



2012 15th ANNUAL SKILLS MANITOBA COMPETITION CONTEST SCOPE

CONTEST NAME: Graphic Design

CONTEST NO: 40

LEVEL: Secondary

NOTE:

Secondary Level: 3 competitors per school.

CONTEST LOCATION: Red River College, 160 Princess Street – Roblin Centre Campus

CONTEST START TIME AND DURATION:

Orientation: 8:00 am

Contest Start Time: 8:15 am

Contest End Time: 2:00

PURPOSE OF CHALLENGE:

Assess the contestant's ability to perform duties relating to document graphic design and pre-press

SKILLS AND KNOWLEDGE TO BE TESTED

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;
- producing preliminary sketches;
- digitizing images, scanning and colour corrections;
- using industry standard software for illustration page layout and image manipulation;
- exporting to final formats (pdf, eps);
- editing copy
- applying print pre-press standards (resolution/screen ruling, bleed, etc.);
- printing black and white proofs;
- printing colour proofs;

The competition will be done on the Macintosh platform. Before the competition begins time will be given for the competitors to become familiar with the computers and other equipment. Technical assistance will be provided throughout the competition. All marks are based on graphic design skills and the ability of the competitor to use graphic design applications which operate the same within PC and Macintosh environments.

PROJECT RELEASE INFORMATION

On the day of competition a 30 minute briefing will be given, this will be the competitors opportunity to ask questions and gain a full understanding of the project.

Competitors may download previous competition project documents from the Skills Canada website (www.skillscanada.com/en/youth/events) as practice projects.

POINT BREAKDOWN / 100% TOTAL

Technical elements (objective marking) 60%

Correct resolution of images
Correct colour mode of images
Correct file saving format of images
Correct document sizes
Appropriate utilization of bleed, trim lines, fold lines, etc
Collecting for archiving
Production of press ready PDF
Printing colour composite
Assembling final product
Use of the appropriate application
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

NATIONAL COMPETITION ELIGIBILITY:

- A mark of **70% or higher** must be scored by the gold medalist in order to attend the National Skills Competition

EQUIPMENT, TOOLS, MATERIALS TO BE PROVIDED BY COMMITTEE:

G4 Macintosh (Apple) computer with a 17" monitor running OSX
Paper for preliminary sketches
Keyboard and mouse
Printer paper
B &W and color laser printer (limited number of prints per competitor)
cutting mat
work table
chair

Software: *Available versions of*

Acrobat, Illustrator, InDesign, Photoshop

Students may download additional fonts from the internet

(note: no additional software will be added to this contest)

Competitors may download fonts to use in addition to those provided by the College.

EQUIPMENT, TOOLS, MATERIALS TO BE SUPPLIED BY COMPETITOR:

Pencil, eraser, glue stick or double sided tape, ruler that measures at least 18"

WORKSITE SAFETY RULES / REQUIREMENTS:

No food or beverages at workstations

SPECIAL CONDITIONS / ADDITIONAL INFORMATION:

No outside resources, books, webpages, data storage devices allowed. Portable audio players allowed, subject to inspection. No devices of any kind may be connected to workstations.

No headwear, no logos or trademarks on clothing. See provincial competitor guidelines.

FOR MORE INFORMATION PLEASE CONTACT:

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