2018

SCNC
SKILLS CANADA NATIONAL COMPETITION

OCMT
OLYMPIADES CANADIENNES DES MÉTIERS ET DES TECHNOLOGIES

SkillsCompétences
Canada
Edmonton2018

CONTEST DESCRIPTION / DESCRIPTION DE CONCOURS

GRAPHIC DESIGN TECHNOLOGY
ARTS GRAPHIQUES

SECONDARY AND POST- SECONDARY /
NIVEAUX SECONDAIRE ET POSTSECONDAIRE

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1. THE ESSENTIAL SKILLS FOR CAREERS IN THE SKILLED TRADES AND TECHNOLOGY

SCC is currently working with Employment and Social Development Canada (ESDC) in order to bring awareness to the importance of Essential Skills that are absolutely crucial for success in the workforce. Part of this ongoing initiative requires the integration and identification of Essential Skills in contest descriptions, projects, and project documents. The next phase and very important aspect of our Essential Skills (ES) initiative is to provide an ES report card to each competitor at the Skills Canada National Competition. The purpose of the ES report card is to inform the competitor about their current level of essential skills based on their competition scores. With this knowledge, the competitor will be made aware which essential skill may require improvement. Full implementation is expected in the next Skills Canada National Competition.

The following 9 skills have been identified and validated as key essential skills for the workplace in the legend below:
[1]Numeracy, **[2]**Oral Communication, [3]Working with Others, [4]Continuous Learning, [5]Reading Text, [6]Writing, **[7]**Thinking, [8]Document Use, [9]Digital

These essential skills have been identified with in section 2.3 and/or 3.2 of your Contest Description. The top three Essential Skills for your area of competition have been identified on your Project and all other supporting project documents.

2. CONTEST INTRODUCTION

2.1 Description of the associated work role(s) or occupation(s).
http://skillscompetencescanada.com/en/careers/information-technology/graphic-design/

2.2 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.

2.3 Duration of contest.
2 themes – 2 different target markets – one per day each with a length of 6 hours

2.4 Skills and Knowledge to be tested.

Work organization and management

a) The competitor needs to know and understand:
- The time constraints of the industry
- Industry specific terminology
- The specific nature and purposes of client based projects
- Appropriate software usage for the outcomes required
- Methods of working within competition limitations

b) The competitor shall be able to:
- Interpret specifications and projects
- Adhere to project timelines
- Conduct themselves in a professional manner
- Manage workload under pressure and within time constraints
- Interpret projects in a sustainable manner to minimize wastage in terms of paper prints, errors and time management
- Recover from unexpected setbacks
- Problem solve and adapt to changes
- Complete multiple tasks given at the same time

Communication and interpersonal skills

a) The competitor needs to know and understand:
- The importance of active listening skills
- Methods for interpreting the design project and clarifying/questioning the client
- How to visualize and translate the clients' objectives in regard to design requirements

b) The competitor shall be able to:
- Use literacy skills to:
  o Follow documented instructions from a supplied project
  o Interpret workplace instructions and other technical documents
- Use oral communication skills to:
  o Communicate in a logical and easily understood manner
  o Pose questions in an appropriate manner
  o Use tact in regards to dealing with the client

Problem solving

a) The competitor needs to know and understand:

- Common problems and unexpected setbacks that can occur within the work process
- How to troubleshoot minor software and printing issues

b) The competitor shall be able to:

- Use analytical skills to determine the requirements of given specifications
- Use problem-solving skills to translate the required outcomes of the project and determine an appropriate solution
- Use time management skills
- Check work regularly to minimize problems that may arise at a later stage

Innovation, creativity, and design

a) The competitor needs to know and understand:

- Creative trends and developments in the industry
- How to apply appropriate colours, typography and composition
- Principles and techniques for adapting graphics for various uses
- Different target markets and the elements of design which satisfy each market
- Protocols for maintaining a corporate identity, brand, and style guide
- How to provide consistency and refine a design
- Principles of a client appropriate and creative design
- Design principles and elements
- Standard sizes, formats, and settings commonly used in the industry

b) The competitor shall be able to:

- Create, analyze and develop a visual response to the given project(s), including understanding hierarchy, typography, aesthetics, and composition
- Create, manipulate, and optimize images for both print and online publishing
- Analyze the target market and the product being delivered
- Create an idea that is appropriate to the target market
- Take into consideration the impact of each element that is added during the design process
- Use all the required elements to create the design
- Respect existing corporate identity guidelines and style guides
- Keep the original design concept and improve the visual appeal
- Transform an idea into a client appropriate and creative design

