

2024 Graphic Arts/Design Related Job Exhibit Contest Guidelines



PURPOSE

The Job Exhibits Contest permits students in Career and Technical Education programs and SkillsUSA members to demonstrate the skills that are typical examples of the work being performed by a craftsperson in the field in which they are training.

GENERAL RULES AND PROCEDURE

All student job exhibits must have written documentation in the form of a notebook. Guidelines for this notebook can be found in this document.

Each student is responsible for bringing, displaying, and removing their entry in the contests. Job Exhibit participation is limited to one individual entry per person; Entry consists of one exhibit and one individual notebook.

The total number of entries per instructor can be up to six (6); a blend of Secondary and/or Postsecondary students with a maximum of two (2) in each contest.

The rating of the job exhibit will be recorded on the grading sheet by the judges along with any comments the judges feel are important concerning the evaluation. The judges are strongly encouraged but not be required to give an explanation on the comments section on the appropriate rating sheet.

JUDGING CRITERIA

1. Job exhibit projects should be typical examples of the work that is done by a craftsperson in the field in which they are training.
2. Amount of difficulty, craftsmanship and time needed to achieve the objective of the project will be considered most important when judging.
3. Exhibits should show that students used a higher level of skills and knowledge to create the exhibit.
4. Documentation in the form of a Notebook for the project will be a major consideration.
(See "Notebook Specifications" on the next page)

OBSERVER RULE

Observers will not be allowed in the exhibit area while job exhibits are being judged. After the job exhibits are judged, they will be on display for viewing and may not be removed until designated time.

JOB EXHIBIT DIVISIONS

Job Exhibit Graphic Design – Branding

Job Exhibit Graphic Design – Packaging

Job Exhibit Graphic Design – Image Manipulation

Job Exhibit Graphic Design – Illustration

AWARDS AND RECOGNITION

Top 3 scores in each division will be presented medals during the SkillsUSA State Leadership and Skills Conference Awards Ceremony.

Gold Medal - Top Score

Silver Medal - 2nd Place Score

Bronze Medal - 3rd Place Score

SkillsUSA . . . Preparing for Leadership in the World of Work

SkillsUSA Oklahoma - 1500 West 7th Avenue – Stillwater, OK. 74074-4364 – (405) 743-5143
- Fax (405) 743-5142

GENERAL SPECIFICATIONS

1. Each job exhibit **MUST** be accompanied by a notebook (presentation folders only, no 3 ring binders). Maximum number of pages = 10 (20 surfaces).

Notebook Specifications:

- A. Cover Sheet
 - (i) Student Name
 - (ii) School Name
 - (iii) Advisor Name
 - B. Table of Contents
 - C. Four pictures minimum, 2”x 3”, of completed project from Multiple angles, including close ups of any important details.
 - D. One image 4x6 of the student and the completed project.
 - E. Resume
 - F. Preface or Introduction: Why chose this job exhibit category. Brief education recap for program studies. Any significance of purpose for the exhibit or value. Quality of writing - correct use of grammar, spelling, vocabulary, document format, project quality, effort, and originality are all factors that will be considered in notebook scoring.
 - G. Body of notebook – project description Student(s) narrative of task
 - H. Detailed descriptions of work. Pre-planning/Brainstorming, Design/Construction, Testing/problems that changed plan, final result.
 - I. Step by step list of tasks performed. Students should include detailed step-by-step description that contains charts and diagrams explaining work performed, specifications, tests, safety considerations, and results
 - J. Drawings, sketches, schematics, measurements, etc.
 - K. List of parts, ingredients, products, etc.
 - L. Tool/Implementation/Equipment/Software List
 - M. Material List (with receipts) or if donated list of items (acknowledge donator)
 - N. Student Work photos - a minimum of six photographs 2”x3” showing the student(s) involvement in each aspect or phase of the job completion. These photos should be time and date stamped, taken from Multiple angles and proximity highlighting quality of work. Photos should depict critical steps and proper safety procedures. Student should be in all of the photos with the work.
2. Job exhibits will be rated in each event in accordance with the grade sheet provided in this document.
3. Students who enter a Job Exhibit can also compete in a Leadership Contest.
4. Students cannot compete in both a Job Exhibit and a Skills Competition.

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CATEGORY SPECIFICATIONS:

JOB EXHIBIT “Branding” SPECIFICATIONS

1. Create a logo for the company
2. Utilize the logo in a business card, business size letterhead and envelope
3. Display on a 14” x 14” matte board

JOB EXHIBIT “Packaging” SPECIFICATIONS

1. Create a logo for a product
2. Utilize the logo in a package design
3. Create a dummy of the package to present at contest

JOB EXHIBIT “Image Manipulation” SPECIFICATIONS

1. Use 3-5 pictures to create a blended image
2. Size should be 8”x10” at an appropriate resolution
3. Original pictures must be included in the notebook
4. Display on a 12”x14” matte board

JOB EXHIBIT “Illustration” SPECIFICATIONS

1. Create an illustration from a photograph
2. Use a drawing program to complete this
3. Original pictures must be included in the notebook
4. Size should be 8”x10”
5. Display on a 12”x14” matte board

JOB EXHIBIT NOTEBOOKS

Job Exhibits are designed to allow students to document the real-world knowledge, procedures, and job skills used in their programs. Trainers and live work are all part of the curriculum; therefore, this notebook is intended to allow students to demonstrate and document their ability to perform trade-specific skills within their program. The notebook is calculated as a 200-point value of each job exhibit total rating. This notebook is required for all job exhibits.

