Skills Compétences
Canada
Vancouver 2022

CONTEST DESCRIPTION

Graphic Design Technology

TEAM CANADA

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**Due to unforeseeable COVID-19 regulations/uncertainties, competition
documents are subject to change.**

1 TECHNOLOGY

In response to the evolving labour market and changing skill needs, the Government of Canada has launched the new Skills for Success (former Essential Skills) model defining nine key skills needed by Canadians to participate in work, in education and training, and in modern society more broadly. SCC is currently working with Employment and Social Development Canada (ESDC) to bring awareness of the importance of these skills that are absolutely crucial for success in Trade and Technology careers. Part of this ongoing initiative requires the integration and identification of the Skills for Success in contest descriptions, projects, and project documents. The next phase and very important aspect of our Skills for Success (SfS) initiative is to provide a Skills Report Card to each competitor at the Skills Canada National Competition. The purpose of the report card is to inform the competitor about their current level of nine identified Skills for Success based on their competition scores. With this knowledge, the competitor will be made aware which 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 skills for success for the workplace in the legend below:

[1]Numeracy, [2]Communication, [3]Collaboration, [4]Adaptability, [5]Readingt, [6]Writing, [7]Problem Solving, [8]Creativity and Innovation, [9]Digital

These Skills for Success have been identified in section 2.4 and/or 3.2 of your Contest Description and if applicable, in your Project and supporting documents.

2 CONTEST INTRODUCTION

2.1 Description of the associated work role(s) or occupation(s)

https://www.skillscompetencescanada.com/en/skill_area/graphic-design-technology/

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, one per day, each with a length of 6 hours.

2.4 Skills and Knowledge to be tested.

2.4.1 Work organization and management

The competitor needs to know and understand:

- OHS regulations, safe work practices
- The time constraints of the industry[1]
- Industry specific terms
- The nature and purposes of client specifications and projects
- Appropriate software usage for the outcomes required
- Methods of working within organizational limitations
- Methods of working in a team to achieve a common goal

The Competitor shall be able to:

- Interpret client specifications and projects Keep to project timelines[5]
- Conduct themselves in a professional manner
- Manage workload under pressure and within time constraints
- Interpret projects in a sustainable manner to minimize wastage and cost to the client and company
- Recover from setbacks
- Problem solve and adapt to changes made to projects
- Multi-task
- Demonstrate time management skills
- Research projects to arrive at design frameworks

2.4.2 Communication and interpersonal skills[2]

The competitor shall be able use literacy skills to:

- Follow documented instructions for projects
- Interpret workplace instructions and other technical documents
- Keep up to date with latest industry guidelines
- Present their briefs to clients and justify their design choices

The competitor shall be able to use oral communication skills to:

- Communicate in a logical and easily understood manner
- Use discretion and confidentiality when dealing with clients
- Organize and compile presentations to present to clients

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- Question clients in an appropriate manner
- Use assertiveness and tact in regards to dealing with clients

The competitor shall be able to:

- Show ideas and development through sketches

2.4.3 Problem solving[7]

The competitor needs to know and understand:

- Common problems and setbacks that can occur within the work process
- How to trouble shoot minor software and output issues

The competitor shall be able to:

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

2.4.4 Innovation, creativity, and design[8]

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
- Design principles, for creating pleasing and meaningful aesthetics
- Current design trends
- Standard sizes, formats, and settings commonly used in the industry

The competitor shall be able to:

- Create, analyse and develop visual responses to communication problems, including understanding hierarchy, typography, aesthetics, composition and illustration

- Create (including photography), manipulate, and optimize images for both print and digital publishing
- Analyse target markets and the products being delivered
- Create ideas that are appropriate to target markets
- Take into consideration the impact of each element that is added during the design process
- Use all the required elements to create designs
- Respect existing corporate identity guidelines and style guides
- Maintain original design concepts and improve the visual appeal
- Transform ideas into appropriate and creative designs

2.4.5 Technical aspects and output

The competitor needs to know and understand:

- Technological trends and developments in the industry
- Different input and output processes for print and other media: their limitations, techniques and relevant professional practice
- Image input, manipulation and editing
- Appropriate file sizes, formats, resolution, and compression
- Colour systems: gamuts, ink density, colour matching, spot colours, ICC profiles, etc.
- Printers marks and bleed, dielines, varnishes, blind embossing, and other embellishments
- Appropriate software applications
- Different types of materials and digital devices

The competitor shall be able to:

- Create prototype mock-ups for presentation
- Apply appropriately mount for presentation and/or present digitally Visually present to clients
- Apply correct and appropriate adjustments for specified outputs
- Capture, adjust and manipulate images to suit the designs and technical specifications
- Apply colours correctly according to the task
- 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 on the Skills/Compétences Canada website

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

3.2 Tasks that may be performed during the contest

The Test Project/module may consist of the following modules:

- **Editorial design and digital publishing** (cover and/or inside pages, leaflet, restaurant menu, newspaper, booklet, e-books, data-merging, simple animated gifs, interactive form, image slideshow, or similar communication projects) could include headers, sub-headers, and text, images, graphics, tables, master elements and other appropriate elements.[8]
- **Packaging design** (regular box, tray box, tear-open packaging, label for a pre-existing package, container, or similar product) could include text and headers, and any other standardized data as specified by the task.
- **Corporate and information design** (logo and collateral material, signage, symbols, graphs, tables, way-finding, social media elements, or similar elements.) could include a few lines of text, illustration, logo creation, symbol, vector drawing, or similar requirements.[6]
- **Advertising and display design with new media** (social media, digital signage screens, mobile app icon, application interface, menu, merchandise product, poster, banner, billboard, car mapping, full page advert, large format, or similar requirements.) could include a few lines of text or a slogan, image manipulation or photomontage, the use of large files, or similar specifications.[9]

Typical modules may include:

- Capturing, digitizing, and optimizing images by specifying correct values and improving them by using appropriate tools for adjustments and manipulations;

- Creating or re-creating information design elements such as diagrams, graphs, and maps; Vector tracing of pixel-based logos and simple pictures such as symbols and icons; Converting digital manuscripts into typographic texts;[9]
- Text to be used in projects should always be in English (or they are accompanied by texts in other languages). Translations (if necessary) may be completed by the participating countries;
- 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 etc.), posters, advertisements, folders, signage etc.;
- Graphic design in 3D format, such as packages, bags, etc.
- Embed media objects, such as videos, and audio tracks within the publication
- Convert non-interactive objects into interactive objects to increase the level of interactivity, such as applying a clickable button, text frame and graphic frame.
- Control multi state appearance, effects, and actions.
- Printing formats may include offset, flexography, letterpress, silkscreen, digital or inkjet. Colour formats may include digital and print process and/or spot colours.[9]
- Photography and/or scanning may be included in the modules.[9]

Skills for Success – [1]Numeracy, [2]Communication, [5]Reading, [6]Writing, [7]Problem Solving, [8]Creativity & Innovation, [9]Digital

4 EQUIPMENT, MATERIAL, CLOTHING

4.1 Equipment and material provided by Skills/Compétences Canada

- All images and templates for any projects provided
- USB keys for transfer of files
- Project Font Library for use during competition
- Paper for preliminary sketches
- Printer driver software
- Printer paper

- Colour laser printer
- Cutting mat
- Worktable
- Chair

4.2 Equipment and material provided by the competitor

- A computer (laptop or desktop) with keyboard and mouse

    o The computer must use a Mac 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 Ethernet and wireless connection to a printer. It must allow for installation of appropriate printer drivers. (Administrative Rights to the computer).
    o The competitor and/or advisor will be responsible for the installation of the 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 that 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
- Sketch Book
- Eraser
- Ruler/straight edge that measures at least 18"
- Glue stick or double-sided tape
- Optional

    o New USB stick (min 8 gigs) for personal archiving files
    o Personal drawing tablet with drivers installed prior to competition

- If using a laptop, one additional external monitor (competitor must provide appropriate adaptor for their devices)
- Swatch books
- Mouse pad
- External music devices with headphones
- Bone folder/butter knife

4.3 Required clothing provided by the competitor

- N/A

5   HEALTH AND SAFETY

5.1 Safety program

SCC has implemented a comprehensive safety program as health and safety is an integral part of our competitions. Our safety program includes guidelines and procedures to make the work environment in each skill area safer.

5.1.1 Safety manual

As part of our program a safety manual has been created in order to monitor and document health and safety within each skill area. It includes a definite plan of action designed to prevent accidents. The safety manual will be provided for every skill and these instructions must be followed and respected by all participants and officials at the SCNC.

5.1.2 Safety workshop

During orientation, 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.

5.2 List of required personal protective equipment (PPE) provided by competitors

- N/A

5.3 COVID-19 Protocol

The COVID-19 guidelines will be shared as soon as they are available.

The COVID-19 guidelines will be subject to change based on the BC COVID-19 guidelines in place at the time of the competition.

6 SAFETY REQUIREMENTS

6.1 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.

6.2 List of required personal protective equipment (PPE) provided by Skills/Compétences Canada

- N/A

6.3 List of required personal protective equipment (PPE) provided by the competitor

- N/A

Note: Contestants who do not have the required protective gear will not be allowed to participate in the contest

7 ASSESSMENT

7.1 Point breakdown

Note: This list is subject to change.

