

# AD

## ADVERTISING DESIGN

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SKILLSUSA CHAMPIONSHIPS  
JUNE 22, 2017

# CREATIVE SKILLS

**Competition Area:** Creative Skills

**Time:** 5 hours

**Client:** Bees Needs

**Subject:** Logo Design, Cardboard Product Sleeve, Hanging Tag, and Information Card

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

**Background:** You are an advertising designer and your client is Bees Needs. You will be designing their logo, a cardboard product sleeve, a hanging tag, and an information card. Bees Needs is an organization that is promoting awareness of the importance of Bees in the agricultural food chain.

***Here is some information about the plight of the bee from Wikipedia:***

Colony collapse disorder (CCD) is the phenomenon that occurs when the majority of worker bees in a colony disappear and leave behind a queen, plenty of food and a few nurse bees to care for the remaining immature bees and the queen. CCD causes significant economic losses because many agricultural crops worldwide are pollinated by western honey bees. According to the United Nations, the worth of global crops with honey bee pollination was estimated at close to \$200 billion in 2005. Shortages of bees in the US have increased the cost to farmers renting them for pollination services by up to 20%. In the six years leading up to 2013, more than 10 million beehives were lost, often to CCD, nearly twice the normal rate of loss.

There is an ongoing debate surrounding the disappearance of bees. It seems pretty clear that pesticides are the main culprit, however. Since the end of World War II, the use of pesticides in agriculture has increased exponentially. Relatedly, it is now suggested that the widespread use of pesticides known as neonicotinoids is having a detrimental impact on the health of bees. Neonicotinoids, which are chemically similar to nicotine, are an extremely popular pesticide. They are also likely poisoning bees and other pollinators. In essence, pesticides are terrible for the environment, and they are killing the organisms that help the world, and humans, survive.

A study from the Harvard School of Public Health found that these pesticides directly contribute to Colony Collapse Disorder. When bees are exposed to pesticides like neonicotinoids, they go insane and don't know how to return home. It's almost as if they are given a form of Alzheimer's. It's important to note, however, that while pesticides are likely a large part of the reason bees are dying, there are other factors in play as well. This is a complex problem that the world's top scientists are still investigating. In addition to pesticides, for example, it is believed that bees are also dying from various parasites, like the Varroa mite.

Hence, bees are dying from a combination of factors, but primarily due to the impact of human practices and the ongoing problems associated with climate change. Humans are destroying wild habitats in which bees traditionally get their food.

*Why should we care?*

Even if you hate bees, you need them. They are responsible for much of the food on your plate. Bees perform a task that is vital to the survival of agriculture: **pollination**. In fact, **one third** of our global food supply is pollinated by bees.

Simply put, bees keep plants and crops alive. Without bees, humans wouldn't have very much to eat. To put this into context, these are many of the crops pollinated by bees: **almonds, apples, apricots, avocados, blueberries, cantaloupes, cashews, coffee, cranberries, cucumbers, eggplants, grapes, kiwis, mangoes, okra, peaches, pears, peppers, strawberries, tangerines, walnuts and watermelons.**

Without bees, these crops would **cease to exist**. Bees are crucial to our existence as well. We must work harder to protect and preserve them. As renowned entomologist Marla Spivak puts it:

*“Anyone who cares about the health of the planet, for now and for generations to come, needs to answer this wake-up call.*

*...Fewer bees lead to lower availability and potentially higher prices of fruit and vegetables. Fewer bees mean no almonds, less coffee and less alfalfa hay available to feed dairy cows.*

*...We need good, clean food, and so do our pollinators. If bees do not have enough to eat, we won't have enough to eat. Dying bees scream a message to us that they cannot survive in our current agricultural and urban environments...”*

**Assignment:** Your job will be as follows: Conceive, design, and execute a logo for Bees Needs. The required text for the logo is “Bees Needs” with a tagline of “You need to Bee Woke!” The logo will be designed, and supplied in the following formats: full-color, 2-color, and one color. The logo must not be a strictly typographic solution (it must incorporate some form of a graphic or illustration). Your logo design for this part can be any shape or size, but for the purposes of this competition, your thumbnails should fit in at least a 3" square. Your logo thumbnails should be NO LARGER than 4". Please remember, this DOES NOT mean that your logo should be square. If you choose to do a rectangular or oval-shaped logo, you should adjust the size of your logo thumbnails accordingly. Above all, PACE YOURSELF. Do not spend too much time on your thumbnails. The logo should represent the idea of an environmentally conscious organization for the benefit of bees. It should be presented in a professional, interesting and energetic way. We are asking you to be as creative as possible in the time allotted. This is the creative portion of the competition. BE CREATIVE. Show us your absolute best ideas.

