

SkillsUSA 2015 Contest Projects

Advertising Design

Click the “Print this Section” button above to automatically print the specifications for this contest. Make sure your printer is turned on before pressing the button.

AD

ADVERTISING DESIGN

SKILLSUSA CHAMPIONSHIPS
JUNE 25, 2015

CREATIVE SKILLS



Competition Area: Creative Skills
Time: 5 hours
Subject: Logo Design and Menu Design
Client: The Menagerie Restaurant at the Louisville Zoo
Possible Points 600 (see attached judging sheet for point breakdown)

Background: You are an advertising designer and your client is The Menagerie Restaurant at the Louisville Zoo. You will be designing their logo and menu. This is a NEW, fun, family-friendly restaurant that showcases the best that the zoo has to offer.

Here is the definition of Menagerie: *A menagerie is a collection of captive animals, frequently exotic, kept for display; or the place where such a collection is kept, a precursor to the modern zoological garden. The term was first used in seventeenth century France in reference to the management of household or domestic stock.*

Assignment: Your job will be as follows: Conceive, design, and execute a logo for The Menagerie Restaurant at the Louisville Zoo. The required text for the logo is “The Menagerie Restaurant” with a subhead of “at the Louisville Zoo.” The logo design may be in full color and must not be a strictly typographic solution (it must incorporate some form of a graphic or illustration). Your logo design for this part can be any shape or size, but for the purposes of this competition, your thumbnails should fit in at least a 3" square. Your logo thumbnails should be NO LARGER than 4". Please remember, this DOES NOT mean that your logo should be square. If you choose to do a rectangular or oval-shaped logo, you should adjust the size of your logo thumbnails accordingly. Above all, PACE YOURSELF. Do not spend too much time on your thumbnails. The logo should represent the idea of a zoo-themed, family-friendly restaurant. It should be presented in a professional, interesting and energetic way. We are asking you to be as creative as possible in the time allotted. This is the creative portion of the competition. BE CREATIVE. Show us your absolute best ideas.

Second, you will create a full color Menu. The Menu will list all of the items given to you in the text file. Include these things in your design:

- Must include an eye catching, attention grabbing design
- Must include menu copy, formatted consistently and professionally. It must be easy to read and navigate, and must display a clear visual hierarchy.
- Must incorporate the logo
- Must include visuals
- Anything that makes your design REAL or BELIEVABLE. (web address, phone number etc.)

Keep an eye on the time. **PACE YOURSELF!** The key to all of this is to finish in the time allotted.

Color: Full-color

Size: See instructions above for logo guidelines. Menu size is 11" x 17", single-sided. YOU MUST have a .25" white margin

Required copy: See instructions above

Procedure:

1. **Read directions**, look over all materials & evaluation sheet.
2. Sketch 10 thumbnails **EACH** of the logo and menu **in proportion** and in color. Logo **FIRST**. Menu **SECOND**.
3. Develop your designs for the logo and menu in proportion and in color from your thumbnails on the computer.
4. Create a PDF of the final version of your logo **BY ITSELF**. It should fit within a 5" x 5" box, (but it doesn't have to be square.) Save it as your contestant number + the word "logo" If created in Photoshop, keep the resolution 250 dpi. Type set your Contestant Number in the upper right corner of the logo in 10 pt. Helvetica or equivalent. Save as a PDF
5. Create 1 full-size, final of the menu on the computer which has your logo incorporated into it.
6. Proof on the screen! Create a PDF
7. Copy to jump drive, place all your elements back in the envelope and raise your hand to turn in your work.

Provided: Evaluation Sheet, Reference artwork & copy

Contestant Number: _____

CREATIVE SKILLS

Judging Sheet

JUDGING

	Max per Section	Points Earned
Thumbnails:	20	
<i>The following areas will be evaluated:</i> Correct number of Thumbnails Strength and variety of ideas Use of color and indication of typography Communicative Strength of thumbnails		
Final Piece	60	
<i>The following areas will be evaluated:</i> Designs Developed from Thumbnails Strength of Idea, Communicative Strength Strength of Color Model (Design and Type) Creative Use of Illustrations/Photos		
Overall Creativity	20	
<i>The following areas will be evaluated:</i> Design solution appropriate to client Design Excellence		
TOTAL	100	

(x 6 for final score)

TOTAL

COMPUTER MECHANICAL ADVERTISING DESIGN

S K I L L S U S A C H A M P I O N S H I P S
J U N E 2 5 , 2 0 1 5

Competition Area:	Computer Generated Mechanical
Time:	2 hours
Subject:	Ad
Client:	Tap in NOW
Assignment:	Assemble the ad shown using the elements provided
Size:	7.5" x 9.75"
Colors:	Full color
Assessed Points	100 x 3 (see attached judging sheet for point breakdown)
Procedure:	CAREFULLY view the Ad and all the elements provided to re-create the Ad.

