Advertising Design

Creative Skills

SkillsUSA Region 4

Flagstaff High School

Feb 1st, 2019



Time: 4.5 hours (includes briefing time and lunch time)

Subject: Logo Design and Rack Card

Client: Sweet Stems Flower Shoppe

Possible Points: 600 (see attached judging sheet for point breakdown)

Background: You are an advertising designer and your client is **Sweet Stems Flower Shoppe.** They are hosting a grand opening a event and would like have a rack card that gains the interest of the community. Additionally, they need a logo for their new business. The opening event takes place on April 13th. The event will take place at the new location, 138 W. 4th St, Flagstaff, AZ. Their phone number is (928) 437-1234. Their website address is sweetstemsflowers.com

Refreshments and snacks will be served at the event.

Assignment: Your job is as follows: Conceive, design, and execute a logo and a rack card for Sweet Stems Flower Shoppe.

*First*, create a logo for the company. Your logo design can be any shape or size and may include graphics or illustrations that you create. Your thumbnails should be no larger than 4”. This does not mean your logo must be square. Create 5 Thumbnails. Develop one of your thumbnails into a rough and then create a comp from your design.

*Second*, create a full color rack card. The rack card should present **Sweet Stems Flower Shoppe** as a new event. Before you begin work on the composition on your computer, you must complete five (5) thumbnails for this portion of the competition. You may use your computer to view the available images. Develop one of your thumbnails into a rough and then create a comp from your design. Copy for the rack card will be provided on a flash drive that you received before the competition began.

* Must incorporate the logo you created
* Must include a tag line or slogan copy you have come up with.
* Must include a visual – You may choose to incorporate some of the images provided, or you may choose to create graphic images to accompany the logo and required copy. The provided graphics are a starting point; feel free to alter them to suit your needs.
* Must include body copy.
* Must be saved as a PDF named with your contestant number.

Color: Full-color, CMYK

Size: Ad size 4.25x”9.25

Required copy: See instructions above

Procedure: 1. Read directions, look over all materials and evaluation sheet.

2. Sketch five (5) thumbnails EACH of the logo and the advertisement. Logo first, then the rack card second.

3. Create roughs of one (1) of your favorite logos AND one (1) rack card

4. Create in approved software a full size logo

4. Create in approved software a full size final magazine advertisement that includes your company logo.

5. Proof on screen. This file should exported as a PDF and be named with your contestant number only.

6. Raise your hand so judge can bring you flash drive to copy your file to. Turn in your thumbnails, roughs, and comps (on the provided flash drive) all labeled with your contestant number.

Provided: Evaluation sheet, stock art

Contestant Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Creative Skills

Judging Sheet

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Thumbnails | Logo | Range | Actual | Max per Section |
|  |  | 20 |
|  | 5 different thumbnails | 1 to 5 |  |  |
|  | Creative strength of ideas | 1 to 15 |  |  |
| Thumbnails | Advertisement |  |  | 20 |
|  | 5 different thumbnails | 1 to 5 |  |  |
|  | Creative strength of ideas | 1 to 15 |  |  |
| Roughs | Logo and Advertisement |  |  | 30 |
|  | Logo rough | 1 to 10 |  |  |
|  | Advertisement rough | 1 to 10 |  |  |
|  | Creative strength of ideas | 1 to 10 |  |  |
| Final Piece |  |  |  | 80 |
|  | Strength Logo Design | 1 to 20 |  |  |
|  | Strength of idea, Communicative strength | 1 to 10 |  |  |
|  | Strength of color model (design and type) | 1 to 10 |  |  |
|  | Creative use of graphic elements illustrations/photos | 1 to 10 |  |  |
|  | Overall creativity | 1 to 10 |  |  |
|  | Technical skill in execution | 1 to 10 |  |  |
|  | Writing (grammar, spelling, mechanics) | 1 to 10 |  |  |
| Penalty’s |  |  |  |  |
|  | Resume Penalty | -10 |  |  |
|  | Clothing Penalty | -10 |  |  |
|  |  |  |  |  |
|  | 150 points  (x 4 for final score) |
|  |

Judge:­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_