



## CONTEST DESCRIPTION

**Competition Date:** Tuesday, April 1, 2025

**Competition location:** Holland College – Prince of Wales Campus

**Trade Number:** 40

**Trade Name:** Graphic Design

**Level:** Secondary

### 1. INTRODUCTION

1.1 The following YouTube website contains pertinent information dealing with techniques to correctly complete the technical aspects of the Graphic Design competition. Review this to properly prepare for this year's competitions at the provincial and national levels.

<https://www.youtube.com/channel/UCw6-rzjxSMY3CP67U6xweOQ/playlists>

1.2 Description of the associated work role(s) or occupation(s)

[https://www.skillscompetencescanada.com/en/skill\\_area/graphic-design-technology/](https://www.skillscompetencescanada.com/en/skill_area/graphic-design-technology/)

#### 1.3 Purpose of the Challenge

Assess the competitor's ability to perform duties relating to graphic design and preparation of files for print, presentation and digital uses.

#### 1.4 Duration of contest

One theme with a length of 6 hours

#### 1.5 Skills and Knowledge to be tested

##### 1.5.1 Work organization and management

##### The competitor needs to know and understand:

- The specific nature and purposes of client-based projects
- Appropriate software usage for the outcomes required
- Methods of working within competition limitations

##### The competitor shall be able to:

- Interpret specifications and projects
- Adhere to project timelines
- Conduct themselves in a professional and respectful manner
- Manage workload under pressure and within time constraints
- Interpret projects in a sustainable manner to minimize wastage in terms of paper prints, errors and time management



- Recover from unexpected setbacks
- Problem solve and adapt to changes
- Complete multiple tasks given at the same time

### 1.5.3 Communication and interpersonal skills

#### **The competitor needs to know and understand:**

- The importance of active listening skills
- Methods for interpreting the design project and clarifying/questioning the client
- How to visualize and translate the clients' objectives in regard to design requirements

### 1.5.4 The competitor shall be able to:

#### **Use literacy skills to:**

- Follow documented instructions from a supplied project
- Interpret workplace instructions and other technical documents

#### **Use oral and written communication skills to:**

- Communicate in a logical and easily understood manner
- Pose questions in an appropriate manner
- Explain design goals, design rationale, and use of design elements

### 1.5.5 Problem solving

#### **The competitor needs to know and understand:**

- Common problems and unexpected setbacks that can occur within the work process

#### **The competitor shall be able to:**

- Use analytical skills to determine the requirements of given specifications
- Use problem-solving skills to translate the required outcomes of the project and determine an appropriate solution
- Use time management skills
- Check work regularly to minimize problems that may arise at a later stage

### 1.5.6 Innovation, creativity, and design

#### **The competitor needs to know and understand:**

- How to apply appropriate colours, typography and composition
- Principles and techniques for adapting graphics for various uses
- How to provide consistency and refine a design
- Principles of a client appropriate and creative design
- Design principles and elements



**The competitor shall be able to:**

- Create, analyze and develop a visual response to the given project(s), including understanding hierarchy, typography, aesthetics, and composition
- Create, manipulate, and optimize images for both print and online publishing
- Create an idea that is appropriate to the target market
- Take into consideration the impact of each element that is added during the design process
- Use all the required elements to create the design
- Keep the original design concept and improve the visual appeal
- Transform an idea into a client appropriate and creative design

1.5.7 Technical aspects and output

**The competitor needs to know and understand:**

- Different output requirements: print - including different PDF standards (ex.PDF/X-1a), and digital media formats and their limitations and techniques.
- Image manipulation and editing
- Appropriate file formats, resolution, and compression
- Colour gamut, colour matching, spot colours, ICC profiles and varnish
- Printer marks and bleed
- Dielines – use, modify or create
- Software applications

**The competitor shall be able to:**

- Create prototype mock-ups for presentation
- Adjust and manipulate images to suit the design and technical specifications
- Apply the appropriate colours mode to the file
- Save files in the correct format
- Use software applications comprehensively and appropriately
- Organize and maintain folders (for final output and archiving)

## 2. CONTEST DESCRIPTION

**2.1** List of documents produced and timeline for when competitors have access to the documents on the Skills/Compétences Canada website.

DOCUMENT: Project examples with tutorial explanations of how to correctly complete the work