Second, you will create a 1-color cardboard sleeve. The challenge here, is that you must use the shape of the template provided. You MUST also come up with some wording to go on the sleeve. It should communicate the idea that the product that this is wrapped around benefits from the pollination provided by bees. DO NOT place too much text on this piece. The sleeve should feature the name “Bees Needs” and some type of illustration or artwork. It must only be in 1 PMS color. Screening the color to a value of less than 100% is permitted. White would count as a color, as it is not the color of the paper, or substrate. The color of the sleeve stock is PMS 7506.

Thirdly, you will create a 2-color hang-tag. The challenge here, is that your hang-tag must have an irregular shape. In other words, it must not be a plain square, circle, rectangle, triangle, etc. It has to have a custom die-cut. The hang-tag should feature the name “Bees Needs” and some type of illustration or artwork. You MUST also come up with some wording to go on the hang-tag. It should communicate the idea that the product that this is hanging off of benefits from the pollination provided by bees. It must only be in 2 PMS colors. Screening the colors to a value of less than 100% is permitted. White does not count as a color, as it is the color of the hang-tag stock, or substrate.

Fourth, you will create an informational card. These would be used to spread information about Bees Needs, and the plight of the bee. This item is to be Full-Color. Include these things in your design:

- Must include an eye catching, attention grabbing & clever headline
- Must include body copy. NOTE: We are not supplying this. You MUST WRITE something descriptive and tantalizing. This is a NEW organization. Just a few lines of type will not be acceptable. You must COMMUNICATE the situation we are in...how important bees are...the danger of losing them. You must DIRECT people to the website: [www.beesneeds.org](http://www.beesneeds.org) where they can get more information on how they can help. You may also use the website address on the sleeve and tag if you wish. Be creative. (And check your spelling!)
- Must incorporate the logo
- Must include a visual
- Anything that makes your design REAL or BELIEVABLE (web address, phone number etc.)

**Color:** Various as indicated above.

**Size:** See instructions above for logo guidelines. Hang-Tag must fit within a 5" square. The sleeve template is provided to you. The Informational Card is one-sided and is 4.25" x 6", horizontal or vertical. YOU MUST have a .125" margin for the live area on the Informational Card, it may have a full-bleed.

**Required copy:** See instructions above

- Procedure:**
1. **Read directions**, look over all materials & evaluation sheet.
  2. Sketch 5 thumbnails **EACH** of the logo, sleeve, hang-tag and info card **in proportion** and in color. Logo **FIRST**.
  3. Develop your designs from your thumbnails on the computer.
  4. Create a PDF of the final version of your logo **BY ITSELF**. It should fit within a 7" x 7" 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 300 dpi. Type set your Contestant Number in the upper right corner of the logo in 10 pt. Helvetica or equivalent. Save as a PDF!
  5. Create 1 full-size, final of the sleeve and of the hang-tag on the computer. Save them as your contestant number + the word “sleeve” or “hang-tag.” Save as a PDF!
  6. Create 1 full-size info card on the computer. Save it as your contestant number + the word “info card.” Save as a PDF!
  7. Copy to jump drive, place all your elements back in the envelope and raise your hand to turn in your work.

**Provided:** Evaluation Sheet, Reference artwork & copy

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

# CREATIVE SKILLS

## Judging Sheet

### JUDGING

	Max per Section	Points Earned
<b>Thumbnails:</b>	<b>20</b>	
<i>The following areas will be evaluated:</i> Correct Number of Thumbnails Strength and Variety of Ideas Use of Color and Indication of Typography Communicative Strength of Thumbnails		
<b>4 Final Pieces</b>	<b>60</b>	
<i>The following areas will be evaluated:</i> Designs Developed from Thumbnails Strength of Idea, Communicative Strength Strength of Color Model (Design and Type) Creative Use of Illustrations/Photos		
<b>Overall Creativity</b>	<b>20</b>	
<i>The following areas will be evaluated:</i> Design Solution Appropriate to Client Design Excellence		
<b>TOTAL</b>	<b>100</b>	

(x 6 for final score)

TOTAL
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# COMPUTER MECHANICAL 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 22, 2017

<b>Competition Area:</b>	Computer Generated Mechanical
<b>Time:</b>	2 hours 15 mins.
<b>Subject:</b>	Magazine Spread
<b>Client:</b>	Global Magazine
<b>Assignment:</b>	Assemble the ad shown using the elements provided
<b>Size:</b>	11" x 17"
<b>Colors:</b>	Full color
<b>Assessed Points</b>	100 x 3 (see attached judging sheet for point breakdown)
<b>Procedure:</b>	CAREFULLY view the spread and all the elements provided to re-create the spread.

