Promotional Poster

(Florida-Only Contest: this event does not advance to the national level)

PURPOSE

To work together to create an attractive poster design to promote your chapter's activities by reflecting the current state theme. This event begins with goal setting in relation to a theme and involves the major competencies: developing a design, teamwork, organizing work, communications, marketing a product, and managing a budget.

CLOTHING REQUIREMENT

Class A – SkillsUSA Attire, or Class F – Business Casual. Team members must dress in the same class. Teams may wear a plain white polo in lieu of a SkillsUSA logo polo.

ELIGIBILITY

This contest is open to career and technical education students in any training program who are registered and paid SkillsUSA members by the established deadline. Teams may be entered in three divisions, middle school, high school, and college/postsecondary. Each entry shall consist of a team of two (2) members.

OBSERVER RULE

Observers will be allowed to watch the contest providing space is available. No observations are permitted during the interview. No talking or gesturing to contestants is permitted. Contestants may be disqualified for any type of communication with the audience or observers. The facilitator or judges may remove observers and/or close the event at their discretion. Grievances may only be filed by a contestant prior to leaving the contest area.

SUPPLIES AND MATERIALS

Provided by the Technical Committee/Host Site:

- Team Kits, including poster board
- Contest store items
- Price list for store items
- Purchasing forms
- Materials for judges

Provided by the Contestants:

- Resume for each team member
- Pen or pencil
- Calculator (cell phones may NOT be used as a calculator)

SCOPE OF CONTEST

A team of 2 students work together to plan and execute a design that reflects the state theme. The poster must carry out the established theme, be related to SkillsUSA, and should serve to promote your chapter's SkillsUSA activities. To verify the correct state theme, visit www.skillsusafl.org. Each team will be provided a Team Kit* with basic materials for their exclusive use:

- White poster board
- Markers
- Scissors
- 5 sheets construction paper (various colors)
- glue stick(s)

**Other materials may be included in the Team Kit, as available. Team Kits will be the same for all teams.*

Each team will have 20 minutes to plan their design and budget for materials. Additional materials will be available for collective use and may be "purchased" from the contest store. Items may include additional construction paper, magazines, decorative borders, stickers, glitter, liquid glue, colored pencils, fabric, feathers, and similar items. Teams will have a budget of $20 per team to "purchase" these additional supplies and will be provided with a price sheet in their Team Kit. To purchase items, they will provide the store manager with a legible, completed purchasing form. It is not required to spend the entire amount, but teams are not permitted to exceed the maximum budget of $20 per team.

Teams are permitted to shop first come, first served, and may submit purchasing forms prior to the end of the 20-minute planning period. Some items may be available only in limited quantities, and teams are encouraged to shop strategically. One member from each team may survey the store items and ask questions of the store manager anytime during the planning period.

Sample pricing: (these prices should serve as a guide only and are subject to change for the state or regional contest.)

Construction paper: $0.50 per sheet

Liquid glue: $2 per bottle

Stickers: $1 per sheet

Glitter: $2 per container

Magazines: $1.50 each

Colored pencils: $3 per box

Please note: Real money will not be used during the contest.

Each team will have 2 hours to execute their poster design. At the end of the 2-hour production time, each team will present their poster to the judges and answer questions about their design and creative process. Both team members must participate in the interview to receive full points. If both team members do not participate, only half the points will be awarded.

RESUME

All students are required to bring a one page, typed résumé to the contest orientation meeting. Failure of either team member to provide a hard copy of their résumé will result in a team penalty of 50 points.

SCORING CRITERIA

Posters will be judged on the following criteria:

POSSIBLE POINTS	*DESCRIPTION*
225 points	**Budget and Purchasing**
	Team adheres to maximum budget (50 points, deduct 5 points per $0.50 over budget)
	Purchasing form is legible and complete (75 points)
	Materials purchased were used and no unnecessary purchases made (75 points)
	All materials were used creatively (50 points)
200 points	**Gains attention**
	Focuses attention on important items (50 points)
	Pulls the eye to specific areas (50 points)
	Color commands attention, balance creates interest (50 points)
	Shapes, lines, spaces and colors create an interesting and readable poster (50 points)
200 points	**Development of theme**
	Theme of poster is the official theme established by Florida SkillsUSA (50 points)
	Meaning and message of the poster are apparent immediately (50 points)
	Graphic elements, lettering and illustrations allow quick and clear comprehension of the poster theme (50 points)
	Lettering is related in scale and character to the spirit of the theme (50 points)
100 points	**Imagination, creativity and originality**
	Poster shows originality (25 points)
	Poster is creative, in good taste and attractive (25 points)
	Differences in color, line and shapes depict good design and imagination (25 points)
	Illustrations, lettering and background harmonize and show innovation (25 points)
225 points	**Interview Score**
	Responses to interview questions, including clarity and thoroughness of response (200 points)
	Speaking skills to include variances of pitch, tempo, volume and enthusiasm (15 points)
	Stage presence, including poise, eye contact, gestures, confident (20 points)
	Mechanics as in diction, grammar, pronunciation and enunciation (15 points)
50 points	**Professional Development Exam**
1000 points	**TOTAL POSSIBLE POINTS**
-50 points	Failure to provide hard copy of resume
-10 points per 1 min	Time violation for planning and budgeting period, and/or submission deadline

SkillsUSA Florida Purchasing Form

Promotional Poster Contest

Team: _____

Item with description (color, etc)	Item Cost	Quantity	Total Item Cost
SAMPLE: Construction paper (5 blue and 5 red)	*$0.50*	*10*	*$5.00*