

Skills Canada – Nova Scotia



14th Annual Nova Scotia Skills Competition Poster Design

BACKGROUND

Nova Scotia Down Syndrome Society (NSDSS) is a volunteer, non-profit organization providing information, advocacy and education about Down syndrome. The NSDSS supports self-advocates, parents and families through all stages of life. NSDSS organizes educational workshops on topics such as health, development, financial planning and organizes programs for the members like Team Possibles, a Toddler Program, a Friday night social etc.

The mission of NSDSS is to improve lives for persons with Down syndrome and their families through advocacy, education and support.

CHALLENGES

NSDSS raises funds within Nova Scotia to support their programs and services. Every year, their main fund raising event occurs in the fall, called "Walk with Friends". It serves as a social gathering for members of the NSDSS, friends, and supporters, while being an opportunity to publicly promote the mission of NSDSS, as well as raise important funds. Traditionally this event has occurred in downtown Halifax, but similar events may take place in communities across the province.

COMMUNICATION GOALS

To increase public awareness of the organization's mission and work through the promotion of the "WALK WITH FRIENDS" events. Promoting this event will hopefully lead to increased participants at the event and increased donations to NSDSS.

AUDIENCE

For the purpose of this exercise, we will limit our audience to students in Nova Scotia high schools.

TASK

Develop a full-colour poster (single-sided 11" x 17" size with bleed, if desired) designed to effectively address the NSDSS's mission, and promote their main goals at the event "Walk with Friends" with messages crafted to appropriately connect with the audience identified above.

ALLOCATED TIME

Six hours in total.

RESOURCES PROVIDED

Competitors will be provided with all the tools and resources required completing the project, including:

1. Use of a workstation of choice (Windows XP or Mac OSX environment) with Adobe® CS4 installed

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2. All essential text and a broad selection of digital images provided by NSDSS
3. Additional background information about NSDSS and its event “WALK WITH FRIENDS”
4. Access to a digital printing system capable of printing full-colour proofs and the final poster. A maximum of 10 colour proofs may be printed.

REGULATIONS

1. Competitor's must use only the tools and resources provided for use during the competition. The use of additional references, software, fonts, or previously prepared elements will not be permitted. Use of such tools and/or resources could result in the disqualification of the Competitor's project.
2. The Competitor's seating position will be pre-determined by the event organizer.
3. Any Competitor who experiences difficulty with the equipment shall follow the directives of the Judge.
4. Competitor's shall notify the Judge when they have finished their project.
5. Competitor's requiring special assistance technologies (hardware and/or software) shall notify the SCNS Disabilities Services Coordinator in advance of the competition date. Ideally, these competitors's should provide these assistive measures during the orientation session, so that they can be installed or attached in the presence of the Judges. No special consideration shall be given to competitors due to a problem or failure of these technologies.

EVALUATION CRITERIA

Evaluation Criterion	%
Concept Originality	30
Impact and Message Delivery	30
Aesthetics and Composition	30
Technical Competence	10
TOTAL POINTS	100