

## *Contest Description*

<b>COMPETITION DATE:</b> April 19 – 24, 2021 (one date in this range, to be determined)	<b>CONTEST AREA NAME:</b> Graphic Design
<b>CONTEST AREA NUMBER:</b> 40	<b>LEVEL:</b> Secondary (S) and Post-Secondary (PS)
<b>DURATION OF CONTEST:</b> Project scope available: 8:00 am Briefing: 9:00 am Submit by: 4:00 pm	<b>LOCATION:</b> Virtual via Zoom

## CONTEST INTRODUCTION

### **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.

### **Skills and Knowledge to be tested:**

This competition involves any graphic design technology utilizing skills and techniques applicable to all phases of graphic design technology such as: concept/idea generation, design, digital preparation of images, typography, supportive artwork (illustrations, typefaces etc.), layout, final processing, and output and presentation of the final design. Time management, workflow organization, literacy and communication, problem solving, and creativity are all skills that will be tested.

## CONTEST DESCRIPTION

**List of documents produced and timeline for when competitors have access to the documents:**

DOCUMENT	DATE OF DISTRIBUTION VIA WEBSITE
Contest Description	February 12, 2021
Project Scope	April 19 – 24, 2021 (one date in this range to be determined)
Required Project Files (images, logos, etc.)	April 19 – 24, 2021 (one date in this range to be determined)

Competitors will have access to the project scope document at 8:00 am on the morning of the competition. Final project files must be submitted electronically by 4:00 pm by uploading to their assigned Google Drive Folder.

**Tasks that may be performed during the contest:**

- Reading and understanding technical specifications
- Implementing time management and work flow planning
- Understanding and utilizing basic design fundamentals
- Manipulating and colour correcting images
- Using master pages, styles (character, paragraph ,etc.) and dieline; **(PS only)**
- Working knowledge of specified applications in Adobe Creative Suite (Photoshop, Illustrator, Indesign, Acrobat – for **Post-Secondary** students) or in open-source applications such as Inkscape or Gimp (for **Secondary** students only)
- Exporting to final formats (ai, eps, tif, psd, pdf ,jpg, png, gif, svg)
- Applying print pre-press and PDF standards (resolution/line screen, separations, crops, registration, bleed, ICC profiles, trapping, etc.) **(PS only)**

## EQUIPMENT, MATERIAL, CLOTHING

### **Equipment and Material supplied by Skills Canada-Newfoundland and Labrador:**

- All images and templates needed for the project

### **Equipment and Material Competitor must supply:**

- Desktop or Laptop Computer
- Paper for preliminary sketches
- Keyboard, mouse and mouse pad
- Work table
- Chair
- Available versions of Illustrator, Photoshop, Acrobat, InDesign and Linotype Font Explorer must be installed
- For **Secondary students only**, versions of Inkscape and/or Gimp must be installed. These programs can be downloaded for free. Secondary students are welcome to use the Adobe Creative Suite programs if they are familiar. **Post-Secondary** students must complete the competition using the Adobe programs.
- Any time spent installing software on competition day will take away from your project time.

### **Optional Equipment and Material:**

- Pencil/Pen
- Eraser
- Swatch Book (optional)
- Personal keyboard/mouse (optional)
- Personal tablet (optional – drivers must be installed at orientation)

The competitor may use other software in addition to those mentioned above, **provided they have contacted a member of the Provincial Technical Committee to confirm that it's okay**. This software must be installed on the competitor's computer prior to the competition. The competitor will be responsible for the quality and performance of that software.

## **SAFETY REQUIREMENTS**

The health, safety and welfare of all individuals involved with Skills Canada NL 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.

### **No PPE REQUIRED.**

List of required personal protective equipment (PPE) supplied by Skills Canada NL:

- None required

List of required personal protective equipment (PPE) supplied by Competitors:

- None required

Note: Competitors will not be allowed to compete if the above items are not brought and used.

