



## SKILLS CANADA PEI PROVINCIAL COMPETITION

CONTEST DESCRIPTION	
<b>Competition Date</b>	Wednesday, March 14, 2018
<b>Competition location</b>	Holland College Prince of Wales Campus Room #31C
<b>Trade Number</b>	40
<b>Trade Name</b>	GRAPHIC DESIGN
<b>Level</b>	Secondary & Post-Secondary

### 1. INTRODUCTION

#### 1.1 Purpose of the Challenge.

To evaluate contestants' ability to perform duties relating to graphic design and pre-press

#### 1.2 Duration of contest: 6 Hours

8:30am	Registration and time for competitors to become familiar with the equipment
8:45am	Introductions; details of the competition; question & answer session
9:00am	Competition Begins
11:30am	Mandatory 30 Minute Lunch Break ( <i>Lunch will be provided to competitors</i> )
3:00pm	Competition end, judging of final products

#### 1.3 Skills and Knowledge to be tested.

- Ability to assess a design problem and work through a solution
- Knowledge of design process
- Ability to create eye-catching design and illustration
- Understanding & utilizing basic design fundamentals
- Basic knowledge of type, font usage
- Knowledge of image editing software such as Photoshop
- Knowledge of a page layout such as InDesign
- Knowledge of drawing software such as Illustrator
- Knowledge of photo retouching and color correction
- Ability to note and correct errors
- Ability to create and save files
- Ability to create and manipulate objects in a drawing application



## **SKILLS CANADA PEI PROVINCIAL COMPETITION**

### **2. CONTEST DESCRIPTION**

#### **2.1 Tasks that may be performed during the contest**

- Reading and understanding technical specifications <sup>8</sup>
- Implementing time management and workflow planning <sup>7</sup>
- Understanding and utilizing basic design fundamentals <sup>8</sup>
- Manipulating and colour correcting images;
- Using master pages, style sheets and dieline;
- Using industry standard software for illustration page layout and image manipulation; <sup>9</sup>
- Exporting to final formats (eps, tif, psd, pdf) and in native applications;
- Correcting proofs <sup>7</sup>
- Applying print pre-press standards (trapping, resolution/line screen, bleed, ICC profiles, etc.)
- Managing colours to produce a correct PDF separation;
- Printing proofs
- Project assembly for presentation<sup>7</sup>
- Logo Design
- Corporate Package Design
- Poster Design
- Brochure Design
- Magazine Layout
- T-Shirt Design
- Promotional Product Development

*Essential Skills – 7 Thinking (Job Task Planning & Organizing, Problem Solving), 8 Document Use, 9 Digital*

### **3. ESSENTIAL SKILLS**

Creativity, illustration, typography, color theory, computer and software proficiency, time management,

### **4. EQUIPMENT, MATERIAL, CLOTHING**

#### **4.1 Each competitor may bring the following:**

- Sketchbook
- Pens, pencils and eraser
- Swatches, personal mouse, mouse pad or tablet
- Exacto knife
- Glue stick or double-sided tape (spray adhesive not permitted)
- Ruler that measures at least 18"
- External music devices with headphones (*Sim cards will be removed from cell phones*)

*\* No additional fonts, or reference materials other than the software manuals will be permitted*



## **SKILLS CANADA PEI PROVINCIAL COMPETITION**

### **4.2 Equipment and material provided by the competition site:**

- Software:
  - Adobe Creative Cloud\*\*
  - Font management software
  - limited quantity of fonts (competitors can not bring their own fonts)
- iMac (Apple) computer running on OSX 10.9.5
- Keyboard (English), mouse
- Printer paper
- Laser printer
- Cutting mat
- Work table
- Chair

**\*\*Please note – to evaluate competitor skill level and ability to compete at the National level – students will be required to complete all tasks using Adobe software only.**

### **4.3 Required clothing (Provided by competitor)**

Clothing should be casual business attire. The use of personal external music devices with headphones is permitted, however, content may be monitored to ensure that no auditory prompting relating to the competition is used.

## **5. SAFETY REQUIREMENTS**

### **5.1 List of required personal protective equipment (PPE) provided by competitor**

- No PPE required

**Note:** Competitors will not be allowed to compete if the above items are not brought and used

## **6. ASSESSMENT**

### **6.1 Point breakdown**

POINT BREAKDOWN	/100
Technical Elements	50
Images Quality File Structure Pre-Press Final Presentation	Objective Marking



## **SKILLS CANADA PEI PROVINCIAL COMPETITION**

Aesthetics & Creative Elements	50
	Subjective Marking

### **7. ADDITIONAL INFORMATION**

#### **7.1 Tie (No ties are allowed)**

If there's a tie, the higher technical marks will win. If a tie still exists, the judges will make a decision based on the aesthetic appearance of the final product.

#### **7.2 Competition rules**

Please refer to the competition rules for all general PSC information.

### **8. CONTACT INFORMATION**

Name	Email address
APRIL CONDON – COMPETITION CHAIR Holland College	apcondon@hollandcollege.com
Tawna MacLeod – Executive Director, Skills Canada PEI	tmacleod@hollandcollege.com