



DAY 1 Project

# 40 Graphic Design Technology

POST-SECONDARY

## 1 CONTENTS

This Test Project consists of the following documentation/files:

1. SCNC2024\_TP40\_PS\_C1\_EN.docx **OR** SCNC2024\_TP40\_PS\_C1\_FR.docx
2. SCNC2024\_TP40\_PS\_C1\_EN.pdf **OR** SCNC2024\_TP40\_PS\_C1\_FR.pdf
3. SCNC2024\_TP40\_PS\_C1\_Images (Folder with image files)
4. SCNC2024\_TP40\_PS\_C1\_Text (Folder with text files)
5. SCNC2024\_TP40\_PS\_C1\_Vector (Folder with vector/graphic files)
6. SCNC2024\_TP40\_PS\_C1\_Branding (Folder with Branding Resources)
7. SCNC2024\_TP40\_PS\_C1\_Template (Folder with Exhibit Icons Template)

## 2 INTRODUCTION

Discover the wonders of aquatic life at the Québec Aquarium, a sprawling 16-acre marvel in Québec City. Home to over 10,000 marine creatures, the Aquarium offers a glimpse into diverse ecosystems, from Arctic waters to tropical reefs. Highlights include the Grand Ocean Tank with its sharks and rays, playful polar bears, and the Amazonian Rainforest exhibit teeming with exotic wildlife. Interactive touch tanks and Jellyfish Alley provide immersive experiences. Beyond entertainment, the Aquarium emphasizes conservation and education, inspiring visitors with its dedication to marine life preservation. It's a captivating destination where the mysteries of the ocean come alive.

## 3 DESCRIPTION OF PROJECT AND TASKS

As the graphic designer chosen to brand and promote the Québec Aquarium, you are being tasked to complete three separate but related products.

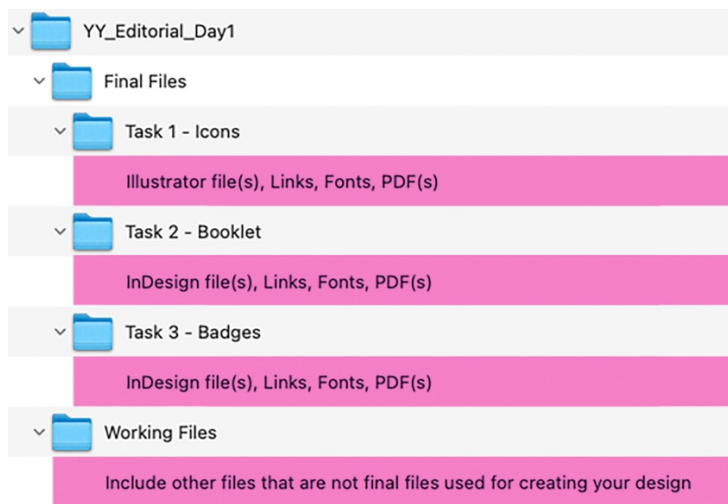
You will create:

- Exhibit Icon Designs
- Booklet Design
- Badge Designs

## 4 INSTRUCTIONS TO THE COMPETITOR

### 4.1 Folder Structure

Create a folder on your Desktop called YY\_Editorial\_Day1 (where YY represents your competitor number). The folder structure will be as follows:



The pink highlighted text is instructions only.

### 4.2 File Submission

Copy the YY\_Editorial\_Day1 folder onto the supplied USB drive once you have completed ALL TASKS.

### 4.3 Time Limit

Task 1 will be collected after **2 hours**.

Time limit for this entire test project will be **6 hours**.

### 4.4 Printing/Project Identification

Use a PDF when printing! The working files will be large and will take too long to print! You must include your competitor number (as directed in the Tasks) and printouts for marking and delivery to your workstation (the number should be included outside of the artwork area whenever possible).

#### **4.5 About Image/Graphics Marking**

The colour mode, file formats, and final resolution will be assessed in Illustrator/InDesign/Photoshop.

No upsampling/upscaling of images. Images must be used at their original size or smaller.

Embedded images are NOT ACCEPTED in Illustrator or InDesign.

**.jpg / .png / .svg** file formats are NOT ACCEPTED for placed images/graphics.

Only **.tif / .psd** are ACCEPTABLE file formats for images.

Only **.eps / .ai** are ACCEPTABLE file formats for graphics.

No RGB vector graphics permitted.

