

SKILLSUSA GEORGIA BROCHURE

PURPOSE:

To prepare a brochure that promotes SkillsUSA at the state and local level.

ELIGIBILITY:

Open to all active SkillsUSA members. Schools may enter more than one contestant. Contestants are eligible to enter additional contests. (Example: a Graphic Communications contestant may also enter the Brochure contest as well.)

SUBMISSION:

All entries must register for this state only contest. Contest entries must be submitted at the designated time and place during the State Conference.

AWARDS:

Gold, Silver and Bronze medals will be awarded for 1st, 2nd, and 3rd place. The winner of this contest *does not* advance to the National SkillsUSA Leadership and Skills Conference.

SCOPE OF THE CONTEST:

1. The contestant will design a letter size (8 ½ x 11 inch) color brochure. The brochure may be tri-fold or bi-fold.
2. Using text, photographs and artwork, the brochure should include information that promotes SkillsUSA Georgia. The brochure must include the Champions at Work slogan and the SkillsUSA logo. Refer to the national website (www.skillsus.org) for guidelines on properly using the SkillsUSA logo.
3. At the appropriate time and place per the State Leadership and Skills Conference program, contestants will submit a printed copy of their brochure design and a CD containing a pdf and/or the original version (Publisher software, etc.) of the brochure.
4. All brochure entries become the property of SkillsUSA Georgia and may be used in reproduction and distribution.

SkillsUSA Georgia Brochure

Activity	Exemplary	Proficient	Partially Proficient	Incomplete	Points Earned
Writing Mechanics	15 points The text is written with no errors in grammar, capitalization, punctuation and spelling.	12 points The text is clearly written with little or no editing required for grammar, punctuation, and spelling.	7 points Spelling, punctuation, and grammar errors distract or impair readability.	0 points Errors in spelling, capitalization, punctuation, usage and grammar repeatedly distract the reader and major editing and revision is required.	
	Content	15 points The content is written clearly and concisely with a logical progression of ideas and supporting information.	12 points The content is written with a logical progression of ideas and supporting information.	7 points The content is vague in conveying a point of view and does not create a strong sense of what is to follow.	0 points The content lacks a clear point of view and logical sequence of information.
Text Elements	25 points The fonts are easy to read and point size varies appropriately for headings and text.	20 points Sometimes the fonts are easy to read but in a few places the use of fonts, italics, bold, long paragraphs, color or busy background detracts and does not enhance readability.	12 points Overall readability is difficult with lengthy paragraphs, too many different fonts, dark or busy backgrounds, overuse of bold, or lack of appropriate indentations of text.	0 points The text is extremely difficult to read with long blocks of text and small point size of fonts, inappropriate contrasting colors, poor use of headings, subheadings, indentations, or bold formatting.	
	Use of italics, bold, and indentations enhances readability. Text is appropriate in length for the target audience.				
	Background colors enhance readability.				
Layout	25 points The layout is visually pleasing and contributes to the overall message with appropriate use of headings, subheadings and white space.	20 points The layout uses horizontal and vertical white space appropriately.	12 points The layout shows some structure, but appears distracting with large gaps of white space or uses a distracting background.	0 points The layout is cluttered, confusing, and does not use spacing, headings, and subheadings.	
	Total Score:				
Comments:					