**ADOBE VISUAL DESIGN** 

*No National Contest*

**PURPOSE**

To evaluate each contestant’s preparation for employment and to recognize outstanding students for excellence and professionalism in the field of visual design.

**CLOTHING REQUIREMENT**

Official SkillsUSA white polo shirt or plain white polo shirt with black dress slacks or skirt, black leather shoes and black socks or black or clear seamless hose or official SkillsUSA dress.

These regulations refer to clothing items that are pictured and described at www.skillsusastore.org. If you have questions about clothing or other logo items, call 919-675-1241.

**ELIGIBILITY**

Open to active SkillsUSA members enrolled in a secondary career and technical education (CTE) program with Digital Media or Visual Design as the occupational objective.

**EQUIPMENT AND MATERIALS**

1. Supplied by the technical committee:

a. Tables and chairs

b. Electrical plug in

c. Raw material for editing and development

d. Contest prompt

2. Supplied by Contestant:

a. Computer with USB drive mandatory (laptop preferred). Please record the school’s login password for the student.

b. Computer loaded with Adobe Photoshop, Illustrator and InDesign Creative Cloud.

c. Extension cord and surge protector

d. Resume

**SCOPE OF THE CONTEST**

All competitors will be provided the same raw material and information that they will use to create a flyer utilizing their skills and the features of Adobe Photoshop, Illustrator, and InDesign. Students will then present their final product to industry experts and explain their design process.

**CONTEST GUIDELINES**

1. Competitors will develop a print ready flyer.
2. Competitors will be provided a storyline that will describe the purpose of the flyer. This should include standard text that must be used in the final product.
3. Competitors will be provided raw photos they will need to edit using Photoshop and implement into the flyer.
4. Competitors will be provided a list of graphic images they will need to create using Illustrator for use in the flyer.
5. Competitors will present their design to industry experts and describe their use of Adobe software to create the final product.

**SCORING**

1. Use of Adobe Photoshop & Adobe Illustrator to meet the technical requirements (format, size, purpose, etc) – 250 points
2. Overall quality of work (contrast, balance, emphasis, movement, white space, proportion, hierarchy, repetition, rhythm, pattern, unity, and variety) – 400 points
3. 5-10 minute Questions & Answer session with industry experts on the use of the Adobe Software to achieve the objective – 350 points

Examples of Questions to be asked and information to be included in the presentation:

* What was the process/steps you went through to create your product?
* What products/features of Adobe did you use?
* How did you solve any problems you had?