

# Advertising Design

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S K I L L S U S A C H A M P I O N S H I P S  
JUNE 28, 2007



# Creative Skills

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S K I L L S U S A C H A M P I O N S H I P S  
JUNE 28, 2007



**Competition Area:** Creative Skills

**Time:** 4.5 hours

**Subject:** Logo Design and Advertisement

**Client:** PULSE by Nokia

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

**Background:** You are an advertising designer working with Nokia. The company wants to move forward with the launch of a new cell phone targeted to first time cell phone owners. The engineering team has identified a new light technology that enables the entire surface of the phone to be illuminated by an incoming call. They will be able to control how vivid or how subtle the lighting effect is in manufacturing. The marketing department just completed research that confirms that new cell phone owners (ages 11-15) were very intrigued by this technology. They also know that this group is interested in phones that reflect their personality. Nokia will launch 10 themed phones. Each phone has graphics incorporated into the body of the phone that light up with every incoming call. The five themes for girls are - angel/devil, fashion character, sports, spirographics, and floral. The five themes for boys are - team sports, alien, urban graphics, rock/rap music, and extreme sports.

**Assignment:** Conceive, design, and execute a logo for a new cell phone called PULSE. Then, create imagery that captures the attributes of the phone. The logo and imagery you create will be used to discuss ways to promote the new PULSE phone.

Your job will be as follows: First, create a logo for the product within the allotted time. The required text for the logo is "PULSE" The logo design should appeal to the target consumer, first time cell phone owners ages 11-15. The design should appeal to both female and male consumers. Your logo should convey the unique attributes of the product: an illuminated lighting effect triggered by an incoming call. The logo can be type or type plus graphics, and it may also be full color.

Second, create a full color advertisement to promote the new phone. Choose a theme from the ten themes provided and design an ad that is appealing to 11-15 year old girls or boys (depending on which you pick). Your ad should reflect the personality inherent in the theme, and should convey the unique attributes of the illumination feature. Feel free to use of the imagery provided or create your own. The graphic elements provided are identical to those being developed by the product design team for the screen and exterior graphics of the phone.

Your ad must:

- Incorporate the logo you have created
- Include the copy: "Nokia – your world...own it" and, "check out the new pulse phones at [www.nokia.com](http://www.nokia.com)"
- Show a visual of the phone
- You may also choose to list all ten styles available, or use any additional copy of your own.

You may choose to incorporate some of the images or textures provided in the folder on your desktop, or you may choose to create graphic images to accompany the logo and required copy. Before you begin work on the composition on your computer, you must complete thumbnails for this portion of the competition. You may, of course, use your computer to view the images. You will create text for the advertisement, as well as the information that would generally appear on such an ad (i.e. address, phone number, web address, etc.) You should allow yourself at least 1/4" margin for the live area of your ad. Your ad may have a bleed.

**SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in 10 pt. Helvetica or equivalent. Make sure we can see/read your number.**

Keep an eye on the time. **PACE YOURSELF!** The key to all of this is to finish in the time allotted.

**Color:** Full-color, CMYK

**Size:** See instructions above for logo guidelines. Ad is 7.25" x 9.5"

**Required copy:** See instructions above

**Procedure:**

1. **Read directions**, look over all materials & evaluation sheet.
2. Sketch 5 thumbnails **EACH** of the logo and ad **in proportion** and in color. Logo **FIRST**. Ad **SECOND**.
3. Develop your designs for the logo and ad in proportion and in color from your thumbnails on the computer.
4. Create a PDF of the final version of your logo **BY ITSELF**. It should fit within a 5" x 5" box, (but it doesn't have to be square.) Save it as your contestant number + the word "logo" If created in Photoshop, keep the resolution 250 dpi. Type set your Contestant Number in the upper right corner of the logo in 10 pt. Helvetica or equivalent.
5. Create 1 full-size, final on the computer which has your logo incorporated into your advertisement.
6. Proof on the screen! You will create a PDF and save it as your contestant number + the word "Ad".

**Materials Provided:** Evaluation Sheet, Reference artwork

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

# Creative Skills Judging Sheet

## JUDGING

	Range	Actual	Max per Section
<b>Thumbnails: Logo</b>			<b>20</b>
5 Different Thumbnails	1 to 5		
Creative strength of ideas	1 to 15		
<b>Thumbnails: Advertisement</b>			<b>20</b>
5 Different Thumbnails	1 to 5		
Creative strength of ideas	1 to 15		
<b>Final Piece</b>			<b>60</b>
Designs Developed from Thumbnails	1 to 5		
Strength of Idea, Communicative Strength	1 to 15		
Strength of Color Model (Design and Type)	1 to 10		
Creative Use of Illustrations/Photos	1 to 10		
Overall Creativity	1 to 20		
			<b>100 Points</b> (x 6 for final score)