NOTE: Most text is provided; some you will have to type in yourself.

With your Desktop Layout program and using the spread provided as a guide, SAVE the spread as your Contestant Number. Type set your Contestant Number in the upper right corner of the spread in white 20 pt. Helvetica or Arial. Your number MUST be within the printable area of the document...no closer than .125" from the edge. Import or type in any needed text. Make sure your text/type matches the original spread EXACTLY. Using your RULER, transfer the measurements from your sample spread 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 "2017 Mech Files" 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!

<b>Materials Provided:</b>	Copy of finished magazine spread for reference, actual size Images Text Judging sheet
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# MECHANICAL INSTRUCTIONS

Create an 11 x 17 document. Use rulers as needed to measure. Do not hold template up to computer. Go for 100% accuracy.

Use Arial Italic and Arial Black for Title, space accordingly.

Times New Roman for body copy. Use leading, tracking, and justification as shown. Use PMS 369C with a 50% tint for "PLAN". Use a 75% black tint for "HOW TO SAVE THE HONEY-BEE"

Place black rectangle.

Place your 1 color logo to fit in the "shape.png"

2 pt black stroke with 40% tint.

Make three 0.75 pt strokes and space them out accordingly.

Use 2 pt Dotted stroke. Place HoneyComb.jpg and fill frame proportionally to banner.

Use 2 pt Dotted stroke.

Place .PNG images in a 1.8 in x 1.2611 in box and fit proportionally. Place provided text and space with a 5 pt stroke.

1.875 in x 0.2081 in rectangle.

Use 60% tint with PMS 369 C.

Place BeellustrationCMYK.jpg and creating a clipping path to detect edges and apply a 0.375 in text wrap.

Use PMS 1235 C and Arial Bold 8 pt.

Right justify  
12 pt  
Arial Black  
PMS 369C

Space and color accordingly.

Place image in rectangle and fill frame proportionally.

Make three 0.75 pt strokes and space them out accordingly.

Use 50% black tint on "WE SHRUNK THE"  
Use 75% black tint on "BEES"  
Use 50% black tint on "AND NOW WE'RE"  
Use 50% black tint on "BY BROCK BEASON"



Use Arial Italic and Arial Black for Title, space accordingly.

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Over the past decade the world something has been rapidly disappearing from the world, almost out of time. Something that controls the health of our crops, helps in the production of honey, and is the most important thing in the world. That, of course, is the honeybee. Vanishing from existence, honeybees were finally put on the endangered species list this year.

## PLAN BEE HOW TO SAVE THE HONEYBEE BY BETHANY BEARRICE

The northern Plains and Midwestern states produce the nation's most honey. Florida and California are also major producers. In 2011 California started facing severe drought, without water there are no flowers and without flowers there are no bees.



### MAKING A BUZZ

A new organization has been organizing a lot of buzz on social media called BeeSneaks. The group is dedicated to promoting awareness of Colony Collapse Disorder (CCD) and the endangerment of honeybees. One charitable thing they have done is shipping free clover seeds to anyone who signs a petition to ban insecticides that affect honeybees in the United States, as well as killing and slaying



17 GLOBAL MAGAZINE - AUGUST 2017

### FLOWERS



As easy to understand as the sky is blue, bees would witness a dramatic decline in flower populations heavily rely on their pollination.

### FOOD

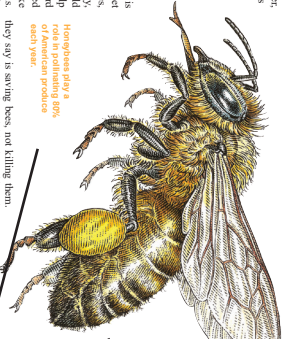


Imagine a world with less fruit, vegetables, nuts and seeds. Bees also have an important role in both the beef and dairy industry. Without hanging up food again, cotton, crops, would plummet too. Cotton makes up 35% of the entire world's fiber use. This would have an immense impact on jeans, mittens, socks and pajamas. This impacts a lot of household items.

