



# 21ST ANNUAL **TERRITORIAL COMPETITION**

## CONTEST DESCRIPTION DOCUMENT

### **40 – GRAPHIC DESIGN** **Secondary & Post-Secondary Levels** (NOTE: Scope may change without notice)

#### PURPOSE OF THE CHALLENGE

**DURATION: 6 HOURS**

To assess the competitor's ability to perform graphic design-related duties, which include the preparation of files for digital, print and presentation uses.

#### SKILLS & KNOWLEDGE TO BE TESTED

The computer will be the main tool in the Graphic Design contest. All projects will be carried out by means of computer graphics and utilizing programs for page layout (InDesign), illustration (Illustrator) and image manipulation (Photoshop).

The competitor will be required to:

- work under time constraints and project limitations;
- perform basic formatting of text;
- import, manipulate and place graphics and/or photos;
- redraw logo in Adobe Illustrator and place properly as per instructions;
- design and lay out documents using multiple columns, text flow and paragraph styles;
- demonstrate an understanding of hierarchy, typography, aesthetics, and

- composition;
- apply print pre-press and PDF standards (resolution, trapping, resolution/ruling, registration, bleed, etc.); and
- assemble projects for presentation.

The competition will be done on the MAC or PC platform. Technical assistance will be provided throughout the competition. All marks are based on graphic design skills and the ability of the competitor to use graphic design applications which operate the same within PC and Macintosh environments.

On the day of competition, a 15-minute briefing will be given where competitors may ask questions to gain a full understanding of the project.

Information on the current year's project will **not** be made available prior to the commencement of the competition. **Internet use is not permitted during the competition.**

Competitors may download previous competition project documents from the Skills Canada website ([www.skillscompetencescanada.com](http://www.skillscompetencescanada.com)) for practice.

Competitors should expect that the competition environment will be noisy. The use of personal music devices with headphones is permitted.

## EQUIPMENT, TOOLS, SUPPLIES & CLOTHING

### **Supplied by Skills NWT:**

- Adobe Creative Suite (InDesign, Illustrator, Photoshop & Acrobat)
- Printer, ink and printer paper
- Pantone swatch book
- Sketch paper
- Work table
- Chair

### **Supplied by contestant:**

- Laptop computer (PC or Mac)
  - o Students are expected to bring their own devices required for the competition.
  - o Students without laptops must notify Skills NWT by **April 10, 2019**, for assistance in locating a device for competition use.

- Optional supplies:
  - Writing utensils
  - Mouse
  - Tablet

## POINT BREAKDOWN /100

This is only a guide for the competition; details of the project are subject to change.

### **Images and Graphics (15 points)**

Color mode of photos and graphics  
Images resolution  
Saving format  
Necessary retouching

### **Layout (30 points)**

Typography  
Text is present and in the right position  
All images are present  
Logo sized and placed  
Document size is correct

### **Saving Abilities (10 points)**

Document is properly packaged  
All images, fonts and document are included present and in same folder  
Pre-press PDFs have correct markings

### **Logo (5 points)**

Proper retracing of logo

### **Design (30 points)**

Visual composition and concept  
Logo design  
Choice of typefaces and readability  
Choice of images  
Overall originality

### **Printing (10 points)**

Printout is provided  
Proper markings are included and visible  
Paper is correct size to allow space for markings

## TECHNICAL COMMITTEE MEMBERS & JUDGES

**Amber George- Tech Co-Chair**

Sr. Communications Advisor at the Department of Executive and Indigenous Affairs (GNWT)

**Andrea Nilson- Tech Co-Chair**

Communications Officer at the Department of Health and Social Services (GNWT)

**Judge, TBA**

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