

2012 Provincial Skills Competition  
Scope Document

Event: Graphic Design	Level: Secondary & Post Secondary
Start Time: 8:30 am	Location: SIAST Wascana Campus
International Trade#: 40	Duration 6 hours

## 1. INTRODUCTION

### 1.1 Purpose of the Challenge.

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

### 1.2 Skills and Knowledge to be tested.

This skill involves any graphic design technology utilising skills and techniques applicable to all phases of Graphic Design Technology such as: Conception/idea, Design, Digital preparation of images, Typography, Supportive artwork (illustrations, typefaces etc.), Layout, Final processing and output, Presentation of the final design

## 2. CONTEST DESCRIPTION

### 2.1 For this competition:

- a) The competition will be done on the Macintosh platform.
- b) Prior to the competition, there will be a 30 minute orientation session where competitors will:
  1. have an opportunity to test their workstation
  2. be given a summary of the project
  3. have an opportunity to ask questions and gain a full understanding of the project
- c) No information on the current years' competition project will be made available prior to the commencement of the competition.
- d) Competitors may download previous competition project documents from the Skills Canada website ([www.skillscanada.com](http://www.skillscanada.com) under Events and Activities) as practice projects.
- e) 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.
- e) Secondary student will be able to use and complete their competition using either photoshop, illustrator or indesign. ***The winning competitor will need to work with a mentor or learn how to use Indesign before competing at the national competition..***
- f) Post secondary student will be required to use Indesgin for presentation of final product.

g) Technical assistance will be provided throughout the competition.

## **2.2 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, style sheets and dieline;
- using industry standard software for illustration page layout and image manipulation;
- exporting to final formats (eps, tif, psd, pdf) and in native applications;
- editing copy, French and/or English;
- correcting proofs;
- applying print pre-press standards (trapping, resolution/line screen, bleed, etc.);
- Managing colours to produce a correct PDF separation.
- printing proofs;

## **3. EQUIPMENT, MATERIAL, CLOTHING**

### **3.1 Equipment and material provided by Skills/Saskatchewan**

- Software: Adobe Creative Suite 5
- Macintosh (Apple) computer running on OSX
- Paper for preliminary sketches
- Keyboard, mouse
- Printer paper
- Laser printer
- Cutting mat
- Work table
- Chair

### **3.2 Equipment and material provided by the competitor**

- basic tools, swatches, personal mouse, mouse pad or tablet
- an exacto knife
- pencil
- eraser glue stick or double-sided tape (spray adhesive not permitted)
- ruler that measures at least 18”

### **3.3 Optional: External music devices with headphones**

### **3.4 Required clothing (Provided by competitor)**

## **4. SAFETY REQUIREMENTS**

### **4.1 List of required personal protective equipment(PPE) provided by competitors**

- none

### **4.2 List of required personal protective equipment(PPE) provided by Skills Sask**

- No additional PPE will be supplied by SCC

## **5. ASSESSMENT**

### **5.1 Technical elements (objective marking) 60%:**

- Correct resolution of images
- Correct colour mode of images
- Correct file saving format of 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
- Following project instructions

### **5.2 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

## **6. ADDITIONAL INFORMATION**

- Tie (No ties are allowed)
- 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.