Technical aspects and output

a) The competitor needs to know and understand:
- Technological trends and developments in the industry
- Different output requirements: their limitations and techniques
- Standards for client presentation
- Image manipulation and editing
- Appropriate file formats, resolution, and compression
- Colour gamuts, colour matching, spot colours and ICC profiles
- Printers marks and bleed
- Dielines
- Software applications
- Different types of paper and surfaces (substrates)

b) The competitor shall be able to:
- Create prototype mock-ups for presentation
- Mount for presentation standard
- Apply the correct and appropriate adjustments for the specified printing process
- Adjust and manipulate images to suit the design and technical specifications
- Apply the appropriate colours model to the file
- Save files in the correct format
- Use software applications comprehensively and appropriately
- Organize and maintain folders (for final output and archiving)

3. CONTEST DESCRIPTION
3.1 List of documents produced and timeline for when competitors have access to the documents.

DOCUMENT	DATE OF DISTRIBUTION VIA WEBSITE
No other competition document will be released prior to the competition	

3.2 Tasks that may be performed during the contest

- Reading and understanding technical specifications [8]
- Implementing time management and work flow planning [7]
- Understanding and utilizing basic design fundamentals [8]
- Optimizing images for the specified media by specifying correct values and utilizing them by using all appropriate tools for adjustments and manipulations [9]
- Drawing and redrawing information design elements like diagrams, graphs, and maps [9]
- Converting digital manuscripts into typographic texts; [9]
- Designing most kinds of printed matter, such as books and book covers, magazines and magazine covers, newspapers, logos and logotypes, corporate identity elements (letterheads, business cards.), posters, banners, advertisements, folders, signage etc. [9]
- Graphic design in 3D format, such as packages, grocery bags, etc. [9]
- Using master pages, styles (character, paragraph, etc.) and dieline;
- Working knowledge of specified applications in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Bridge) [9]
- Exporting to final formats (.ai, .eps, .tif, .psd, .pdf, .jpg, .png, .gif, .svg) [9]
- Correcting proofs [7]
- Applying print pre-press and PDF standards (resolution/line screen, separations, crops, registration, bleed, ICC profiles, trapping, etc.)
- Project assembly for presentation [7]

Essential Skills – [7]Thinking (Job Task Planning & Organizing, Problem Solving), [8]Document Use, [9]Digital

3.3 Projects that may be performed during the contest.

a) The Format/Structure of the Projects will be two standalone Projects, one for each of the two days of Competition.

b) Each Project will include four out of the possible areas (list not exhaustive) listed below. One of the areas may serve as a timed event. The order of the projects will be determined just prior to the competition.

Project 1. Editorial and advertising design (program cover and content pages, banner, poster, menu, packaging, 3D design, door hanger, etc.), printed on sheetfed offset press, web offset press, screen printing or digital printing, using RGB for digital, process and/or spot colours; could include headers, sub-headers, text, images, graphics, or tables, master pages, the use of large files, etc.

Project 2. Corporate and information design (business card, logo, banner, poster, billboard, symbols, full page ads, web design, etc.) printed on sheetfed offset press, web offset press, screen printing or digital printing, digital display, using RGB for digital, process and/or spots colours; could include text, illustration, logo creation, symbol, vector drawing, image manipulation, the use of large files etc.

4. EQUIPMENT, MATERIAL, CLOTHING

4.1 Equipment and material provided by Skills/Compétences Canada.

- All images and templates for any projects provided
- Paper for preliminary sketches
- Printer driver software
- Printer paper
- Colour Laser printer
- Cutting mat
- Work table
- Chair

4.2 Equipment and material provided by the <u>competitor.</u>

- A computer (laptop or desktop) with keyboard and mouse
  - o The computers use a Mac or Windows operating system.
  - o It is recommended that the computer is running the latest Creative Cloud Software. Or, the newest version of Adobe Creative Suite that will run effectively on the competitor's computer.
  - o The computer must have the ability to transfer files via USB. If the computer does not have USB ports the competitor must supply a transfer device.
  - o The computer must be setup allowing for either ethernet or wireless connection to a printer, ethernet is preferred. It must allow for installation of appropriate printer drivers.
  - o The competitor and/or advisor will be responsible for the installation of appropriate printer drivers during orientation.
  - o A backup computer (with appropriate software) should be considered.
  - o If competitors are bringing a computer or laptop from their school (instead of their personal computer), please ensure that the computer is unlocked so documents and possibly software can be saved/installed to the hard drive and technology support can be provided onsite. This may require access to CMOS settings.
- Exacto knife
- Pencil/Pen
- Eraser
- Ruler / straight edge that measures at least 18"
- Glue stick or double-sided tape

