



Promotional Poster

(Florida-Only Contest: this event does not advance to the national level)

PURPOSE: To work together to create an attractive poster design to promote your chapter's activities by reflecting the current state theme. This event begins with goal setting in relation to a theme and involves the major competencies: developing a design, teamwork, organizing work, communications, marketing a product, and managing a budget.

CLOTHING REQUIREMENT: Class A – SkillsUSA Attire, or Class F – Business Casual. Team members must dress in the same class. Official SkillsUSA attire is not required for virtual competitions.

ELIGIBILITY: This contest is open to career and technical education students in any training program who are registered and paid SkillsUSA members by the established deadline. Teams may be entered in two divisions, secondary and postsecondary. Each entry shall consist of a team of two (2) members.

SUPPLIES AND MATERIALS

Provided by the Technical Committee/Host Site:

- Team Kits
- Contest Store items purchased in advance
- Purchasing forms

Provided by the Contestants:

- 2 pieces of white poster board
- Resume for each team member
- Pen or pencil
- Calculator (cell phones may NOT be used as a calculator)

SCOPE OF CONTEST

A team of 2 students work together to plan and execute a design that reflects the state theme. Each team will provide their own poster board, with no more than two plain white poster boards are permitted. The poster must carry out the established theme, be related to SkillsUSA, and should serve to promote your chapter's SkillsUSA activities. The 2021 state theme is "SkillsUSA Florida: Champions at Work, Reaching Past the Stars." Each team will be provided a Team Kit* with basic materials for their exclusive use.

- Markers – 1 box of 8 markers
- Scissors – 1 pair
- 5 sheets construction paper (1 each – red, blue, green, yellow, black)
- Glue sticks – 2 each

**Other materials may be included in the Team Kit, as available. All teams will receive the same kit.*

Additional materials will be available for collective use and may be "purchased" from the contest store. Items may include additional construction paper, magazines, decorative borders, stickers, glitter, liquid glue, colored pencils, fabric, feathers, and similar items. Teams will have a budget of \$20 per team to "purchase" these additional supplies.

To purchase items, teams will upload a legible, completed purchasing form submitted electronically by March 10, 2021. Forms may be typed or handwritten. Teams must spend a minimum of \$10 and may not exceed the maximum budget of \$20 per team. Use the prices listed below. Be sure to identify the color desired. Some items may be available only in limited quantities, and teams are encouraged to shop strategically. Team kits and additional purchased items will be mailed to each school.

Submit purchasing forms here: <http://bit.ly/3p53LUi>

Please name files according to the instructions in the [Virtual General Regulations](#).

Additional Materials:

Construction paper: \$0.50 per sheet (*red, orange, yellow, green, blue, purple, black, brown, white*)

Liquid glue: \$2 per bottle

Glitter: \$2 per container (*red, blue, green, gold, silver*)

Magazines: \$1.50 each

Colored pencils: \$3 per box of 12

Glitter glue: \$3 per bottle (*red, blue, green, purple, silver, gold*)

Paint: \$1.50 per bottle (*red, blue, yellow, green, black, white*)

Please note: Real money will not be used during the contest.

Each team will have 2 hours to execute their poster design. At the end of the 2-hour production time, each team will present their poster to the judges and answer questions about their design and creative process. Both team members must participate in the interview to receive full points. If both team members do not participate, only half the points will be awarded.

SUBMISSIONS

- Resume – uploaded by April 1, 2021: <https://bit.ly/3aIxnlu>
- Purchasing Form - uploaded by March 10, 2021: <http://bit.ly/3p53LUi>
- Photos of finished poster – uploaded within 24 hours of completion of the contest: <http://bit.ly/3p53LUi>

TECHNOLOGY:

- A stationary camera (laptop or Chromebook) that can connect to Zoom. The camera should view the entire area around the contestant.
- High Speed Internet Connection. Speeds of at least 2 Mbps up and down are required.

PROCTOR NEEDS:

A local proctor is required for the Professional Development test.

A Second Camera Proctor is not required for this contest.

SCORING CRITERIA

Posters will be judged on the following criteria:

<i>POSSIBLE POINTS</i>	<i>DESCRIPTION</i>
250 points	Budget and Purchasing
	Team adheres to maximum budget (50 points, deduct 5 points per \$0.50 over budget)
	Purchasing form is legible and complete (75 points)
	Materials purchased were used and no unnecessary purchases made (75 points)
	All materials were used creatively (50 points)
200 points	Gains attention
	Focuses attention on important items (50 points)
	Pulls the eye to specific areas (50 points)
	Color commands attention, balance creates interest (50 points)
	Shapes, lines, spaces and colors create an interesting and readable poster (50 points)
200 points	Development of theme
	Theme of poster is the official theme established by Florida SkillsUSA (50 points)
	Meaning and message of the poster are apparent immediately (50 points)
	Graphic elements, lettering and illustrations allow quick and clear comprehension of the poster theme (50 points)
	Lettering is related in scale and character to the spirit of the theme (50 points)
100 points	Imagination, creativity and originality
	Poster shows originality (25 points)
	Poster is creative, in good taste and attractive (25 points)
	Differences in color, line and shapes depict good design and imagination (25 points)
	Illustrations, lettering and background harmonize and show innovation (25 points)
250 points	Interview Score
	Responses to interview questions, including clarity of information and thoroughness of response (200 points)
	Speaking skills to include variances of pitch, tempo, volume and enthusiasm (15 points)
	Stage presence, including poise, eye contact, gestures, confident (20 points)
	Mechanics as in diction, grammar, pronunciation and enunciation (15 points)
1000 points	TOTAL POSSIBLE POINTS
PENALTIES	
-50 points	Failure to provide hard copy of resume
-10 points per 1 min	Time violation for planning and budgeting period

