

## Dear Ad Design Teachers/Students:

Congratulations on placing at the Regional SkillsUSA competition! The state contest is an exciting time for the contestants, and the Printing & Imaging Association of Georgia (PIAG) is honored to be a part of it.

This year's Ad Design competition will take place at Heidelberg USA on Friday, March 13. Advertising Design competitors are also invited to attend a presentation about offset printing & the printing industry from Errol Moebius, the Director of Print Media Center for Heidelberg USA at 3:30 p.m. on Thursday, March 12. (check SkillsUSA Conference app for details)

### Important Information

1. Each student must bring his/her/their own computer with proper design software in order to complete the challenge. Should this present a problem, please reach out to Ian Webb at [ian@piag.org](mailto:ian@piag.org).
2. The bus will depart at 6:45a.m. (see app for location).
3. Any dietary restrictions must be reported to Ian Webb at [ian@piag.org](mailto:ian@piag.org) by Wednesday, March 4. Any restrictions sent after this date are not guaranteed to be provided.
4. All students, advisors, and chaperones that will be attending at Heidelberg must be provided to Ian Webb at [ian@piag.org](mailto:ian@piag.org) by Wednesday, March 4. This information is used for security credentials to enter the Heidelberg headquarters.

### Can advisors come to the competition?

Yes. Advisors can accompany their students to Heidelberg on Friday, March 13. Lunch is provided for contestants and one accompanying advisor.

### Software Requirements

- Students should be able to know how to load fonts, images, and any electronic graphic material supplied for this competition. We do not offer technical support for loading competition materials.
- The industry standard software packages that are acceptable are Adobe InDesign, Photoshop, and Illustrator. The use of graphic modification template programs such as Canva, Wix, etc. are not permitted. Mac and PC software versions of acceptable software are strongly encouraged to be used during this competition. Students must supply their own legal copies of the software to be used. Students and advisors should be sure that their machines operate while not connected to their school network. You will have Internet access available in the competition area. Please be prepared for potential problems.
- Trial versions of Adobe products may be downloaded from the corporate website. <http://www.adobe.com/products/creativesuite/design/trial/?promoid=BONQA>
- Please consult your school system or technical administrator for assistance with loading the software packages.

### Final Submission

The student competitor should be able to export and package as a print ready PDF for this competition. Each contestant's final submission will be placed on a flash drive. Judges will print out all entries for review.

**Training Materials**

PIAG is offering an industry overview session prior to the competition on Friday, March 13. Training takes place first thing in the morning, and the competition will start immediately thereafter. We recommend that you encourage your student to search for design, logo, and branding ideas. They should be refreshed on layout hierarchy. Sketching concepts to designs will also be good practice for the competition. We cannot overemphasize the importance of thumbnail sketches in design and in this competition. Encourage your students to push themselves beyond their comfort zone and be creative. Don't choose the safe option! This is a design competition...present new and innovative ideas!

**Other Requirements**

We are asking each student to bring a Mac or PC laptop computer to the competition. Please remind your students to include the power cord for their computer. It is important for them to save their designs often during the competition! If you do not have access to a computer that you can bring, please contact Ian Webb at [ian@piag.org](mailto:ian@piag.org) immediately.

**Does my contestant need to submit a resume?**

Yes, a resume for your contestant should be emailed to PIAG at [ian@piag.org](mailto:ian@piag.org). Contestants will be interviewed at Heidelberg on Friday, March 13. The students may bring their resume on the day of competition; however, they are usually nervous and often forget. Points will be deducted during their interview if a resume is not emailed by the advisor prior to the competition or brought with the contestant to Heidelberg.

**What areas of the competition will be judged?**

The students compete in the following categories: Creative and mechanical skills as well as oral assessment.

If you have any questions about the 2020 SkillsUSA Ad Design Competition, contact me at (678) 816-1166 or [ian@piag.org](mailto:ian@piag.org).