



SkillsUSA

ADVERTISING DESIGN

2026 State Competition Update (3/24/26)

General Introduction and Welcome

We are excited to welcome all student contestants to the SkillsUSA 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 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

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

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| | <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 |
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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