Optional
- New USB stick (min 8 gig) for personal archiving files
- Personal tablet with drivers installed prior to competition
- Swatch book and mouse pad
- External music devices with headphones
- Bone folder / Butter knife

4.3 Required clothing provided by the competitor.
- N/A

5. SAFETY REQUIREMENTS
5.1 Safety workshop.
Upon arrival at the Skill area, Competitors will participate in a Safety workshop and they will be expected to work and maintain a safe working area during the competition. Any Competitor breaking any health, safety and environmental rules, may be required to undertake a second safety workshop, this will not affect the Competitor's competition time.

6. ASSESSMENT

6.1 Point breakdown

POINT BREAKDOWN	/100 – Post Secondary	/100 - Secondary
Measurement	60	50
Computer Images Correct colour mode of all images Correct colour ICC profile in all used images Correction resolution of all used images Correct saving formats of all images		
Computer Layout Correct Measurements All required elements are present Bleed is done at exact value Correct use of dielines /templates Correct use of Master pages and style sheets Correct use of glue area		
Saving and File Format PDF for press is correct size PDF for press includes trim & registration marks, bleed, fold lines, dielines, document info PDF for press is correct colours PDF is saved to the correct standard ISO The final folder for archiving is correct and complete including working files, fonts, linked images, layout files, PDF, final print files.		
Final Presentation Untrimmed colour composite saved or trimmed The layout files are printed, trimmed, assembled		
Judgement	40	50
Understanding the target market Quality of Image Manipulation – retouch, masking, cloning, blending, colour adjustments etc. Typography – choice, size, colour, legibility, impact, formatting Concept – originality, idea Quality of visual composition – aesthetic appeal, balance, shape, space Visual Impact and Communication effectiveness Unity and relationship of all tasks Quality of Colours Practicality of Information design (can be easily interpreted)		

7. CONTEST SPECIFIC RULES

Contest specific rules cannot contradict or take priority over the Competition Rules. They do provide specific details and clarity in areas that may vary from contest to contest. Any additional contest rules will be reviewed during competitor orientation.

TOPIC/TASK	CONTEST SPECIFIC RULE
Use of technology - mobile phones and music	• Competitors will only be allowed to use their cell phones as a music device, no calling, texting or internet use during the competition.
Use of technology - Microsoft Office	• This software suite will not be accepted as design software for this competition.
Use of technology - Internet	• There will be no access to the Internet during the competition.
Infrastructure – material and equipment	• Spray Adhesive will not be permitted. • It is recommended that the fonts used be the ones included with installed software • No templates can be used except for those provided • External Software Plugins will not be permitted. Examples include ON1, Macphun. • No reference materials related to the computer or the software being used will be allowed • Competitors who wish to bring other editing software, in addition to what has been identified, will need permission from a National Technical Committee (NTC) member. Please contact Skills/Compétences Canada national secretariat one month prior to the competition for approval. If this software is approved by an NTC, this software must be installed on the computers prior to the competition. The competitor will be responsible for the quality of that software, and for any technical problems.

8. ADDITIONAL INFORMATION

8.1 Consecutive translation
If consecutive translation is required on site, the Skills/Compétences Canada Provincial/Territorial offices must advise Skills/Compétences Canada National Secretariat a minimum of 1 month prior to the competition or this service might not be guaranteed.

8.2 Tie (No ties are allowed)
In the event of a tie, the competitor with the highest score in Measurement Elements criteria will be declared the winner. If a tie still exists the higher score in Computer Layout will be used to declare the winner. If a tie still exists the Savings and File Format criteria will be used to declare the winner.

8.3 Test Project change at the competition
Where the Test Project has been circulated to competitors in advance, NTC shall change a maximum of 30% of the work content. Please refer to the Competition Rules.

8.4 Competition rules
Please refer to the competition rules of the Skills Canada National Competition.

9. NATIONAL TECHNICAL COMMITTEE MEMBERS

Member Organization	Name
Alberta	Lyle Cruise
Saskatchewan - Chair	Jim Hoffman
Québec	Michel Bulon
Prince Edward Island	April Condon
Newfoundland and Labrador	John Barry
Manitoba	James Rogowy
Nova Scotia	Tracey Landry
British Columbia	Chloe Stark

Contact the Skills/Compétences Canada national secretariat for any questions or concerns: Marilou Leduc (mariloul@skillscanada.com).