## EVALUATION/JUDGING CRITERIA

### Point Breakdown

POINT BREAKDOWN	/100 Post-Secondary	/100 Secondary
<p><b>TECHNICAL ELEMENTS (MEASUREMENT)</b></p> <p>Computer Images:</p> <ul style="list-style-type: none"> <li>• Correct colour mode of all images</li> <li>• Correct colour ICC profile in all used images</li> <li>• Correction resolution of all used images</li> <li>• Correct saving formats of all images</li> </ul> <p>Computer Layout:</p> <ul style="list-style-type: none"> <li>• Correct Measurements</li> <li>• All required elements are present</li> <li>• Bleed is done at exact value</li> <li>• Correct use of dielines /templates</li> <li>• Correct use of Master pages and style sheets</li> <li>• Correct use of glue area</li> <li>• Correct use of overprinting inks</li> </ul> <p>Saving and File Format:</p> <ul style="list-style-type: none"> <li>• PDF for press is correct size</li> <li>• PDF for press includes trim &amp; registration marks, bleed, fold lines, dielines, document info</li> <li>• PDF for press is correct colours</li> <li>• PDF is saved to the correct standard ISO</li> <li>• The final folder is properly packaged with working files, fonts, linked images, layout files, PDF, final print files</li> </ul> <p>Final Presentation:</p> <ul style="list-style-type: none"> <li>• Untrimmed colour composite saved or trimmed</li> <li>• The layout files are printed, trimmed, assembled</li> </ul>	/50	/40
<p><b>AESTHETIC AND CREATIVE ELEMENTS (JUDGEMENT)</b></p> <ul style="list-style-type: none"> <li>• Understanding the target market</li> <li>• Quality of Image Manipulation – retouch, masking, cloning, blending, colour adjustments etc.</li> <li>• Typography – choice, size, colour, legibility, impact, formatting</li> </ul>	/50	/60

<ul style="list-style-type: none"> <li>• Concept – originality, idea</li> <li>• Quality of visual composition – aesthetic appeal, balance, shape, space</li> <li>• Unity and relationship of all tasks</li> <li>• Quality of Colours</li> <li>• Practicality of Information design (can be easily interpreted)</li> </ul>		
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### ADDITIONAL INFORMATION

**Tie (No ties are allowed):**

If there is a tie, the higher technical marks will determine the winner. If a tie still exists, the judges will decide the winner based on the aesthetic appearance of the final product.

**Competition Rules:**

Please refer to the competition rules for all general SCPC information.

### PROVINCIAL TECHNICAL COMMITTEE MEMBERS

NAME	EMAIL ADDRESS
John Barry	<a href="mailto:john.barry@cna.nl.ca">john.barry@cna.nl.ca</a>
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### RESOURCES FOR SECONDARY STUDENTS

**Inkscape download** (similar to Adobe Illustrator – used for vector design)

<https://inkscape.org> **Tutorials:** <https://inkscape.org/learn/tutorials/>

**Gimp download** (similar to Adobe Photoshop – used for photo manipulation)

<https://www.gimp.org> **Tutorials:** <https://www.gimp.org/tutorials/>

**For 30 day trials of the Adobe Creative Suite software:**

<http://www.adobe.com/ca/downloads.html>



**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>

**Walkthroughs from our PTC** – note that these videos were created in reference to a poster contest that was hosted earlier this year. The Intermediate Challenge project will be different.

**Illustrator:**

<https://www.loom.com/share/ddd35b3649fe42df87c7735117e21921>

**Affinity Designer:**

<https://www.loom.com/share/07ec2f6527bb44a0933ac5283d64b5cc>

**Inkscape:**

<https://www.loom.com/share/b85d97b44eed41efb38e15a829d3ed9c>

**Photoshop:**

<https://www.loom.com/share/54238c6ad5164793982dad17e8aff2e3>

**Affinity Photo:** <https://www.loom.com/share/7aba997630d3464dbb0f0e091988fd79>

**GIMP:** <https://www.loom.com/share/94c5a470ad5141bbbe8d27a876c2ae83>

About graphic design and the Spring 2020 contest:

<https://www.loom.com/share/d991cb659f5146ddb590aa18524102d6>

About the software options:

<https://www.loom.com/share/2e549e94b1ed4e918cad77567d00b357>