



CONTEST SCOPE

Program Name- Advertising Art & Design Technology

Contest Chair- Beth Ireland

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Berks Career and Technology Center

East Campus – 3307 Friedensburg Road Oley, PA 19547

West Campus – 1057 County Welfare Road Leesport, PA 19533

Contest:	CIP 50.0402 – Commercial & Advertising Art
Purpose:	To test and evaluate competitor’s ability to use creative process to meet client needs, understanding of the principles & elements of design, color theory, typography, and ability to mount work for presentation.
Clothing:	Contest appropriate clothing. Students will not be penalized for clothing unless it is a safety violation.

Equipment and Material:

Equipment/Tools/Materials Provided by Host School:

iMAC computer with Adobe PS, INDD and AI.
Color printer/scanner/copier
Blank paper for sketches
Drawing pencils & erasers
Drawing tools: rulers, compass, curves, etc.
Primsacolor pencils
Prismacolor markers
Mounting materials
Adhesives
x-acto & utility knives
Cutting mats

Equipment/Tools/Materials Provided by the Contestant:

Students will have access to all the supplies they need; however, if a student would prefer to bring a personal kit, they are welcome to do so.

Scope of Contest

Competitors will be given 2.5 hours to demonstrate their advertising and design skills by completing any combination of the following tasks: thumbnails, colored roughs, digital final, pdf export, mount artwork for presentation. Students should be prepared to use both traditional and digital tools and should plan on effectively implementing the principles and elements of design, composition, color theory and typesetting.

Additional Information

Competitors will not have access to the internet to maintain a fair, prudent, and rigorous competition