

**15th Canadian skills competition
Memorial Composite High School Sydney Mines
March 28, 2012**

***Graphic Design
Scope (secondary)***

Name _____

Duration of contest: 4.5hrs.

Purpose of the challenge

Assess the competitor's ability to perform duties relating to Document graphic design and pre-press.

Skills and knowledge to be tested:

Knowledge of design and printing process
Ability to assess a design problem and work on a solution
Ability to create eye-catching design and illustration
Basic knowledge of design principals, type, and font usage
Knowledge of CYMK and Spot Color difference and purpose
Knowledge of page layout software such as Illustrator, Photoshop, Corel and equivalents
Ability to note, correct errors and to set up files for printing (offset)
Ability to create and save proper file format for printing
Ability to use a scanner

National Level

The projects focus on practical work. Theoretical knowledge is limited to that required to perform: Practical work, reading and understanding technical specifications, implementing time management and work flow planning, understanding and utilizing basic design fundamentals, digitizing, manipulating and colour correcting images.

Judge Criteria

Technical elements (objective marking) 60%
Correct resolution of images, Correct colour mode of images, Correct file saving format images, Correct use of ICC colour profiles in images, Correct document sizes, appropriate utilization of bleed, trim lines, fold lines, etc, application of trapping, collecting for archiving, production of press ready PDF, printing colour separations, printing colour composite, assembling final product, use of the appropriate application and following project instructions.

Aesthetic and creative elements (subjective marking) 40%

Overall quality of design, ideas and originality
Understanding the target market, suitability and legibility of typography
Suitability and use of colours, quality of image manipulation and effects

EQUIPMENT, TOOLS, SUPPLIES, CLOTHING

Available versions of Photoshop, InDesign and Corel Draw
Limited quantity of fonts will be provided by the organization.

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.

The competitor must bring

Storage Drive (2 or 4 mb). Pencil /Eraser / Glue stick or double-sided tape
Exporting to final formats (eps, tif, psd, pdf) and in native applications
Correcting proofs
Applying print pre-press standards (trapping, resolution/line screen, bleed, etc.);
Printing colour separations (process and/or spot);
Printing black and white and colour proofs;

The competition will be done on the Macintosh platform. Prior to the competition, there will be an orientation session where competitors will have an opportunity to test their workstation and ask questions. All marks are based on graphic design skills and the ability of the competitor to use graphic design applications. On the day of competition a 30 minute orientation and project briefing will be given, this will be the competitors opportunity to ask questions and gain a full understanding of the project. No information on the current years' competition project will be made available prior to the commencement of competition.

Competitors should expect that the competition environment may be noisy. External music devices with headphones are permitted.

Provincial Level Secondary

Location: Memorial Composite High School, Sydney Mines, Nova Scotia
Time: Registration from 8:30-9:00.

Schedule:

Information session: 8:30-8:45	Competition begins: 9:00-11:30
Lunch: 11:30-12:00	Afternoon Competition: 12:00-2:00
Judging: 2:00-2:30	

The Competition will be marked on the following score ratio: Creative and innovative design 40%
Following design specifications 20%
Technical knowledge and Skills 40%

Onsite competition will be produced on a Mac computer with software such as the following: Photoshop, In Design, Corel Draw or equivalents.

IMPORTANT INFORMATION INSTRUCTION

Pre-Design required by 1 week before the Skills Competition.

Poster size 8.5 X 11

Finished design size 8 X 10.5 with a 1/4" border for a full size 8.5 X 11.

Theme: **{World Of Graphic Design}** on the poster.

(You design it to what you think Graphic Design means to you.)

Do not put your name on the poster. Put a number only you know on the back. You will give that number at the end of the competition.

Full Color or Black & White (your choice)

Mail to:

Memorial Composite High School

80 Memorial Drive, Sydney Mines

Nova Scotia B1V 2Y5

Attention: Milton Bonnar