Practice Project

Graphic Design Technology

SECONDARY and POST-SECONDARY

INFORMATION OF NOTE

Competitor Name: _____

Date: _____

Location: Provincial Venue
Event: Secondary and Post-Secondary

1.1 INSTRUCTIONS TO THE COMPETITOR

- Create a folder on the USB Key and/or OneDrive named "Day_1_firstname_surname_2022"
- This folder must include the following subfolders "Bus Stop Signage, e Ticket Template, and Social Media Promo Banners"
- Each subfolder must contain 2 folders:
  a) A folder named "Original": it should contain all the files you used for the development of your project
  b) A folder named "Final": it should contain all the files you are supposed to deliver required by the tasks (identified in Production - PDF, native, fonts and linked images)

1.2 TIME LIMIT FOR PROJECT

6 hours

1.3 SPECIFICATIONS COVERING ALL COMPONENTS OF THIS PROJECT

- The colour mode, colour profiles, final resolution, and file formats of your images will be assessed in the working software such as Photoshop, Illustrator or InDesign.
- Images must not be embedded or placed in Adobe Illustrator or embedded in InDesign
- Accepted image savings format: TIFF, PSD. AI, EPS. JPEG
- The RGB mode is not accepted in the final output except where it's indicated
- The bleed value is exact value without any tolerance
- The spot colour for a die line MUST be named "dieline"

1.4 DEFINITION

- Graphic - drawing things on the screen, using mathematics and physics (trigonometry, lighting, shading, curvature, etc.) to give the impression of objects to a human viewer.
- Image - a digital input: black and white photo, colour photo, scanned image

1.5 NOTE

- Information specific to a particular project will be included in an appropriately labeled folder (for example Packaging).

2022 VANCOUVER ePRIX SOCIAL AWARENESS PROJECT

The idea for an all-electric street racing series started out as nothing more than a collection of notes on a napkin. On the evening of March 3, 2011, FIA President Jean Todt and Spanish businessman, Formula E Chairman Alejandro Agag, met in a Paris restaurant and gathered their thoughts in just a few words on what would become the world's first all-electric international single-seater championship.

Formula E's founding mission was for its race through the streets of the most iconic cities in the world - with a grid full of the best racing drivers and teams around - to show just what sustainable mobility was capable of, driving electric vehicles to the fore in the race for a better, cleaner future. Since making its debut in the grounds of the Olympic Park in Beijing in 2014, Formula E has grown into a global entertainment brand with motorsport at its heart. Now, with 12 teams and 24 drivers on the grid, the championship has become a destination for the world's best motorsport teams and racing talent.

The ABB FIA Formula E World Championship is making another on the globe-trotting world tour in Season 8 as the all-electric street racing series heads back to Canada. Buckle up as all-electric racing brings excitement to streets of Vancouver. Skill Canada competitors will be building multiple social awareness design pieces that will help to promote the event.

OVERALL PROJECT
As a graphic designer, you have been asked to complete a number of major tasks for the Vancouver E-Prix event. You responsibly will be to design the bus stop signage, e-ticket templates and social media banners.

TARGET GROUP

- Car racing fans and action seeking individuals (Teen – Young Adult).

- Electric vehicle and industry professionals.
- Company sponsorship opportunities.
- Environmentally conscientious individuals.

MOTIVATORS

- Concern for the environment
- Vancouver tourism opportunites.
- Current state of electric vehicle technology.

2   BUS STOP SIGNAGE

2.1   PROJECT

You are to create one version of bus stop signage that will be used around the city of Vancouver. This poster should foster excitement towards the event. The idea is to feature one of the *e* PRIX drivers, and keep the overall look and design consistent to the *e* PRIX theme. The feature driver may include Nyck De Vries (Netherlands – Mercedes_EQ Formula E Team), Edoardo Mortara (Switzerland – Rokit Venturi Racing) or Jake Dennis (United Kingdom – BMW Andretti Motorsport).

The design will be vector based using a supplied image library. The poster will include all of the required text, logos, driver images, at least 2 additional vector images and QR code for online ticket purchases. Additionally, competitors will be required to mockup their design on one of the supplied bus stop mockup blanks.

2.2   COLOURS

- Colour Model: CMYK
- Profile: Coated GRACoL 2006 (ISO 12647-2:2004)

2.3   TECHNICAL SPECIFICATIONS

- Vector only
- Printing: One-sided
- Final Document Size: 48" x 70"
- Bleed: 0.25"
- Finishing: Coated Gloss 100lb.

- Must include: Required text, Formula E logo, QR code, supplied driver images, minimum of 2 additional images.