### CLOTHING

### CONTINUED

After a third of the commercial honeybees died in one winter, that's kind of a big deal. The USDA announced that they're making it a top priority. The USDA announced it would spend a \$3 million subsidy on a program designed to help bolster bee populations. The three million dollars goes toward a program to entice dairy farmers and cattle ranchers to reseed their fields with bee-friendly crops. This includes plants like alfalfa and clover.



Honeybees play a major role in the production of American produce each year.

Government studies suggest that the decline in population has been from a deadly cocktail of events: increased use of pesticide, shrinking habitats and deforestation, viruses, cell phone towers, severe droughts, extended winters and poor nutrition. However, the most concerning is the loss of the bees' natural ability. However, the most concerning is the loss of the bees' natural ability. However, the most concerning is the loss of the bees' natural ability.

### HONEY!

BEES ENANGERED!  
BY BROCK BEASON

Europe and Australia have played a major role in saving the bees, so far as to pass laws banning insecticide. Countries that have not done this are at a disadvantage. In fact, it's important that any profit they could gain from these harsh chemicals. Evidence even shows that their bee populations have not been hit nearly as hard as in the United States. Proving that while we may be unable to have complete control over droughts and changing temperatures, we have control over the immense one factor that we need to take matters into our hands soon before it is too late.

### CONTINUED

You can't make lemonade if life has no lemons left to give you. Everything is about to go south. Almost would disappear fast as you can see. Bees are used to feed cows, which will impact the cost of milk. Vanilla is used to make ice cream, so with the high cost of dairy products, the ice cream industry would collapse.

Use 50% black tint on "WE SHRUNK THE"  
Use 75% black tint on "BEES"  
Use 50% black tint on "AND NOW WE'RE"  
Use 50% black tint on "BY BROCK BEASON"

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

# MECHANICAL Judging Sheet

## JUDGING

	Max per Section	Points Earned
<b>Size:</b> <i>The following areas will be evaluated:</i> Magazine Spread Sized Correctly Margins correct	20	
<b>Typography</b> <i>The following areas will be evaluated:</i> All headers, bylines, folios, captions, signposts, and body copy are placed correctly. Spelling is accurate to provided reference.	40	
<b>Elements</b> <i>The following areas will be evaluated:</i> Artwork sized correctly Graphic elements sized correctly	40	
<b>TOTAL</b>	<b>100</b>	

(x 3 for final score)

TOTAL
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# PLANNING HOW TO SAVE THE HONEYBEE

BY BETHANY BEATRICE

Over the past decade the world something has been rapidly disappearing from the world, almost out of thin air: Something that controls the health of our crops, helps in the production of food, in maintaining ecosystems, spreading flowers, and essentially has a small role in most things in the world. That, of course, is the honeybee. Vanishing from existence, honeybees were finally put on the endangered species list this year.

Researchers across the world have been desperately seeking answers to explain exactly what is killing off bees and an effective strategy to prevent them from going extinct and, in turn, save us from going extinct with them. In recent years, winter has been one of the major death blows with freezing temperature and snowfall carrying on into early to mid-spring. This has been especially true in states like Iowa, where the harsh winters took the bee population down to 30% as well as other honey states like North Dakota, South Dakota, Montana, and Minnesota.

The northern Plain and Midwestern states produce the nation's most honey, Florida and California behind them, have been hit by the epidemic as well. When the extinction was first noticed in 2006, California was producing twice as much honey as other states, though in 2011 California started facing severe drought, without water there are no flowers, and without flowers there are no bees.

- MORE ON NEXT PAGE



## MAKING A BUZZ

A new organization has been generating a lot of buzz on social media called BeesNeeds.

The group is dedicated to promoting awareness of Colony Collapse Disorder (CCD) and the endangerment of honeybees. One charitable thing they have done is shipping free clover seeds to anyone who signs a petition to ban insecticides that affect honeybees in the United States, as well as liking and sharing

their Facebook page, and the plant additionally is also Instagram. Clover major catalyst for boosting turns into beautiful purple flowers and can be found all over the United States. Reaching out to children, teens, and adults on social media and promoting that bees should be welcomed guests, not something to be afraid of.

## BEE SNEEDS

JOIN THE BUZZ AT

www.beevoke.org

@beevokeig

- BARRY BENSON



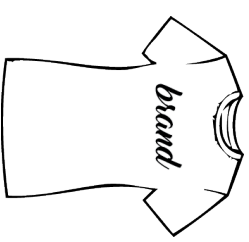
## FLOWERS

As easy to understand as the sky is blue and 2 + 2 = 4, without bees we would witness a drastic decline in flower populations since flower populations heavily rely on bee pollination.



