CONTEST DESCRIPTION

Graphic Design Technology

SECONDARY

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1 THE SKILLS FOR SUCCESS FOR CAREERS IN THE SKILLED TRADES AND 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 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]Reading, [6]Writing, [7]Problem Solving, [8]Creativity and Innovation, [9]Digital

These Skills for Success have been identified in section 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
 or
1 theme with a length of 12 hours (6 hours per day)

2.4 Skills and Knowledge to be tested.

2.4.1 Work organization and management

- 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

The competitor shall be able to:
- Interpret specifications and projects
- Adhere to project timelines
- Conduct themselves in a professional and respectful 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

2.4.2 Communication and interpersonal skills

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

2.4.3 The competitor shall be able to:

Use literacy skills to:
- Follow documented instructions from a supplied project
- Interpret workplace instructions and other technical documents

Use oral and written communication skills to:
- Communicate in a logical and easily understood manner
- Pose questions in an appropriate manner
- Explain design goals, design rationale, and use of design elements

2.4.4 Problem solving

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

2.4.5 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

2.4.6 Innovation, creativity, and design

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

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

2.4.7 Technical aspects and output

The competitor needs to know and understand:
- Technological trends and developments in the industry
- Different output requirements: print - including different PDF standards (ex. PDF/X-1a), and digital media formats and their limitations and techniques.
- Standards for client presentation
- Image manipulation and editing
- Appropriate file formats, resolution, and compression
- Colour gamut, colour matching, spot colours, ICC profiles and varnish
- Printer marks and bleed
- Dielines – use, modify or create
- Software applications
- Different types of paper and surfaces (substrates)

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 mode to the file
- Save files in the correct format
- Use software applications comprehensively and appropriately
- Organize and maintain folders (for final output and archiving)

To help prepare the competitors for the Graphic Design competition, the NTC will ensure that there are examples of all aspects of the technical design required for this event included on the YouTube site hosted by SCNS for Graphic Design.

These are only examples and not this year's project. There may be additional information included that may not be part of the competition.

https://www.youtube.com/channel/UCw6-rzjxSMY3CP67U6xweOQ/playlists

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
Project examples with tutorial explanations of how to correctly complete the work	December 2023

3.2   Tasks that may be performed during the contest.

- Reading and understanding technical specifications [5]
- Implementing time management and workflow planning [7]
- Understanding and utilizing basic design fundamentals [5]
- Management of Fonts *Downloading of fonts from external websites will NOT be permitted during the competition.
- 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[5]
- 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.[7]
- Graphic design of 3D objects such as packages, grocery bags, etc.[9]

- Using master pages, styles (character, paragraph, etc.) and dieline.
- Working knowledge of specified applications in Adobe Creative Cloud (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]
- Projects that may be performed during the contest.
- The Format/Structure of the Projects could be two stand-alone Projects, one per day or a combined Project over two days.
- Each Project may include 3 – 6 possible tasks. One of the areas may serve as a timed event.
- Oral, written or a combination of oral and written task. This would be done in the language of the competitor's choice. The focus of the tasks could be describing the design's overall goal, explaining the rationale for the design, how the design is conveyed through choice of font, colour, layout, element cohesiveness, or how the design meets the needs of the client.[2,6]

Examples of tasks are as follows:
- Editorial and advertising design (program cover and content pages, banner, poster, menu, packaging, 3D designs, 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
- 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 print 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.
- Social media campaign developed for several different social media channels with a focus on brand identity, continuity, reach, and impression. Correct use of colours and resolutions and font sizes for screens.

