

FLORIDA SKILLSUSA

ADVERTISING DESIGN

CHAMPIONSHIP

2015



CREATIVE SKILLS

Competition Area: Creative Skills

Time: 3 hours

Subject: Logo Design and Magazine and Poster Design

Client: S.E.A.R.C.H.

Possible Points: 600 (see attached judging sheet for point breakdown)

Background: You are an advertising designer and your client is S.E.A.R.C.H. The organization S.E.A.R.C.H. is an organization whose goal is to be a resource to help get people involved and make a difference in the world. S.E.A.R.C.H. stands for: Save the Earth, Animals, Resources, Climate and Habitats.

S.E.A.R.C.H. is positioning itself to be THE go-to organization for people to get information about the issues they cover. They target a wide range of people. They have an education outreach program for elementary through high school age students. In addition, they are in the process of creating clubs and organizations at major colleges and universities across the country. S.E.A.R.C.H. also has partnerships with business and industry. The goal of these partnerships is to help educate businesses with best practices information. Overall, S.E.A.R.C.H. wants to help encourage people and industry to get involved, and to help make the world a better place.

Assignment: **Your job will be as follows:** Conceive, design, and execute a logo for S.E.A.R.C.H. First, create a logo for the organization within the allotted time. The required text for the logo is “S.E.A.R.C.H.” with a subhead of Save the Earth, Animals, Resources, Climate and Habitats. 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 company that is trying to make the world a better place. It should be presented in a professional, interesting and energetic way. It should communicate instantly what they do. To this end, we are asking you to be as creative as possible in the time allotted. You will notice that we DID NOT supply you with a slogan or tag-line. You are free to come up with one. This is the creative portion of the competition. BE CREATIVE—Show us your absolute best ideas.

Secondly, you will create a full color Poster, appropriate for printing on a press. The Poster should announce S.E.A.R.C.H. and what they do. It should direct people to their website: www.searchforabetterfuture.com for more information.

Include these things in your design:

- Must include an eye catching, attention grabbing & clever headline
- Must include body copy. NOTE: We are not supplying this. You MUST WRITE something descriptive and tantalizing. This is a NEW organization. People will not know what S.E.A.R.C.H. is. You must tell them. Just a few lines of type will not be acceptable. You must SELL this service. You must INSPIRE people to get involved. Be creative. (Check your spelling, it does count)
- Must incorporate the logo
- Must include the tag line or slogan copy you have come up with.
- Must include a visual (you may use any of the photos provided, or you may create your own graphic)
- 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 on previous page for logo guidelines.

Poster size is 11" x 17." We will be printing a REDUCED size copy to fit on 8.5" x 11" paper. PLEASE PUT A RULE BOX around your poster to facilitate the judging process.

Required Copy: See instructions on previous page.

- Procedure:**
1. Read directions, look over all materials & evaluation sheet.
 2. Sketch 10 thumbnails of the logo and 10 thumbnails of the poster, in proportion and in color. Logo FIRST. Poster SECOND.
 3. Develop your designs for the logo and Poster 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 300 ppi. 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 Poster 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.

MECHANICAL SKILLS

Recreate exactly the business card shown below, and prepare for printing on a press.

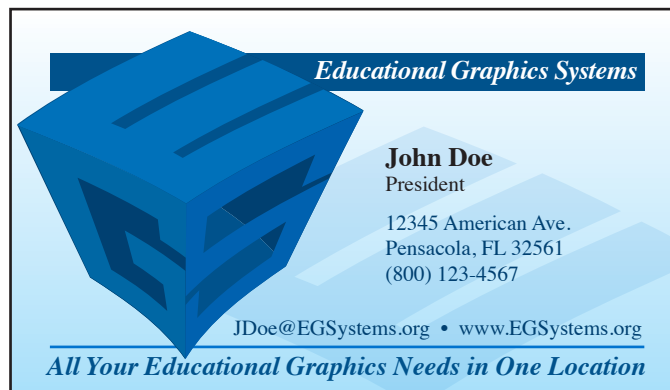
Size: Standard business card

Color: CMYK. Match the colors from the logo and sample, as closely as possible.

Font: Use only Times, or similar.

Supplied: Logo only. All other elements must be created by the artist.

File: You may create this in the application of your choice, but take care that the final version be properly set up for printing on a press, in full color. Save it as your contestant number + the word "business card."



Contestant Number: _____

CREATIVE SKILLS

Judging Sheet

JUDGING

	Max per Section	Points Earned
Thumbnails: <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	20	
Final Piece <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	60	
Overall Creativity <i>The following areas will be evaluated:</i> Design solution appropriate to client Design Excellence	20	
TOTAL	100	

(x 6 for final score)

TOTAL

Contestant Number: _____

MECHANICAL Judging Sheet

JUDGING

	Max per Section	Points Earned
Size:	20	
<i>The following areas will be evaluated:</i> Is the Business Card the correct size?		
Formatting	40	
Is the final file in the correct color format for press printing? Will the final file be fully accessible to all audiences, including graphics and fonts, no matter the platform (Windows/Mac)? If using a resolution dependent file format, has the proper resolution been accounted for?		
Elements	40	
Are all elements in place, correctly spelled and sized? Are font sizes and colors correct? Are all graphic elements the correct size, and placed correctly?		
TOTAL	100	

(x 3 for final score)

TOTAL

Contestant Number: _____

OVERALL GRADES

Judging Sheet

JUDGING		Please use this column for notes only
Creative Skills Total Brought Forward		
Mechanical Skills Brought Forward		
Written Exam Total		
Points Sub Total		
Deductions		
15 Point Resume deduction (if none) <i>(other resume deductions may apply, at judges' discretion)</i>		
20 Point Clothing deduction		
Grand Total		

Additional Comments:
