea	80
Standard	Visual Communication	Clarity of message, audience targeting, emotional/visual impact	60
Standard	Typography as Design	Creative and purposeful use of type in the concept	30
Standard	Color & Visual Harmony	Color choices enhance mood, readability, and theme	30
Standard	3. Final Execution (Comprehensive) – 200 Points		
Standard	Category	Description	Points
Standard	Final Design	Clean, polished, industry-quality final design	100
Standard	Technical Execution	Proper integration of images,	100

	(Creative)	typography, and layout in final piece	
Standard	MECHANICAL SKILLS – 300 POINTS		
Standard	Category	Description	Points
Standard	Layout Accuracy	Correct size, orientation, margins, alignment, spacing, and grid structure	75
Standard	Typography Execution	Font selection, size, kerning, leading, tracking, hierarchy accuracy	60
Standard	Element Placement	Precise positioning of images, text, and graphic elements	50
Standard	Color Accuracy	Correct color matching, use of CMYK, consistency across design	40
Standard	Software & Tool Proficiency	Effective use of industry software (layers, tools, file setup)	40
Standard	File Preparation & Export	Proper file setup, naming, resolution, PDF export quality	35
Standard	SkillsUSA Professional Development Test	25	25
Penalty	Clothing Penalty	White Shirt, Black Pants, Black Shoes	-10
Penalty	Resume Penalty	Submit 3 completed Resume	-10
Tie Breaker	Creative Skills	1	1
Tie Breaker	Mechanical Skills	1	1