## FOOD

Imagine a world with less fruit, vegetables, nuts, and seeds. Bees also have an important role in both the beef and dairy industry. Meaning milk, cheese, yogurt, burgers, steak, and more could no longer be sold at stores.



## CLOTHING

Without bringing up food again, cotton crops would plummet too. Cotton makes up 35% of the entire world's fiber use. This would have an insane impact on jeans, mattresses, towels, clothing, and more. This impacts a lot of household items.

## CONTINUED

After a third of the commercial honeybees died in one winter, that's on top of previous years of declining population. This epidemic has gained such momentum that news outlets like Time, Newsweek, and others are trying to generate buzz (no pun intended) about what is now called Honeybee Colony Collapse Disorder (CCD). Honeybees pollinate an estimated \$40 billion worth of the nation's agricultural produce annually, which means that a third of our food comes from the production of honeybees and pollination. 130 fruits and vegetables are pollinated by bees, which makes up 80% of the nation's produce.

The U.S. Department of Agriculture (USDA) is concerned enough about this, saving the one animal on the planet that determines the survival of both plant and animal species, including us, and make or break food prices internationally, they're making it a top priority. The USDA announced it would spend a \$3 million subsidy on a program designed to help bolster bee populations. The three million dollars goes toward a program to entice dairy farmers and cattle ranchers to reseed their fields with bee-friendly crops. This includes plants like alfalfa and clover that will help boost the honeybee populations.

Government studies suggest that the decline in population has been from a deadly cocktail of events. Increased use of pesticide, shrinking habitats and deforestation, viruses, cell phone towers, severe droughts, extended winters, and poor nutrition have been considered some of the circumstances responsible. However, according to the EPA, the biggest threat is a parasite called the Varroa destructor, a mite that is highly resistant to insecticides. Companies like Monsanto, Dow, and Bayer have pushed insecticides to rid of the parasites. However, this has weakened bees' genetics and natural defenses to fight off the parasite as well as other viruses.

Monsanto created an insecticide from genetically altered corn called Bacillus thuringiensis (Bt), which has a side effect of binding to the receptors in a bee's stomach and keeps them from eating. This results in the bee becoming weak, the inner stomach wall deteriorating, and making them vulnerable to spores and bacteria. This kills off bees in a number of ways. However, Monsanto continues to decline that Bt or Monsanto is responsible for this side effect and push the chemical that



Honeybees play a role in pollinating 80% of American produce each year.

they say is saving bees, not killing them. Continued use of pesticides is making the effects of harsh winters and severe droughts on honeybee populations much worse. There are other chemical culprits at play too. Insecticides called neonicotinoids poison not just bees individually, but their entire colony, taking contaminated nectar and pollen to the hive. The toxicity builds up over time and the Central Nervous System breaks down until the bees can no longer fly or make it back to the nest.

Europe and Australia have played a major role in saving the bees, so far as to pass laws banning insecticide. Countries around the world deem that saving bees from extinction is more important than any profit they could gain from using these harsh chemicals. Evidence even shows that their bee populations have not been hit nearly as hard as in the United States. Proving that while we may be unable to have complete control over droughts and freezing temperatures, we have control over the number one factor: insecticides, and we need to take matters into our hands soon before it is too late.

## HONEY! WE SHRUNK THE POPULATION OF BEES AND NOW WE'RE ENDANGERED!

BY BROCK BEASON

- A life without bees is no life at all, literally. Imagine a world without fruits, vegetables, nuts, and seeds.
- It would start off small, produce prices at grocery stores would increase. One apple would cost as much as a bag of apples do now.
- Eventually, apples would become a luxury, until they vanish just like honeybee populations did.
- You can't make lemonade if life has no lemons left to give you. Everything from coffee to cantaloupes, beans to peppers, avocados to grapes would all face the same fate. Your Starbucks lattes could double in price and the Pumpkin Spice Latte would go extinct too.
- Restaurants like Chipotle would struggle. Without avocados, beans, onions, limes, or peppers Chipotle could shut down.
- Almonds would disappear fast. This not only affects almond based foods, but almond hulls used to feed cows, which will impact the cost of milk. Vanilla, cocoa, and other beans are going too, so with the high cost of dairy and no flavors, the ice cream industry would collapse.

- CONTINUED