Skills for Success – [2]Communiation, [5]Reading, [6]Writing, [7]Problem Solving, [9]Digital

4   EQUIPMENT, MATERIAL, CLOTHING

4.1   Equipment and material provided by <u>Skills/Compétences Canada</u>

- All images and templates for any projects provided.
- USB Keys for transfer of files
- Paper for preliminary sketches

- Printer driver software
- Printer paper
- Colour Laser printer
- Cutting mat
- Worktable
- Chair
- **External monitors, if required, must be requested 1 month prior to competition, and will be provided by Computers for Schools.**

COMPETITORS WILL BE REQUIRED TO USE THE MATERIAL AND EQUIPMENT PROVIDED BY SCC. ALL OTHER MATERIAL AND EQUIPMENT WILL BE REMOVED FROM THE SKILL AREA

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

- A computer (laptop or desktop) with keyboard and mouse
- Competitors may provide and use their own tablet. Driver software must be installed and tested before the competition.
- The computers must use a Mac or Windows operating system.
- 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.
- The computer must have the ability to transfer files via USB or USB-C. If the computer does not have USB ports, the competitor must supply a transfer device.
- The computer must be equipped to enable hard wiring (ethernet) connection to a printer.
- Appropriate printer drivers will be provided before attending the competition and must be installed and tested before arrival.
- Administrative Rights to the computer should be available from competitor supervisor at the competition site
- The competitor and/or advisor will be responsible for the installation of preferred font libraries prior to the competition. There will be no other fonts provided at the competition.
- A backup computer (with appropriate software and fonts) should be considered.

4.2.1 Toolboxes Required Items

- Exacto knife
- Pencil/Pen
- Eraser
- Ruler / straight edge that measures at least 18"
- Glue stick or double-sided tape

4.2.2 Toolboxes Optional Items

- New USB stick (min 8 gig) for personal archiving files
- Personal drawing tablet with drivers installed prior to competition.
- If there has been a request sent to SCNC for monitor(s) from Computers for Schools, any adaptors must be supplied by the competitor.
- Swatch book and mouse pad
- External music devices with headphones
- Bone folder / Butter knife

4.3 Required clothing provided by <u>the competitor.</u>

- Normal attire for competition in a public area.

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 physical work environment in each skill area safer.

5.1.1 Safety manual

As part of our program a safety manual has been created 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.
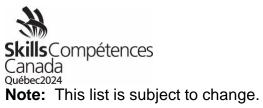
5.1.2 Safety workshop

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 <u>Skills/Compétences Canada</u>

- Not Applicable

5.3 List of required personal protective equipment (PPE) provided by the <u>competitor.</u>

- Not Applicable

6 ASSESSMENT

6.1 Point breakdown

Note: This list is subject to change.

TASKS	/100
MEASUREMENT	40
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 **Compute 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 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. **Final Presentation** Untrimmed colour composite saved and printed The layout files are printed, trimmed, assembled Rough sketches Written document	
JUDGEMENT	60
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   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 and mobile phones	• 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 <u>no use of</u> the Internet during the competition.
Use of technology – Fonts	• Competitors will be able to use any fonts that have been installed on their computer. There will be no access to internet, so preferred font families must be downloaded/ installed prior to the competition.
Infrastructure – material and equipment	• Spray Adhesive will not be permitted. • No templates can be used except for those provided. • Competitors will be able to use any fonts that have been installed on their computer. • External Software Plugins will not be permitted. • 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 the National Technical Committee (NTC) Chair/Co-Chair. Please contact Skills/Compétences Canada national secretariat <u>one month prior</u> 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 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 may not be guaranteed.

8.2 Ties

- Tiebreaker #1: The competitor with the highest score in Judgement 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 Computer Images criteria will be used to declare the winner.
- Tiebreaker #3: If a tie still exists the Computer Images criteria will be used to declare the winner.

8.3 Competition rules

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

9 NATIONAL TECHNICAL COMMITTEE MEMBERS

MEMBER ORGANIZATION	NAME
Newfoundland and Labrador	Allison Chislett
Prince Edward Island	Michael Thomas
Nova Scotia	Chrystal McManus
New Brunswick	Dereck Croney
Quebec	Caroline Austin
Ontario	Sydney Taylor – Co-Chair
Manitoba	James Rogoway
Saskatchewan	Cody Peterson
Alberta	Lyle Cruise - Chair
British Columbia	Paul Pardeep

Contact the Skills/Compétences Canada national secretariat for any questions or concerns: Nathalie Maisonneuve (nathaliem@skillscanada.com).