2.4 PRODUCTION

For the Bus Stop Signage you must deliver:

- 1 poster of your version to fit on 11" x 17" with printer marks
- 1 PDF/X-4:2008 that includes poster with all printer marks.
- 1 bus stop mockup scaled to 8.5" x 11"
- 1 final folder for archiving that includes:

  - Fonts Folder
  - Links Folder
  - Final Native File
  - Mockup Files

3   e-TICKET TEMPLATE

3.1 PROJECT

As attendees of this event commence registration, they will be required to purchase tickets through the online booking ticket gateway. As a graphic designer, you are to create the template for the e-ticket that will be used by the ticketing software. Using the supplied text, this template will have to include placeholders for all of the text that will appear on the final ticket. These components include: ticket holder name, seat number, row number, logo, event information, background imagery, QR code and terms & conditions. The intention is for this ticket to be displayed primarily on a digital device with an option to print if required. The final design should be easy to read on a digital display while maintaining consistency with the other designs in this project.

3.2 COLOURS

- Colour Model: RGB
- Profile: Adobe RGB (1998)

3.3 TECHNICAL SPECIFICATIONS

- Pixel Based

- Final Document Size: 3.5" x 7"
- Resolution: 72 ppi at 100% in InDesign/Illustrator
- Finishing: Digital Display
- Must include: Ticket holder name, seat number, row number, Formula E logo, event information, background imagery, 2" x 2" QR code and terms & conditions.

3.4 PRODUCTION

For the eTicket Template you must deliver:

- 1 template at actual size (100%), centered on 8.5" x 11"
- 1 PDF/X-4:2008 proof at actual size.
- 1 final folder for archiving that includes:

    o Fonts Folder
    o Images Folder
    o Final Native File
    o Final PDF document (yourlastname_eticket.pdf)

4 SOCIAL MEDIA PROMO BANNERS (3 Versions)

4.1 PROJECT

Part of the Formula E-Prix's promotional campaign is to target various social media platforms to promote the event to prospective attendees. These online social media banners will focus on Facebook, Instagram and Twitter as their primary vehicle for advertisement. These banners will need to be designed to match the specific resolution requirements required by each online platform. Additionally, each of these banners will use the same three drivers that were featured in the previous bus stop signs. Competitors will create banners that meet the technical requirements for each platform. All of the required information should be present on the final design including event info & date, Formula E logo, featured driver and background elements. The design should be consistent with the other designs within this project.

4.2 COLOURS

- Colour Model: RGB
- Profile: Adobe RGB (1998)

4.3 TECHNICAL SPECIFICATIONS

- Pixel Based
- Various Resolutions based on social media platform:

  - Facebook: 1280 px x 628 px
  - Instagram: 1080 px x 1080 px
  - Twitter: 1200 px x 675 px

- Resolution: 72 ppi at 100% in Native File
- Finishing: Digital Display
- Must include: Formula E logo, info & dates, featured driver and background elements.

4.4 PRODUCTION

For the Social Media Promo Banner you must deliver:

- 1 .png file of each banner version
- 1 image of each version to fit on 8.5" x 11"
- 1 final folder for archiving that includes:

  - Fonts Folder
  - Links Folder
  - Final Native File
  - Final PDF document (yourlastname_socialmediabanners.pdf)

ASSETS

Text Files:

Bus Stop Signage
Text #1
e-Prix

Text #2
After a 14 year absence, Motor Racing returns to Vancouver
Text #3

3 day Extravaganza
June 30, 2022 – July 2. 2022

Text #4
Why Formula-*E* Racing
Sustainable practices
Noise reduced
Watch for the special event : Celebrity Race
Featuring: Alexandre Bilodeau and local actor Jason Priestley

e-Ticket Template
Text #1
e-Prix Vancouver

Text #2
Full package - 3 day event
June 30, 2022 – July 2, 2022
Amount   CDN 325

Text #3
Name (your name)
Grandstand #4
Row 12,   Seat 47

Text #4
Terms and Conditions:
No exchanging of tickets on different days
No food or drink may be brought in to the venue
Remain in your area at all times during the race events

For further information see: www.eformulatickets/legal/terms

Social Media Promo Banner
Text #1
e-Prix Vancouver

Text #2
June 30, 2022 – July 2, 2022

12 teams and drivers

Text #4

Featuring: Edoardo Mortara, Jake Dennis, Nyck de Vries
Special event – Celebrity Race featuring Alexandre Bilodeau and local actor
Jason Priestley

Graphics

Bus Stop Signage