TASKS	/100
Measurement	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 Images vector only	
Computer Layout Correct Measurements All required elements are present Bleed is done at exact value Correct use of dielines /templates/brand standards Correct use of Master pages and style sheets	

Correct use of glue area Correct use of overprinting inks	
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 is properly packaged with working files, fonts, linked images, layout files, PDF, final print files.	
Judgement	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 Unity and relationship of all tasks Quality of colours Impact of design execution	

7.2 Skill Assessment Strategy

Within the marking scale. Due to the nature of the module development some modules may be more heavily weighted on measurement assessment, and others more judgement weighted.

The following is an example of the previous aspects:

Criteria A - Creative process
A.1   Ideas and originality for the design
A.2   Understanding the target market
A.3   Unity and relationship between all tasks (if applicable)

Criteria B - Final design

B.1 Quality of the visual composition (aesthetic appeal and balance) for the design

B.2 Visual Impact and Communication effectiveness for the design

B.3 Quality of the typography for the design (choice of type, legibility and formatting)

B.4 Quality of the colours (choice, balance, harmony) for the design

B.5 Quality of image manipulation (retouch, cloning, blending, colour adjustment, etc.)

B.6 Quality of redrawing objects in vector application for the design

B.7 Quality of the design of other elements (charts, graphs, tables, maps, paragraph styles, etc.) for the design

B.8 Quality of the mounted presentation or the 3D assembly

Criteria C – Software and Hardware Application

C.1 Resolution of linked, embedded or original images as specified in the task

C.2 Colour mode of linked images as specified in the task

C.3 Image or element dimensions as specified in the task

C.4 Use of style or master elements in layout as required in the task

C.5 Final dimensions of layout as specified in the task

C.6 All required text is present in the task

C.7 All required elements are present in the task

C.8 Use of corporate guidelines appropriate to the task

Criteria D – Visual Presentation Skills

D.1 Mounting printouts on board for presentation

D.2 Supply of printouts only

D.3 Assembling in 3D (Mock-ups)

D.4 Digital presentation methods

Criteria E - Knowledge of Prepress

E.1 Bleed value applied in layout file in PDF as specified in the task

E.2 Folding lines, trim marks, registration marks, and colour bars supplied as specified in the task

E.3 Trapping value applied in illustrator file as specified in the task

E.4 Overprinting applied in layout file in PDF as specified in the task

E.5 Spot and CMYK colours used in layout in PDF file as specified in the task

E.6 Dieline and glue area supplied as specified in the task

Criteria F – Integration of Digital Media

F.1 Building interactive form with checklists, clickable and fillable features used in layout as required.

F.2 Supplied media such as sound and video used in layout as required in the task

F.3 Inserting hyperlinks, bookmarks, and buttons used in layout as required in the task

F.4 Creating page transition effects used in layout in PDF file as specified in the task

F.5 Usage of corporate guidelines applied on mobile app, interface design or interactive application, appropriate to the task

F.6 Table of contents made interactive with cross-references applied in layout as required in the task

F.7 Galleries and slideshows applied in the layout as required in the task

F.8 Popup panel/menu and overlay applied in layout as required in the task

Criteria G - Saving and File Format
G.1 All files saved in the correct format specified in the task
G.2 ICC profile applied in images, PDF or layout file as specified in the task
G.3 Saving in a specified PDF format as required in the task
G.4 Save in a specified format
G.5 Final production folder saved as required in the task
G.6 Exporting interactive PDFs in the correct format as specified in the task

7.3 Skill Assessment Procedures

Assessment and marking are an intense process that depends upon skilful leadership, management, and scrutiny.

The same presentation is used for each module; the Test Project will be designed with appropriate aspects chosen that are suited to the module. If there is more than one task in a module (E.g.: creating a logo and a poster), the aspects could be applied for each task if necessary (E.g.: B.6 could be marked once for the logo and once again for the poster).

8 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 the competitor orientation.

TOPIC/TASK	CONTEST SPECIFIC RULE
Use of technology - personal laptops, tablets, 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, Corel Draw	• These software suites 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 • A Font library will be provided but competitors will be able to use fonts that have been installed on their computer • 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.

9   ADDITIONAL INFORMATION

9.1   Interpreter

If a competitor requires the help of an interpreter once onsite during the competition, 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.

9.2 Ties

- Tiebreaker #1: The competitor with the highest score in Measurement Criteria will be declared the winner.
- Tiebreaker #2: If a tie still exists, the higher score in Computer Layout will be used to declare the winner.
- Tiebreaker #3: If a tie still exists, the higher score in Computer Images criteria will be used to declare the winner.

9.3 Test Project change at the Competition

There is no 30% change required to be made to the Test Project/modules at the Competition, as the projects are not circulated before the competition. Exceptions are amendments to technical errors in the Test Project documents and to infrastructure limitations.

9.4 Competition rules

Refer to the competition rules of the Skills Canada National Competition which can be found on our website.

10 TEAM CANADA EXPERT

Cody Peterson

Contact the Skills/Compétences Canada national secretariat for any questions or concerns: Sophie Courchene at sophiec@skillscanada.com