

## ***Contest Description***

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|---|---|
| <b>COMPETITION DATE:</b><br>Saturday, November 6, 2021                                | <b>CONTEST AREA NAME:</b><br>Graphic Design |
| <b>CONTEST AREA NUMBER:</b><br># 40   | <b>LEVEL:</b><br>Intermediate               |
| <b>DURATION OF CONTEST:</b><br>Project Scope Available: 8:00 am<br>Submit by: 4:00 pm | <b>LOCATION:</b><br>Virtual                 |

### **CONTEST INTRODUCTION**

Purpose of the Challenge.

To assess the competitor's ability to perform duties relating to document graphic design.

Skills and Knowledge to be tested.

The project focuses on practical work. Theoretical knowledge is limited to that required to perform practical work:

- Reading and understanding technical specifications;
- Implementing time management and workflow planning;
- Understanding and utilizing basic design fundamentals;

### **CONTEST DESCRIPTION**

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

| DOCUMENT                                     | DATE OF DISTRIBUTION VIA WEBSITE    |
|--|-------------------------------------|
| Contest Description                          | October 8 <sup>th</sup>             |
| Detailed Project Scope                       | November 6 <sup>th</sup> at 8:00 am |
| Required Project Files (images, logos, etc.) | November 6 <sup>th</sup> at 8:00 am |

At the Intermediate level, Inkscape and Gimp programs (or similar) may be used for design and photo manipulation. These are free programs that can be downloaded at home to practice (see links below). At provincial and national competitions, and in the industry, the Adobe Creative Suite (Illustrator, Photoshop, etc.) is used. It is not expected that competitors be familiar with these programs at this level, however, if students do have access to these programs, they are welcome to use them.

Tasks that may be performed during the contest

- Set-up, formatting and saving of Inkscape and/or Gimp files
- Reading and understanding instructions
- Layout of text, images, and logos
- Selection of fonts, colours, and other design elements
- Timely saving and uploading of finished files

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 emailing to:

[graphicdesign@skillscanadanl.com](mailto:graphicdesign@skillscanadanl.com)

**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>

## **EQUIPMENT, MATERIAL, CLOTHING**

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

- Project scope document and supporting/required materials (images, logos, text, etc.).

Equipment and Material Competitor must supply:

- Computer
- Workspace
- Appropriate design software (Inkscape, Gimp, Adobe Illustrator or Photoshop - links listed above)

## 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.

## EVALUATION/JUDGING CRITERIA

Point breakdown

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 SCIC information.

| <b>Technical Marks (Objective)</b>                               |  |                        |
|--|--|------------------------|
| All deliverables are present                                     |  | Out of 8 marks         |
| Each deliverable is the correct size                             |  | Out of 10 marks        |
| The correct text is used on each deliverable                     |  | Out of 10 marks        |
| The instructions about images were followed for each deliverable |  | Out of 10 marks        |
| The instructions about logos were followed for each deliverable  |  | Out of 10 marks        |
| Appropriate software was used for each task                      |  | Out of 6 marks         |
| Electronic files are saved to the correct location               |  | Out of 6 marks         |
| <b>Total technical marks</b>                                     |  | <b>Out of 60 marks</b> |

| <b>Creative Marks (Subjective)</b>              |  |                         |
|---|--|-------------------------|
| Appropriate to the target market                |  | Out of 2 marks          |
| Use of images – effectiveness, creativity       |  | Out of 6 marks          |
| Text - font choice, size, colour, legibility    |  | Out of 10 marks         |
| Use of colour and design techniques (concept)   |  | Out of 10 marks         |
| Layout – composition, positioning, space, logic |  | Out of 10 marks         |
| Cohesiveness of all elements                    |  | Out of 2 marks          |
| <b>Total creative marks</b>                     |  | <b>Out of 40 marks</b>  |
| <b>Total Score</b>                              |  | <b>Out of 100 marks</b> |

## ADDITIONAL INFORMATION

**Ethical Conduct:** We recognize that participants will be competing individually in their own unique environments and therefore not all competition conditions can be monitored. However, we expect all competitors to compete fairly, respecting and abiding by the established rules in the true spirit of Skills Canada Newfoundland and Labrador.

**Competition Results and Progression:** The winner of the Graphic Design competition within the 2020 Skills Canada NL Virtual Competition may progress to provincial competition providing the gold winner obtained a minimum overall mark of 60%. Medals will be awarded to gold, silver and bronze placements (packages will be sent in the mail after the virtual Awards Ceremony). A full ranking of competition results will be posted online.

## PROVINCIAL TECHNICAL COMMITTEE MEMBERS

| NAME             | EMAIL ADDRESS  |
|------------------|--|
| John Barry       | <a href="mailto:john.barry@cna.nl.ca">john.barry@cna.nl.ca</a>               |
| Allison Chislett | <a href="mailto:idesign@nl.rogers.com">idesign@nl.rogers.com</a>             |
| Jessie Meyer     | <a href="mailto:jessiejmeyer@gmail.com">jessiejmeyer@gmail.com</a>           |
| Michaela Benoit  | <a href="mailto:michaela.a.benoit@gmail.com">michaela.a.benoit@gmail.com</a> |