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

# Computer Mechanical

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S K I L L S U S A C H A M P I O N S H I P S  
JUNE 28, 2007



**Competition Area:** Computer Generated Mechanical

**Time:** 2.5 hours

**Subject:** Ad

**Client:** 'wichcraft

**Assignment:** Assemble the ad shown using the elements provided

**Size:** 6.375" x 8.75"

**Colors:** 3 spot colors -- PMS Cool Gray 11C, PMS 611C, PMS 7412C & Black

**Assessed Points** 100 x 3 (see attached judging sheet for point breakdown)

**Procedure:** CAREFULLY view the Ad and all the elements provided to re-create the Ad.

With your Desktop Layout program and using the Ad provided a guide, SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in 10 pt. Helvetica. Type in ALL of the text. Use your spell check utility to make sure your text is accurate. Using your RULER transfer the measurements from your sample ad to your computer generated mechanical for placement of elements such as rule lines, border, type and image placement. You will import the images from the "SKILLS CONTEST" folder on your hard drive. Assign colors as indicated. Pay close attention to the instructions, DO NOT PANIC...you can do this in the time allotted. PACE YOURSELF using your evaluation sheet as a guide...be aware of how the points are assigned. SAVE OFTEN!

You will be allowed to print out ONE copy...so proof on the screen.

**Materials Provided:** Copy of finished Ad for reference, actual size  
Images  
Judging sheet

# INSTRUCTION SHEET

# tastes great. more fillings.



At **wichcraft**, we have hand picked all of our ingredients to ensure that we serve only the best. We slow roast Berkshire pork, we hand pull mozzarella, and we bake our pastries and spin our ice creams each morning. Whenever possible we work with small producers, use green market vegetables and antibiotic and hormone free meat.

We bring you all these wonderful things at affordable prices in a casual setting. We are proud of what we serve and how we serve it. Stop by for a bite today and sample some of our **great tastes...and more fillings.**



## wichcraft

multiple locations | 212.780.0577

to find out more or to order online go to [www.wichcraftnyc.com](http://www.wichcraftnyc.com)

wichcraft wickcraft is  
1. a well crafted, handheld  
meal using top-notch  
ingredients and professional  
cooking techniques 2.  
friendly and knowledgeable  
service 3. a great option for  
take-out, eat-in, catering &  
delivery 4. the last word on  
sandwiches

A 4 pt. rule box surrounds the ad (which is 6.375" by 8.75").

The rule is PMS Cool Gray 11C.

The fill is PMS 611C at 70%

Headline is Helvetica and Helvetica Bold 46 pt. type on 49 pt. leading. Kern as shown. Color is Black.

Using the images from the SKILLS CONTEST folder found on the hard drive, create this image. Size and position as shown.

Place this image from the SKILLS CONTEST folder found on the hard drive. Size and position as shown. Color is PMS 7412C. Transparency is set to 20%. Layer options are set to multiply.

This text is Times New Roman 10 pt. type on 13 pt. leading, color is black, justified, set kerning and tracking as shown. Bold indicated characters as shown.

Edit this image as shown from the SKILLS CONTEST folder found on the hard drive. Size and position as shown.

Place logo from the SKILLS CONTEST folder found on the hard drive. Size and position as shown. Add drop shadow. Logo background must be see-through as shown.

Create this box at the bottom of the ad. Size and position as shown. Color is PMS Cool Gray 11C.

Place this image from the SKILLS CONTEST folder found on the hard drive. Size and position as shown. Color is white.

These words are Helvetica 8 pt. type on 9.6 pt. leading. Kern as shown. Color is White.

The URL is Helvetica Bold 8 pt. type on 9.6 pt. leading. Kern as shown. Color is PMS 4712C. Horizontal scaling is 120%

These words are Helvetica 8 pt. type on 9.6 pt. leading. Kern as shown. Color is White. Phone number is Bold

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

# Computer Generated Mechanical Judging Sheet

## JUDGING

	Range	Actual	Max per Section
1. Followed Instructions			
1A. Correct Size and Placement of Elements			
Center Image Collage	0-30		50
Background Sandwich	0-10		
Logo / Small Sandwich	0-10		
1B. Correct Use Of Typography (Kerning, Leading, etc.)			
Headline	0-5		20
URL at Bottom	0-5		
Body Copy	0-5		
Text on Bottom	0-5		
2. Assignment Of Proper Color To Elements			
Headline / Body Copy	0-5		20
Background	0-5		
Rule Box / Bar at bottom	0-5		
Sandwich at bottom / Background	0-5		
3. Spelling			
Spelling errors	0-10		10
TOTAL	100 Points max		(x 3 for final score)

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

