



## CONTEST DESCRIPTION

<b>Competition Date</b>	Tuesday, April 2 <sup>nd</sup> 2024
<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>	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 (Lunch will be provided to competitors)
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

### 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. SKILLS FOR SUCCESS**

In response to the evolving labour market and changing skill needs, the Government of Canada has launched the new Skills for Success (former Essential Skills) model defining nine key skills needed by Canadians to participate in work, in education and training, and in modern society more broadly. SCC is currently working with Employment and Social Development Canada (ESDC) to bring awareness of the importance of these skills that are crucial for success in Trade and Technology careers.

Part of this ongoing initiative requires the integration and identification of the Skills for Success in contest descriptions, projects, and project documents.

The following 9 skills have been identified and validated as key skills for success for the workplace in the legend below:

Numeracy, Communication, Collaboration, Adaptability, Reading, Writing, Problem Solving, Creativity and Innovation, Digital



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

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

- Sketchbook
- Pens, pencils and eraser
- Swatches, personal mouse, mouse pad or tablet
- External music devices with headphones (Sim cards will be removed from cell phones)
- Laptop Computer
- Software:
  - Adobe Creative Cloud
  - Font management software

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

- Keyboard (English), mouse
- Printer paper
- Laser printer
- Cutting mat
- Work table
- Exacto knife
- Glue stick or double-sided tape (spray adhesive not permitted)
- Ruler that measures at least 18"
- 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 competitors

NA



## 6. ASSESSMENT

### 5.1 Point Breakdown

POINT BREAKDOWN /100

Technical Elements 50

Images Quality

File Structure

Pre-Press

Final Presentation Objective Marking

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

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