

# 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 17, 2021

<b>Competition Area:</b>	Computer Generated Mechanical
<b>Time:</b>	1.5 hours
<b>Subject:</b>	Ad
<b>Client:</b>	Ford Motor Company
<b>Assignment:</b>	Assemble the ad shown using the elements provided
<b>Size:</b>	10.25" x 7.875"
<b>Colors:</b>	Full color
<b>Assessed Points</b>	100 x 2 (see attached judging sheet for point breakdown)
<b>Procedure:</b>	CAREFULLY view the Ad and all the elements provided to re-create the Ad.

NOTE: Text is NOT provided...you will have to type in yourself.

With your Desktop Layout program and using the Ad provided as a guide, SAVE the ad as your Contestant Number. Type in ALL of the text. Make sure your text/type matches the final ad EXACTLY. 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 "IMAGES" folder. 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!

Typeset your contestant number in 10 pt. Helvetica Bold, WHITE, or equivalent in the lower right hand corner of the page WITHIN the margin. Save as a Photoshop, flattened PDF, or an Illustrator PDF or Indesign PDF with the following naming convention: **(your contestant number)-Mechanical.pdf** For example: **301-Mechanical.pdf**

<b>Materials Provided:</b>	Copy of finished Ad for reference, actual size Images Judging sheet
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# INSTRUCTION SHEET

# Please measure, and refer to the actual size ad.

The Headline is 82 pt. Helvetica, white and placed .25" from the top and left side

Place this image scaled to 220%. Rotate 12 degrees. Crop as shown.

This is Helvetica bold 10 pt. type on 15 pt. leading. .25" from the right of the ad. Position, and kern as shown.

The Ad size is 7.875" x 10.25"

This box is 85% black, .25" from the left, 1.5" from the top and is 2.66" wide and 5.13" tall

This text is Helvetica 18 pt. type on 34 pt. leading, Setkerning and tracking as shown. It is placed 2" from the top and is centered in the grey box.

## PLEASE NOTE!

The text for this ad has NOT been provided for you in the folder. You have to type this text in.

This white, 1pt. line is 1.5" wide, centered in the box and 2.48" from the top of the ad

This text is Helvetica 12 pt. type on 22 pt. leading, Setkerning and tracking as shown. It is placed 2.7" from the top and is centered in the grey box.

Place this logo scaled at 20% center and position as shown. Change color to white.

Place, size and crop all logos as shown. Remove backgrounds and change colors as needed.



This black box is aligned to the bottom of the ad and is .66" x 10.25"

# Bucking Wild.

## The Legend Returns

Get out there and find your wild in America's original sports-utility vehicle. With a legacy that can't be broken, the entire Bronco family is designed, engineered, and built for adventure. So, get ready to mount up and get dirty because the one and only legend is making its long-awaited return. The Ford Bronco – Built Wild



## BRONCO



[www.ford.com/bronco](http://www.ford.com/bronco)

treadlightly!





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**BRONCO**



treadlightly!®



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

# MECHANICAL Judging Sheet

## JUDGING

	Max per Section	Points Earned
<b>Size:</b>	<b>20</b>	
<i>The following areas will be evaluated:</i> Advertisement Sized Correctly Margins correct		
<b>Typography</b>	<b>40</b>	
<i>The following areas will be evaluated:</i> Headline Body Copy Contact Information Spelling		
<b>Elements</b>	<b>40</b>	
<i>The following areas will be evaluated:</i> Artwork sized correctly Graphic elements sized correctly		
<b>TOTAL</b>	<b>100</b>	

(x 2 for final score)

TOTAL
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