RULES

1. All text is typed. Preprinted materials such as manuals or course textbooks are allowed only as reference material for technical specifications or procedures and **will not** replace the student narrative.
2. For all Job Exhibit Notebooks must contain the following in this order:
 - a. Cover Sheet
 - (i) Student Name
 - (ii) School Name
 - (iii) Advisor Name
 - b. Table of Contents
 - c. Four pictures minimum, 2"x3", of the completed project from Multiple angles, including close-ups of any important details.
 - d. One image 4x6 of the student and the completed project.
 - e. Resume
 - f. Preface or Introduction: Why chose this job exhibit category? Brief education recap for program studies. Any significance of purpose for the exhibit or value. Quality of writing - correct grammar, spelling, vocabulary, document format, project quality, effort, and originality- all factors considered in notebook scoring.
 - g. Body of notebook – project description Student(s) narrative of task
 - h. Detailed descriptions of work. Pre-planning/Brainstorming, Design/Construction, Testing/problems that changed the plan, final result.
 - i. Step-by-step list of tasks performed. Students should include detailed step-by-step descriptions that contain charts and diagrams explaining work performed, specifications, tests, safety considerations, and results
 - j. Drawings, sketches, schematics, measurements, etc.
 - k. List of parts, ingredients, products, etc.
 - l. Tool/Implementation/Equipment/Software List
 - m. Material List (with receipts) or if donated list of items (acknowledge donator)
 - n. Student Work photos - a minimum of six photographs 2"x3" showing the student(s) involvement in each aspect or phase of the job completion. These photos should be time and date-stamped, taken from Multiple angles and proximity, highlighting the quality of work. Photos should depict critical steps and proper safety procedures. Students should be in all of the photos with the work.
2. Notebook can be a 1" 3 ring binder with clear cover sleeve or Report cover w brads with clear cover.
3. Job Exhibit participation is limited to one individual entry per person; only one exhibit and/or one individual notebook may be entered per person.

Graphic Design Illustration Job Exhibit

Purpose

An illustration job exhibit is a custom-drawn illustration created through the use of tools to generate art directly from the artist's hand. **This job exhibit should NOT include a company, product, or event. This should not be an Advertisement.

Specifications

- All content must be original
- Entry created by only one individual
- Create an illustration from a photograph
- Use a drawing program to complete this
- Original pictures must be included in the notebook
- Size should be 8"x10"
- Display on a 12"x14" matte board
- May submit only one image
- Each exhibit must include a notebook secured in a binder or folder.

Elements & Principles of Design

Each entry should consider and apply basic elements and principles of design, including any of the following:

- Elements: line, shape, color, texture, pattern, value, form
- Principles: contrast, alignment, repetition, proximity, balance, unity, emphasis, rhythm, and proportion

Dimensions

Each submission or print may fill a space no larger than 2' x 2' x 3' when displayed, including matting and display stands.

All Job Exhibits Require a Notebook. Notebook description is found in this document titled Job Exhibit Notebook.

Graphic Design Image Manipulation Job Exhibit

Purpose: An image manipulation job exhibit is an image that has been digitally edited through technical and creative techniques to apply subtle alterations to a composite of several images. Edits may include various techniques, including color balance or contrast adjustments or more complex changes like overlaying a head onto a different body or changing a sign's text. The resulting image may have little or no resemblance to the photos in the case of compositing from which it originated. This job exhibit should NOT include a company, product, or event.

Specifications

- Use 3-5 pictures to create a blended image
- Size should be 8"x10" at an appropriate resolution
- Original pictures must be included in the notebook
- Display on a 12"x14" matte board
- Each exhibit must include a notebook secured in a binder or folder.

Elements & Principles of Design

Each entry should consider and apply basic elements and principles of design, including any of the following:

- Elements: line, shape, color, texture, pattern, value, form
- Principles: contrast, alignment, repetition, proximity, balance, unity, emphasis, rhythm, and proportion.

Dimensions Each submission or print may fill a space no larger than 2' x 2' x 3' when displayed, including matting and display stands.

All Job Exhibits Require a Notebook. Notebook description is found in this document titled Job Exhibit Notebook.

Graphic Design Branding Job Exhibit

Purpose: A branding job exhibit is a custom logo for a company that has been digitally edited through technical and creative techniques to apply to a business card, business-size letterhead, and envelope. Edits may include various techniques.

Specifications

- Create a logo for the company
- Utilize the logo in a business card, business size letterhead and envelope
- Display on a 14" x 14" matte board
- Each exhibit must include a notebook secured in a binder or folder.

Elements & Principles of Design

Each entry should consider and apply basic elements and principles of design, including any of the following:

- Elements: line, shape, color, texture, pattern, value, form
- Principles: contrast, alignment, repetition, proximity, balance, unity, emphasis, rhythm, and proportion.

Dimensions Each submission or print may fill a space no larger than 2' x 2' x 3' when displayed, including matting and display stands.

All Job Exhibits Require a Notebook. Notebook description is found in this document titled Job Exhibit Notebook.

Graphic Design Packaging Job Exhibit

Purpose: A packaging job exhibit is a custom logo for a product that has been digitally edited through technical and creative techniques to create a logo for a dummy of the package for the contest. Edits may include various techniques.

Specifications

- Create a logo for a product
- Utilize the logo in a package design
- Create a dummy of the package to present at the contest
- Each exhibit must include a notebook secured in a binder or folder.

Elements & Principles of Design

Each entry should consider and apply basic elements and principles of design, including any of the following:

- Elements: line, shape, color, texture, pattern, value, form
- Principles: contrast, alignment, repetition, proximity, balance, unity, emphasis, rhythm, and proportion.

Dimensions Each submission or print may fill a space no larger than 2' x 2' x 3' when displayed, including matting and display stands.

All Job Exhibits Require a Notebook. Notebook description is found in this document titled Job Exhibit Notebook.