Skills USA Eligibility

Please provide evidence based on this rubric for district competitions In Ad Design, Web Design, Cinematography, and Photography.

Dimension	Advanced 10 – 8 Points	Proficient 7 - 5 Points	Needs Improvement 4 - 3 Points	Failing 2 - 0 Points
Creative Process	Overall, the student shows advanced evidence of their participation in the ideation process. Evidence of sketches, mind maps, word banks, consumer insights, and inspiration from competitors is strong. Students are able to strategically build engaging solutions.	The student shows satisfactory evidence of their participation in the ideation process. There is some evidence of sketches, mind maps, and inspiration from competitors. Students are able to build engaging solutions.	The student shows limited evidence of their participation in the ideation process. There is little evidence of participation in the ideation process.	The student shows no evidence of their participation in the ideation process. There is no evidence of participation in the ideation process.
Design Principles / Typography	There is advanced evidence in using The Principles of Design throughout all media. For Ad/Design contest, the chosen fonts are consistent, legible, and replicate the project extremely well. There are consistent headings, subheads, paragraph spaces, as well as, excellent use of leading and tracking choices. There are no rivers, widows, or orphans.	There is a satisfactory evidence in using The Principles of Design throughout all work. For Ad/Design contest, the chosen fonts are consistent, legible, and replicate the project well. There are consistent headings, subheads, paragraph spaces, as well as, excellent use of leading and tracking choices. There are no rivers, widows, or orphans.	There is limited use in using The Principles of Design throughout all media. For Ad/Design contest, the chosen fonts choices are neither appropriate nor consistent with the original design. There is little thought given to the typographic process.	There is limited or no use of using The Principles of Design throughout all media. Fonts are not appropriate. Student has used the default settings. There is no thought given to the typographic process.
Mid-Year Scores	Student scored within top range in the written and practical test.	Student scored within the mid-range in the written and practical test.	Student scored within the below average range in the written and practical test.	Student failed the written and practical test.

Multimedia Production – Use Of tools across all media – Separate test may be given for Ad/Design competition.	Appropriate choice of file formats and outsourcing techniques for all media output. Excellent match of software to project goals. Strong use of grids, columns, and style sheets.	Appropriate choice of file formats and outsourcing techniques for all media output. Software choices support project goals. Proficient use of grids, columns, and style sheets.	Some file formats choices and outsourcing considerations do not match project goals. Poor match of software to project goals. Limited use of grids, columns, and style sheets. There are multiple text boxes.	Incorrect file formats, and no outsourcing considerations. Poor match of software. No use of grids, columns, and style sheets. There are multiple text boxes.
Effort/Career Readiness – Time on task throughout the entire year	Timesheets and projects are consistently completed on time throughout the year exceeding project goals. Evidence of student effort beyond what was required.	Timesheets and projects are consistently completed throughout the year with evidence of substantial effort. Student meets the requirements.	Timesheets and projects are often consistently completed. Student is often off task, and work shows inconsistent effort.	Timesheets and projects are incomplete. No class participation. Student does not stay on task.
Leadership Skills	Consistently volunteers for additional projects and/or live work. Is independently pursuing skills and interests related to Skills competition.	Has volunteered for additional projects and/or live work. Is independently pursuing interests related to Skills competition.	Rarely volunteers for additional projects and/or live work. No evidence of independently pursuing interests or skills.	Never volunteers for additional projects and/or live work. Is never involved in areas pertaining to Skills specialty.
Former Skills USA Scores	Student previously competed at the nationals competition.	Student previously competed at the states competition and scored within the top range.	Student previously competed at the districts competition, and scored within the top range.	Student has not yet competed at the districts competition.

Creative Process = 10. Design Principles/Typography = 10. COPS Scores = 10. Multimedia Production = 10.

Effort/Career Readiness = 10. Leadership Skills = 10. Former Skills USA Scores = 10.

Total Score = 70.

Student Name

	Graded By Student Name			
Dimension	**Advanced** 10 – 8 Points	**Proficient** 7 - 5 Points	**Needs Improvement** 4 - 3 Points	**Warning/Failing** 2 - 0 Points
Creative				
Design Principles/ Typography				
COPS Scores				
Multimedia Production – Use Of tools across all media – Separate test may be given for Ad/Design competition.				
Effort/Career Readiness – Time on task throughout the entire year				
Leadership Skills				
Former Skills USA Scores				

Creative Process = 10. Design Principles/Typography = 10. COPS Scores = 10. Multimedia Production = 10.

Effort/Career Readiness = 10. Leadership Skills = 10. Former Skills USA Scores = 10.

Total Score = 70.