NOTE: Some text is provided, some you will have to type in yourself.

With your Desktop Layout program and using the Ad provided as a guide, SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in white 20 pt. Helvetica. Type in ALL of the text. Use your spell check utility to make sure your text is accurate. Using your RULER, transfer the measurements from your sample ad to your computer generated mechanical for placement of elements such as rule lines, border, type and image placement. You will import the images from the "SKILLS CONTEST" folder on your hard drive. Assign colors as indicated. Pay close attention to the instructions, DO NOT PANIC...you can do this in the time allotted. PACE YOURSELF using your evaluation sheet as a guide...be aware of how the points are assigned. SAVE OFTEN!

Materials Provided:	Copy of finished Ad for reference, actual size Images Judging sheet
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INSTRUCTION SHEET

DO NOT MEASURE THIS. Measure actual size ad.

The Ad size is 7.5" x 9.75"

Place this image.
Crop and scale as indicated.

Place this logo.
Size and position as shown.

This is a 2 pt. rule line
that surrounds the ad.
PMS 300

This Headline is Helvetica Bold.
46 pt. type on 36 pt. leading.
Baseline shift is 5

This Subhead is Helvetica Bold.
18 pt. type on 18 pt. leading.
Size and position as shown.

Body copy is 10 pt. Helvetica on 12 pt.
leading, tracking is -25. Note: Initial numbers
are BOLD and UNDERLINED. Position, and
kern as shown.

Place this box. Size and position
as shown. Color is PMS 300 C.
Opacity is set at 80%

Place this image.
Crop and scale as indicated.

5 Reasons to Drop the Bottle

Why Bottled Water is Bad for You and the Planet

There was a time when it was cool to have bottled water. But, like all passing fads, we've realized that there is a better way.

According to the Earth Policy Institute, in 1976, Americans drank an average of 1.6 gallons of bottled water per year. That number has risen to 30 gallons per year today. This massive increase of portable water comes with a hefty price tag – both economically and environmentally.

There are a lot of issues with bottled water – the environment, your wallet, the waste...let's take a look at 5 of them:

- 1 Bottled water is about 10,000 times more expensive than tap water.
- 2 The production of bottled water containers requires millions of barrels of oil per year. The transportation of those bottles releases thousands of tonnes of CO2 into the atmosphere. American purchase 29 billion bottles of water every year, which requires 17 million barrels of oil to produce them.
- 3 According to a 2010 report of the World Wide Fund for Nature, roughly 1.5 million tons of plastic are expended in the bottling of 89 billion liters of water each year.
- 4 Bottled water isn't always as safe as tap water. The NRDC conducted a four-year study of the bottled water industry and that roughly 22 percent of the water tested contained contaminant levels that exceeded strict state health limits.
- 5 Think recycling is the solution? Think again. According to the NRDC, the recycling rate for those 29 billion bottles of water mentioned early is very low; only about 13 percent end up in the recycling bin. In 2014, roughly 2.5 million tons of water bottles ended up in U.S. landfills. Plastic bottles take centuries to decompose and if they are incinerated, toxic byproducts, such as chlorine gas and ash containing heavy metals, are released into the atmosphere.

So there you have it – 5 of the countless reasons why bottled water is ridiculous, nonsensical, and one of the greatest marketing ploys ever to be conceived. Drink the water from your tap: it's cheap, it's safe, and there's much less of an impact on our environment.

A message from Tap in Now
Phone: 202.383.2500 | Fax: 202.383.2505
www.tapinnow.org

Place this image. Size and position
as shown.

These words are Times New Roman
8 pt. type on 9.6 pt. leading.
Kern as shown.

This URL is Helvetica 8 pt. type.
Position, and kern as shown.

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A message from Tap in Now
Phone: 202.383.2500 | Fax: 202.383.2505
www.tapinnow.org

Contestant Number: _____

MECHANICAL

Judging Sheet

JUDGING

	Max per Section	Points Earned
Size:	20	
<i>The following areas will be evaluated:</i> Advertisement Sized Correctly Margins correct		
Typography	40	
<i>The following areas will be evaluated:</i> Headline Body Copy Contact Information Spelling		
Elements	40	
<i>The following areas will be evaluated:</i> Artwork sized correctly Graphic elements sized correctly		
TOTAL	100	

(x 3 for final score)

TOTAL

Contestant Number:_____

Creative Skills

Judge's Comments

[illegible]