

Advertising Design

Contest Update – March 25, 2021



Preparatory Information

Project information will be provided during the creative brief on April 16 at 9:00 AM EST via Zoom. All contestants must be present for the creative brief. The client will present their needs and all competitors will have the opportunity to ask questions. Students should be prepared to take notes.

In addition to the brief, a written overview of deliverables will be available on the contest platform on April 15 at 8:00 AM. Please note, the information provided on the written document will not be sufficient to complete the competition. Students must attend the brief in order to receive all contest information.

Contestants will prepare a set of deliverables based on information provided in the brief. Deliverables may include business cards, stationary, social media posts, banner advertisements, or other media forms. No more than 3 deliverables will be required.

Contestants will deliver a 5–10-minute presentation of their deliverables to a panel of judges. Each competitor will receive an appointment time. It is expected students will login at least 10 minutes prior to the scheduled start time. A local proctor must be present for the live presentation.

The presentation should be no longer than 10 minutes. The topic of the presentation should include details about the competitor's creative process, techniques used, and why each design is appropriate for the deliverable.

Digital or visual presentation tools may be used (i.e., PowerPoint) but are not required. No penalties will be assessed for failure to use a visual aid. Design files should be exported as a PDF and displayed on Adobe Reader or similar software. Contestants will use the screen share option on Zoom to share their designs with the judges during their presentation. Please review [how to share your screen on Zoom](#).

Following the presentation, design files will be uploaded to the contest platform, as indicated on the contest materials.

Submitted files must be in the designated format and named according to the [Virtual General Regulations](#).