DATE OF DISTRIBUTION: February 2025



## 2.2 Tasks that may be performed during the contest.

- Reading and understanding technical specifications <sup>5</sup>
- Implementing time management and workflow planning <sup>7</sup>
- Understanding and utilizing basic design fundamentals <sup>5</sup>
- Packaging design (regular box, tray box, tear-open packaging, label for a pre-existing Package, container, or similar product) could include text and headers, and any other standardized data as specified by the task.
- Corporate and information design (logo and collateral material, signage, symbols, graphs, tables, way-finding, social media elements, or similar elements.) could include a few lines of text, illustration, logo creation, symbol, vector drawing, or similar requirements.<sup>6</sup>
- Advertising and display design with new media (social media, digital signage screens, mobile app icon, application interface, menu, merchandise product, poster, banner, billboard, car mapping, full page advert, large format, or similar requirements.) could include a few lines of text or a slogan, image manipulation or photomontage, the use of large files, or similar specifications.<sup>9</sup>
- Creating or re-creating information design elements such as diagrams, graphs, and maps; Vector tracing of pixel-based logos and simple pictures such as symbols and icons; Converting digital manuscripts into typographic texts;<sup>9</sup>
- Designing most kinds of printed matter, such as books and book covers, magazines and magazine covers, newspapers, logos and logotypes, corporate identity elements (letterheads, business cards etc.), posters, advertisements, folders, signage etc.;
- Printing formats may include offset, flexography, letterpress, silkscreen, digital or inkjet. Colour formats may include digital and print process and/or spot colours.<sup>9</sup>

*Skills for Success*

*1 Numeracy, 2 Communication, 5 Reading, 6 Writing, 7 Problem Solving, 8 Creativity & Innovation, 9 Digital*

## 3. EQUIPMENT, MATERIAL, CLOTHING

### 3.1 Equipment and material provided by the competitor

### 3.2 Equipment and material provided by Skills/Compétences Canada

- Desktop computer
- Access to design software
- All images and templates for any projects provided.
- USB Keys for transfer of files
- Paper for preliminary sketches
- Printer driver software
- Printer paper
- Colour Laser printer



- Cutting mat
- Worktable
- Chair
- External monitors (HDMI connection only)

#### **4. SOFTWARE REQUIREMENTS**

**4.1.** The Adobe Creative Cloud Suite will be used for this assignment. Exclusively:

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Photoshop Tutorials:

<https://helpx.adobe.com/photoshop/topics.html>

Adobe Illustrator Tutorials:

<https://helpx.adobe.com/illustrator/topics.html> or

<http://helpx.adobe.com/illustrator/archive.html>

Adobe InDesign Tutorials:

<https://www.adobe.com/ca/learn/indesign?locale=en-CA&learnIn=1>

#### **5. SAFETY REQUIREMENTS**

The health, safety and welfare of all individuals involved with Skills Canada PEI are of vital importance. Safety is a condition of participation and shall not be sacrificed for the sake of expediency. At the discretion of the judges and technical committees, any competitor can be denied the right to participate should they not have the required proper safety equipment and/or act in an unsafe manner that can cause harm to themselves or others.

#### **6. ASSESSMENT**

**6.1** Point Breakdown: 60% Subjective 40% Technical

#### **7. ADDITIONAL INFORMATION**

##### **7.1** Ties

- Tiebreaker #1: The competitor with the highest score in Judgement Criteria will be declared the winner.



- Tiebreaker #2: If a tie still exists the higher score in Computer Layout will be used to declare the winner.
- Tiebreaker #3: If a tie still exists the Computer Images criteria will be used to declare the winner.

## 7.2 Competition rules

Refer to the competition rules of the Skills Canada National Competition which can be found on the Skills Canada National Competition website.

## 8. CONTACT INFORMATION

Name	Email address
Tawna MacLeod – Executive Director, Skills Canada PEI	tmacleod@hollandcollege.com

## 9. CONTEST SPECIFIC RULES

TOPIC/TASK	CONTEST SPECIFIC RULE
Use of technology - personal laptops, tablets and mobile phones	Competitors will only be allowed to use their cell phones as a music device, no calling, texting or internet use during the competition.
Use of technology - Microsoft Office, Corel Draw	These software suites will not be accepted as design software for this competition
Use of technology – Internet	There will be no use of the Internet during the competition.
Use of technology – Fonts	Competitors will be able to use any fonts that have been installed on their computer. There will be no access to internet, so preferred font families must be downloaded/ installed prior to the competition
Infrastructure – material and equipment	<ul style="list-style-type: none"> <li>• Spray Adhesive will not be permitted.</li> <li>• No templates can be used except for those provided.</li> <li>• Competitors will be able to use any fonts that have been installed on their computer.</li> <li>• External Software Plugins will not be permitted.</li> <li>• No reference materials related to the computer, or the software being used will be allowed.</li> <li>• Competitors who wish to bring other editing software, in addition to what has been identified, will need permission from the National Technical Committee (NTC) Chair/ Chair. Please contact Skills/Compétences Canada national secretariat one month prior to the competition for approval. If this software is approved by an NTC, this software must</li> </ul>



	be installed on the computers prior to the competition. The competitor will be responsible for the quality of that software, and for any technical problems.
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**PLEASE NOTE THAT:**

- **INTERNET USE WILL BE PROHIBITED THROUGHOUT THE COMPETITION**
- **GENERATIVE ARTIFICIAL INTELLIGENCE USE IS PROHIBITED THROUGHOUT THE COMPETITION**
- **TABLET/PHONE USE IS PROHIBITED THROUGHOUT THE COMPETITION**