



SkillsUSA Florida Championships 2021

PREPARING FOR THE CONTEST

Introductory Information

This document serves as a supplement to the official SkillsUSA Technical Standards found online at absorb.skillsusa.org to be used to prepare for state-level virtual competitions. State-level contests will follow the "Standards and Competencies" outlined in the official SkillsUSA Technical Standards (Virtual). Contestants and instructors should review the contest's Technical Standards as a first step in preparing for a competitive event.

Any information contained in this document applies to state-level competitive events only. Download and review the State Virtual General Regulations at skillsusafl.org/state-conference for more information regarding virtual contests. The list of supplies and materials outlined below is subject to change; updates will be posted to our website on the contest updates page.

SkillsUSA Professional Members (advisors and teachers) can access the standards through SkillsUSA Absorb (absorb.skillsusa.org). To join as a Professional Member visit bit.ly/skillsusa-prof.

Clothing Requirements

Because of the nature of virtual competitions, official SkillsUSA competition clothing is not required, but is encouraged. Students may also compete in trade-appropriate attire if official contest attire is not available. Alternatively, competitors may dress in business attire. See State Virtual General Regulations for more information.

Class E: Contest Specific - Business Casual

- Official SkillsUSA white polo shirt
- Black dress slacks (accompanied by black dress socks or black or skin tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin tone seamless hose)
- Black leather closed-toe dress shoes

Gather Materials

Contestants will need the following for the contest:

- 1:1 device for each contestant with camera, microphone and internet connection of at least 2 Mbps up/down
- Filming Device
A device to complete a video recording. This may be a laptop, phone or other device with support devices like a tripod, microphone, etc. Preferred file format is MP4.
- 1-page resume for each team member in PDF format
- Drawing table and stools
- Illustration board and repro material
- Clip art and reference artwork (no outside clip art is allowed)

- Computer of choice with RAM to run industry standard software with compatible monitor, keyboard and mouse, and external drives
- Licensed software (QuarkXpress, PageMaker, InDesign, Photoshop, Illustrator or Freehand)
- Assortment of graphite pencils
- Colored pencils and/or markers
- Fine-point black markers (i.e., Sharpie)
- Paper that is appropriate to the medium in which the student will be working (i.e., marker paper or visualizer pad)
- Triangle, compass or French curve as needed
- Ruler, at least 12"
- Small T square for drawing thumbnail boxes
- Pencil sharpener
- Tape for securing paper to table if student will be using a T square
- Erasers
- Any items needed to visually express their creative ideas

SkillsUSA Florida will provide the following for the contest:

- Contest prompt and information
- Contest Prep Box, with materials needed for the contest like stopwatch, measuring tape, and large face digital clock that must be used in pre-recorded videos
- Meeting links and upload information

Local Proctor Information

A local contest proctor (non-advisor/program instructor) must be present for the recording of the contest. The proctor should review the technical standard, this document and the state contest which will include an integrity statement containing additional information for the proctor.

Once the contest is complete, the contestants, chapter advisor and onsite proctor will sign-off on the integrity statement. Additional contest proctor information can be found on our website.

Advisor Information

An advisor or instructor must be present for the duration of the competition to ensure safety and conduct standards are upheld. Advisors will not participate in judging or interfere in the contest, except in the event of safety or conduct violations, or equipment malfunction. Any communication between students and their advisors during the contest will result in disqualification.



CONTEST INFORMATION

Knowledge Performance

This contest includes two multiple choice knowledge assessments. Instructions and credentials to complete these assessments will be provided when the contest window opens. These assessments should be completed under the supervision of the contest proctor.

- **Advertising Design Assessment** –
Assesses general knowledge of advertising design. Definitions, file types, processes and procedures relevant to advertising design will be assessed.
- **Professional Development Career Readiness Assessment** –
Assesses preparedness to enter the workforce as defined by the SkillsUSA Framework, which identifies skills that are essential for success in the workplace and life. (

Skill Performance

The skill performance portion of the contest will be completing a marketing plan, there will also be a presentation requirement.

Contest Guidelines

This contest will require a contestant to submit a requested marketing plan. This marketing plan may include the design of a logo or billboard, replication of a magazine ad or physical print, and a presentation to a perspective client.

The state contest will outline the client's need and all necessary information to complete the contest. Students will login via Zoom to receive instructions and ask any questions regarding the assignment. Competitors will have a set time limit to complete their work

Workstation video – A stationary camera must be positioned to view the student's entire workstation. The contestant and time clock must

be visible in the recording at all times. The recording must be unedited to ensure that no outside help was given to the contestant.

Client Presentation – Contestant will create a presentation outlining the marketing plan. Students may practice the presentation in advance. The pre-recorded session must be observed by an onsite proctor and filmed in one take. Alternatively, students may be required to make their presentation to judges live via Zoom.

A contest proctor will be required for each recording and live session. Recordings must be setup, started, monitored and stopped by the contest proctor. The camera must be setup in such a way as to show all materials and a clear workspace. The contestant and large face digital clock should be always visible in the recording. The recording must be unedited (continuous) to ensure no outside help was provided.

Additional files may be required to be submitted. These requirements will be outlined in the state contest prompt.

The contestant will not mention their name, school, city or state. Basic safety practices related to the skill performed must be followed.

At the completion of the event, the contestant, chapter advisor and proctor will sign-off on the integrity statement. This integrity statement will need to be submitted with the entry.

SUBMISSION REQUIREMENTS

The following needs to be uploaded by the deadline. No late submissions will be accepted.

- Statement of Assurances: PDF file (*Upload by April 1)
- Resume: PDF file (*Upload by April 1)
- Pre-Recorded Demonstration Video: MP4 file
- Integrity Statement: PDF file