

## Advertising Design

Evaluate each contestant's basic knowledge of desktop publishing, design skills and working knowledge of desktop publishing applications. To evaluate each contestant's preparation for employment. To recognize outstanding students for excellence and professionalism in the field of desktop publishing.

### General Information

Contestants will only have access to only InDesign CS4 on an Apple Macintosh computer in UW-Stout's Graphic Communications Premedia Lab unless they bring their own system (in which case they need to bring a printer, as well). Students are encouraged to bring their own computers (with desktop publishing/design software installed) and color printers. The contest site - 202 Communication Technologies Building, will be open between 7:30 and 9:00 am to allow students bringing their own computers and printers to get them set up prior to registration and orientation. Student contestants and their advisors are responsible to have their systems set up and functioning (including the ability to print color output) before the contest begins. UW-Stout is not responsible for equipment failures. If you have requests or questions, please contact Ted Bensen at UW-Stout 715-232-1294 or email [bensent@uwstout.edu](mailto:bensent@uwstout.edu).

### Recommendations

Since contestants are required to output their finished document on a laser or inkjet printer, allow sufficient time for printing, especially when using equipment other than your own. It is suggested that school computers be disconnected from school networks and set up as independent workstations to test them with the printer to be used before the contest date.

### Rules

1. Contestants must display the appropriate skills and knowledge needed for creating a design layout using a computer graphics/desktop publishing application.
2. Contestants will be provided with text and graphics and will make necessary corrections and additions.
3. Contestants using computer layout applications will create a finished document using the provided text and graphics.
4. Contestants will be required to output their completed layout on a color laser printer or color inkjet printer on 8.5" x 11" white paper for evaluation.
5. Once the contest begins, only technical assistance (computer operating system, network and printer access, etc.) may be given to the contestants. Software application and design instruction is prohibited.
6. Sketching and taking notes during the contest is permitted and encouraged.
7. Students may use a font sheet/book of available fonts as a reference.
8. Contestants finishing early will gain no advantage nor receive bonus points.
9. Upon completion of the contest the contestant will submit their document to the contest coordinator along with thumbnail sketches leading to the development of their design.
10. Rulings by judges are final.

### Judging Criteria

Design Process:

- Thumbnail Sketches (explore multiple ideas)
- Rough Layout (full size sketch of selected idea)
- Completed Design (refined, but followed rough layout to completion)

## Design:

- Theme Selection and Reinforcement
- Evidence of Sound Design Principles (Balance, Rhythm, Proportion, Emphasis, Harmony/Unity, Contrast, Color, etc.)
- Sound Use of Design Elements (Line, Shape, Form, Type, Images, Illustrations, White Space, etc.)
- Typography (appropriate choice and application of fonts)
- Images (appropriate selection and utilization of images and illustrations)
- Consistency
- Overall Impact/Effectiveness

## Layout Technique:

- Proper Document/Product Size
- Margins
- Bleeds
- Structure/Format (columns, arrangement, etc.)
- Borders/Frames
- Alignment; Consistency;
- Typographical Controls (size, line spacing, runarounds, paragraph settings, etc.)
- Care/Quality of Work

## Output:

- Proper Size Sheet
- Trim/crop marks indicating finished Project/Product size
- In Color