



TERRITORIAL COMPETITION

CONTEST DESCRIPTION DOCUMENT

40 – GRAPHIC DESIGN TECHNOLOGY Secondary & Post-Secondary Levels

(NOTE: Scope may change without notice)

PURPOSE OF THE CHALLENGE

DURATION: 2 DAYS

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

SKILLS AND 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;
- 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 a 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) for practice.

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

ESSENTIAL SKILLS

Essential skills are used in nearly every job to varying degrees. They provide a foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. Good Essential Skills will help you understand and remember concepts introduced in technical training. The level of Essential Skills required for most trades is as high or higher than for many office jobs. Of the nine skills that have been identified and validated as key essential skills for the workplace, this contest involves the following:

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|-------------------------------------|---------------------|-------------------------------------|--------------------|-------------------------------------|---------------------|
| <input type="checkbox"/> | Continuous Learning | <input type="checkbox"/> | Numeracy | <input checked="" type="checkbox"/> | Thinking |
| <input checked="" type="checkbox"/> | Digital | <input checked="" type="checkbox"/> | Oral Communication | <input type="checkbox"/> | Working with Others |
| <input checked="" type="checkbox"/> | Document Use | <input type="checkbox"/> | Reading Text | <input checked="" type="checkbox"/> | Writing |

EQUIPMENT, TOOLS, SUPPLIES, AND CLOTHING

PROVIDED BY THE COMMITTEE:

- Adobe Creative Suite (InDesign, Illustrator, Photoshop & Acrobat)
- Printer, ink and printer paper
- Foam core for mounting final projects
- Pantone swatch book
- Work table
- Chair
- USB for final submission of files on Day 2
- Ruler
- X-Acto knife or scissors
- Glue or double-sided tape

PROVIDED BY THE COMPETITOR:

- Laptop computer (PC or Mac)
 - Students are expected to bring their own devices required for the competition with the Adobe Creative Cloud Collection (at least Adobe Illustrator, Indesign and Photoshop) installed prior to the competition
 - Students without laptops must notify Skills NWT by **April 9th, 2020**, for assistance in locating a device for competition use

- Optional supplies:
 - Writing utensils and sketching paper
 - Mouse
 - Tablet

ASSESSMENT

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

POINT BREAKDOWN	SECONDARY /100	POSTSECONDARY /100
MEASUREMENT	/40	/50
<u>Computer Images</u> <ul style="list-style-type: none"> ● Correct colour mode of all images ● Correct colour ICC profile in all used images ● Correction resolution of all used images ● Correct saving formats of all images 		
<u>Computer Layout</u> <ul style="list-style-type: none"> ● Correct Measurements ● All required elements are present ● Bleed is done at exact value ● Correct use of dielines or templates ● Correct use of Master pages and style sheets ● Correct use of glue area ● Correct use of overprinting inks 		
<u>Saving and File Format</u> <ul style="list-style-type: none"> ● PDF for press is correct size ● PDF for press includes trim & registration marks, bleed, fold lines, dielines, document info ● PDF for press is correct colours 		

<ul style="list-style-type: none"> ● PDF is saved to the correct standard ISO ● The final folder is properly packaged with working files, fonts, linked images, layout files, PDF, final print files 		
<p>Final Presentation</p> <ul style="list-style-type: none"> ● Untrimmed colour composite saved or trimmed ● The layout files are printed, trimmed, assembled 		
JUDGEMENT	/60	/50
<p>Understanding the target market</p> <ul style="list-style-type: none"> ● Quality of Image Manipulation – retouch, masking, cloning, blending, colour adjustments, etc. ● Typography – choice, size, colour, legibility, impact, formatting ● Concept – originality, idea ● Quality of visual composition – aesthetic appeal, balance, shape, space, etc. ● Unity and relationship of all tasks ● Quality of Colours ● Practicality of Information design (can be easily interpreted) 		

TECHNICAL COMMITTEE MEMBERS & JUDGES

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Judges, TBA