



## 2016 19<sup>th</sup> ANNUAL SKILLS MANITOBA COMPETITION CONTEST DESCRIPTION

**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 – Room TBA

**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 15 minute briefing will be given, this will be the competitor's opportunity to ask questions and gain a full understanding of the project.

## **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:**

Macintosh (Apple) computer 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.

**THE IMPORTANCE OF ESSENTIAL SKILLS FOR CAREERS IN THE SKILLED TRADES;**

Essential skills are used in nearly every job and at different levels of complexity. They provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. Good Essential Skills means you will understand and remember concepts introduced in technical training. The level of Essential Skills required for most trades is as high as or higher than it is for many office jobs.

The following 9 skills have been identified and validated as key essential skills for the workplace:

Numeracy, Oral Communication, Working with Others, Continuous Learning, Reading Text, Writing, Thinking, Document Use, Digital.

Essential Skills required for Graphic Design: Document Use, Digital, Thinking: Job task planning and organizing, problem solving

**FOR MORE INFORMATION PLEASE CONTACT:**

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