

Pin Design

North Carolina 2022

To evaluate a contestant’s creative, technical and oral presentation skills and to recognize outstanding students for excellence and professionalism.

First, download and review the General Regulations at: [http://updates.skillsusa.org](http://updates.skillsusa.org/).

Eligibility

Open to active SkillsUSA members enrolled in career and technical programs.

Clothing Requirements

Class A: SkillsUSA Attire:

* Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket.
* Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area or the blazer, sweater, windbreaker or jacket.
* 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 dress shoes.

Equipment and Materials

1. Supplied by the technical committee:

a. Timekeeper and judges

b. All necessary information for the judges and technical committee

2. Supplied by the contestant:

a. 8.5" x 11" rendering of pin design (must follow points in Contest Guidelines including attribution for fair use and proof of creative commons content, or permission to use copyrighted content).

b. Tabletop display to promote your pin design to the public

c. All competitors must create a one-page résumé and submit it at the orientation meeting.

d. Means of presentation: computer, tablet, notebook, poster or other media of your choice if desired to make your presentation to the judges.

See <https://skillsusapin.com/> for further instructions.

Contestants and advisors should check the contest Facebook page using the shortname @skillsusapin, SkillsUSA Pin Design Contest — State.

***Note:*** Your contest will also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the SkillsUSA website at: [http://updates.skillsusa.org](http://updates.skillsusa.org/).

Scope of the Contest

The contest consists of these parts:

1. Evaluation of the pin design

2. Oral presentation and question-and-answer session. All contestants will be asked the same questions, which judges will determine before the start of the contest.

3. Evaluation of the tabletop display.

Knowledge Performance

There will be no skill-related written test.

Skill Performance

The contest is designed to assess the contestant's ability to design and produce a trading pin concept for their State SkillsUSA association. In addition, contestants must create an informative, educational, and promotional tabletop display, and deliver a presentation regarding all aspects of their state pin design.

Contest Guidelines

1. All entries must be rendered in color (full color or two-color). Preferably, entries will be created in a design software package such as Illustrator, or Photoshop. However, contestants are permitted to use equivalent open-source software such as Inkscape, Gimp, etc. Licensed software such as the Corel suite, Affinity Designer, Affinity Photo, etc. is also acceptable. Entries may also be hand-drawn, painted or rendered in colored pencils or markers.

2. All entries should be submitted on a single 8.5"x11" page with two sizes: 7" and 11/2". Both sizes must be identical. A copy for judging must be turned in at the orientation meeting with your résumé. The larger 7" version is for showing greater detail. The smaller 11/2" version is to show what the actual pin will look like at pin size. The larger version must be 7" wide or 7" tall on its largest dimension for judging.   
  
The smaller version should be 11/2" wide or 11/2" tall on its largest dimension to show how the actual pin will look at pin size. Deductions will be taken for each size version as follows: Every 1/4" over or under on the 7" version and every 1/8" over or under on the 11/2" version. Wording on the pin must reference the name of the State, the year, and SkillsUSA. Note that both sizes should be readable, but especially at the 11/2" actual pin size. Your contestant number for the national conference must be placed on the back of your submitted artwork. The SkillsUSA emblem or SkillsUSA logo (or elements of either) should not appear on the pin. The name SkillsUSA must be used and the proper spelling must be as shown (SkillsUSA is one word; accurate use of capitalization is required to represent the brand’s standards.)

3. The design must be the original concept of the student. Use of the students’ own original photos, drawings or digital art is highly recommended. Designs may be constructed of small amounts of Creative Commons licensed material, material in the public domain, or commercial stock images. These materials must be accompanied by proof of license and must provide attribution to credit the originator.

4. Designs that violate copyright laws are subject to elimination.

5. A space will be provided for you to make a tabletop display to promote your pin design/state to the public, for viewing at the national conference. You will have no more than 28" x 28" table space for this display. It should be no taller than 48" from the tabletop. Your entry submitted for judging will also be in this space. This display can be used in your presentation.

This display must be put up within two hours after the orientation meeting and remain up until the debriefing. You will not have electricity or security for your display, so be careful not to leave valuable items on your display. The display will be judged separate from your interview. Displays should be informative and educational. Displays must also be crafted independently by the contestant. Advisors are not permitted to set up displays. (exceptions or modifications allowed to comply with ADA for contestants with applicable disabilities). However, decorative items and craft making supplies such as stickers, lettering and such are permitted in the display.

6. Displays may not include hazardous or flammable materials or generate noise.

7. Displays will be judged on:

• Neatness.

• Overall aesthetic appeal.

• Informative/educational value.

• Cohesiveness.

• Grammar/spelling.

• Size.

• Originality and creativity.

• Overall effort.

**NORTH CAROLINA CONTEST ALTERATIONS**

**8. WRITTEN COMPONENT** (to be submitted by the date specified below)–

Answers to the following questions, typed 12 point font, no more than 1-page per question. **Written Components should be submitted in PDF format and include the final design on one page.**

1. Discuss how you came up with the design concept of the pin
2. Discuss the process you used to design your pin
3. Why do you feel this pin represents the State of North Carolina?
4. **ORAL PRESENTATION** (on site) –

In 2 minutes or less, you will discuss -

1. What are the unique qualities of the pin?
2. Why would other students/advisors want to wear it?
3. **DESIGN SUBMISSIONS** – (BOTH to be submitted by the date specified below) –
4. Original source file NOT compressed / flattened (psd, ai, indd, etc.)
5. Final file in pdf format

**\*\* NORTH CAROLINA CONTEST ALTERATIONS / DEVIATIONS:**

**The Written Component, Oral Presentation, electronic Submissions and Display Requirements are deviations from the National Competition. If you advance to the national competition, BE SURE TO READ THE NATIONAL STANDARDS and understand what is expected of national contestants.**

**What is to be Submitted Prior to Conference:**

1. **Final Design (PDF)**
2. **Original design (not flattened or compressed)**
3. **Written Answers to Questions (PDF)**
4. **Resume (PDF)**

**Design submissions, Written Component AND Resume must be submitted via email (to** [**contests@SkillsUSAnc.org**](file:///C:\Users\Paul\Dropbox\SkillsUSA\Tech%20Standards\1%202022%20State%20Projects\Pin%20&amp;%20T-Shirt%202022\contests@SkillsUSAnc.org)**) by April 11.**

*(If this is during your spring break, submit early.) Entries submitted late will have a 10% point deduction for each day late.*

**\*\*Competition Dates/Times:\*\***

**High School / Middle School:**

**Display set-up, Orientation/Check-in and Competition will be on Wednesday April 27. Contest location and time (afternoon) to be announced.**

**PostSecondary:**

**Display set-up, Orientation/Check-in and Competition will be on Thursday April 28. Contest location and time (morning) to be announced.**

**Pin Design – Written Explanation**

*Please provide answers to the following questions, typed, 12-point font, no more than 1 page per question. This is to be submitted in PDF format with a copy of the design and the contestants resume.*

1. Discuss how you came up with the design concept of the pin.
2. Discuss the process you used to design the pin.
3. Why do you feel this pin represents the State of North Carolina?