

2025 OKLAHOMA SLSC STATE MEMO

Advertising Design

**NO SUBSTITUTIONS WILL BE ALLOWED AFTER FRIDAY, MARCH 28, 2025 .
THERE WILL BE NO SUBSTITUTIONS ALLOWED ON-SITE AT THE CONFERENCE**

Tentative-Information is subject to change, check back often

***Contest will follow national technical standards unless otherwise stated in the memo.**

The 2025 Oklahoma SkillsUSA **Advertising Design** will be held **Monday April 28, 2025** and will be hosted at **Arvest Convention center, formerly known as Cox Convention Center.**

CONTEST TESTING

Contestants will be judged on their SkillsUSA knowledge through the Professional Development test and a knowledge test based on their contest area, unless otherwise stated in the state memo. Testing will be completed online and proctored through their technology centers.

Online testing opens March 14, 2025, and closes April 4, 2025.

RESUME- Change to submission type please for 2025 please read

All contestants will submit a digital resume prior to contest day. Contestants will receive an email to the address used to register the contestant for contest with instructions and link to access the SkillsUSA Competitor Portal page. The email will contain contestant's username and contestant number, which are required to login to the Competitor Portal.

Deadline to submit resume is April 22, 2025.

LUNCH

Lunch will be provided for competitors at the competition. A fee of \$20, will be added to the registration fee for lunch.

CLOTHING REQUIREMENTS

Contestants are NOT required to wear official SkillsUSA clothing during the contest but should NOT wear clothing that will associate them with a school or technology center.

CELLPHONES AND OTHER SMART DEVICES

Cellphones, electronic watches and/or other electronic devices not approved by a competition's technical committee are NOT allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

CONTEST AGENDA

7:30 – 8:00 AM - Plan to arrive at 7:30 am to familiarize your students with the facility, set up computers, and be ready to start on time at 8:00 am.

8:00 – 8:30 AM - Overview of the day's agenda. Introduction to the Mechanical Contest.

8:30 - 10:00 AM - Mechanical portion of the contest, save to the cloud. The link will be provided at the contest.

10:00 – 10:15 AM - Break

10:15 – 10:30 AM - Introduction to the Creative Contest

10:30 – 11:30 AM - Thumbnails for creative portions of contest. Students may use Photo Booth to transfer sketches to the computer. May begin comprehensive design on the computer once thumbnails and color rough are signed off.

11:30 AM – 12:15 PM - Lunch at the contest area

12:15 – 3:30 PM - Continuation of creative portion of contest, save, package to include PDF and save to flash drive.

3:30 – 4:00 PM - Final creative, troubleshooting, etc.

4:00 PM - End of Contest, pack up. Leave flash drive with judges. Additional Contest Notes:

Additional information

- Contest times are approximate; as we all know extra time often needs to be allowed for troubleshooting and/or possible printing problems.
- Make sure your students know how to save and export to pdf.

- Have your students bring a writing utensil to take notes during instruction
- Bring a clean flash drive as backup.
- Internet will not be used during the contest
- Bring your computer, tablet if desired, 3-pronged extension cords, and art supplies. (ex. Pica pole, escale, colored pencils, markers, pen, pencil, highlighter, sketch paper)
- Resumes are required for every contest and will be a 10-point deduction if not provided. (See info above for resume information)
- Contestants will get their contestant numbers at the contest site.
- Any requisite fonts for the mechanical will be sent to the instructors no later than the Thursday before the competition 45 Minutes before COPY all files to student computers, INSTALL any required fonts (shouldn't be necessary, but just in case), LOG IN to Creative Cloud 30 Minutes before HAND OUT sealed packets 15 Minutes before Introduction and video (if applicable)

INDUSTRY AWARDS

Prizes are the responsibility of the individual contests. Prizes are not guaranteed and are not supplied at the SkillsUSA Oklahoma state level.

Please contact the chair with prizes that will need to be checked in. **Each participating school is expected to furnish an industry award.** Industry awards should be labeled with the name and address of the award supplier so that an appropriate "Thank you" may be sent, must be accompanied by an *industry award donation information sheet* (available on the Oklahoma SkillsUSA website). **Please bring prizes to the awards area in Conference Hall at the Arvest Convention center, on Sunday, April 27th between 12-4pm or Monday, April 28th between 8am-5pm.**

AWARDS CEREMONY

Winners will be recognized at the General Session on Tuesday morning, April 29th at 9am.

All competitors must wear official SkillsUSA dress to the Awards Session, where winners are announced. Competitors who are not dressed appropriately or lack official attire will be denied access to the awards stage. Students must be present when their contest is announced. If a student is improperly dressed, absent, or misses their contest being called,

the production will not be paused for any reason, and they will forfeit their opportunity to go on stage to receive the award. No exceptions will be made. No hats or sunglasses will allow to be worn on stage.

- Official dress for men: Official blazer, jacket or sweater; black dress slacks; white dress shirt; plain black tie with no pattern or SkillsUSA black tie; black socks and black shoes.
- Official dress for women: Official blazer, jacket or sweater; black dress slacks or knee-length skirt with business like white, collarless blouse or white blouse with small, plain collar that may not extend onto the lapels of the blazer, and black dress shoes.

ADDITIONAL INFORMATION

If you have any questions about the contest, please contact **Chair: Mandy Vavrinak or State Program Specialist Ricky Gunkel.**

National Technical Standards can be found on Absorb, which you can access with your professional SkillsUSA membership. Technical are updated periodically, please check regularly.