## 5 TARGET MARKET

### 5.1 Brand Personality

- **Educational:** The Aquarium du Québec is committed to raising awareness and understanding of aquatic life through its educational programs and exhibits. It aims to inspire curiosity and respect for the marine environment, making it a cornerstone of its identity. This commitment should be reflected in the content of all communications, using clear, accessible language and informative design elements that engage a diverse audience.
- **Conservation-Oriented:** As a steward of marine life, the Aquarium emphasizes its role in conservation efforts. This aspect of its personality should be communicated through the use of natural colors and design elements that evoke the beauty and fragility of aquatic ecosystems. Messages should promote the importance of preserving biodiversity and the sustainable interactions between humans and marine habitats.
- **Inclusive:** The Aquarium aims to welcome a diverse range of visitors, from local families to international tourists, and to be accessible to all. This inclusivity should be mirrored in multilingual communications, universal design practices in its layout, and imagery that reflects a wide range of visitors. The design should be welcoming and easily navigable, ensuring that all visitors feel at home.
- **Innovative:** Embracing new technologies and interactive experiences to educate and engage visitors, the Aquarium's innovative spirit should be evident in its use of modern design techniques and multimedia elements.

### 5.2 Demographics Profile

- **Families with Children:** Interactive and engaging exhibits designed for young learners.
- **School Groups:** Educational programs tailored to complement school curricula.
- **Nature Enthusiasts:** Focus on marine life and ecosystems for those interested in wildlife and nature.
- **Conservation-Minded Individuals:** Emphasis on wildlife preservation and environmental education.
- **Tourists:** Unique cultural and educational experiences in Québec City for visitors.

- **General Public:** Accessible to all ages, catering to a broad interest in marine science and conservation.

### 5.3 Brand Concepts

The stakeholders would like the following adjectives to be embodied in the design elements (colour/typography/layout/etc.) of the marketing elements for their venue.

- **Education and Conservation:** The aquarium emphasizes the importance of environmental education and conservation efforts. It aims to educate visitors about marine ecosystems, biodiversity, and the need to protect aquatic life through interactive exhibits, educational programs, and conservation initiatives.
- **Exploration and Discovery:** The aquarium offers visitors the opportunity to explore and discover the fascinating world of marine life. Through immersive exhibits, visitors can learn about different marine habitats, species behavior, and the interconnectedness of aquatic ecosystems.
- **Engagement and Interaction:** The aquarium strives to engage visitors of all ages through hands-on experiences and interactive activities. Whether it's feeding sessions, touch pools, or behind-the-scenes tours, the aquarium encourages active participation and interaction with marine life.
- **Entertainment and Recreation:** While promoting education and conservation, the aquarium also provides entertainment and recreational opportunities for visitors. It offers a blend of informative exhibits and fun experiences, making it an enjoyable destination for families, tourists, and marine enthusiasts alike.
- **Sustainability and Responsibility:** As a steward of marine resources, the aquarium promotes sustainability and responsible behavior towards the environment. It emphasizes the importance of conservation practices, such as reducing plastic pollution, promoting sustainable fishing, and protecting endangered species.

## 6 TASK 1: DESIGN 8 EXHIBIT ICONS — DUE BY 11 AM

You are tasked with creating exhibit icons for the Québec Aquarium's new "Our Ocean" experience. These icons help visitors identify exhibits in the new display's layout, highlighting the locations of the eight new species of fish and the walk-through tunnel feature. The icons you must remain consistent within the overall visual identity of the Québec Aquarium, must be complimentary to each other sharing the same style, while also be easily distinguishable for each other. The icons must adapt well to large displays such as signage as well as smaller applications like on the map in Task 2. The icons must be created as black only to ensure that they can be quickly and easily adapted to the wide range of applications that will be required. Reference images for each fish species have been provided in the Images folder.

### 6.1 Requirements

#### 6.1.1 Exhibit Icon Design Requirements

- MUST create rough sketches of icon ideas.
- MUST create one exhibit icon for EACH of eight new fish species: Clownfish, Royal Blue Tang, Yellow Tang, Coral Beauty Angelfish, Banggai Cardinalfish, Fire Shrimp, Green Chromis, and Manta Ray (8 total icons).
- MUST be exactly 3.5" along the longest edge of each icon.
- MUST be vector only.
- MUST be 100% black only.
- NOT include any gradients.

#### 6.1.2 Exhibit Icon Template File Requirements

- MUST use the *Exhibit Icons Template.ai* template from the supplied Template folder.
- MUST centre each icon in the space labeled for each species on the Illustrator layer named 'Artwork'.
- MUST retain the 'Grid' Illustrator layers.
- MUST delete the Illustrator layer named 'Delete' once all icons are in their proper place.

## 6.2 Technical Specifications

Document format: Adobe Illustrator

File naming: YY\_Icons.ai, YY\_Icons.pdf  
(case-sensitive, YY represents your competitor number)

Document size: 16" wide × 8" high

Artboard/Pages: 1 artboard/page

Colours: Black only

ICC profile: Coated GRACol 2006 (ISO 12647-2:2004)

Paper: 17" × 11"

## 6.3 You must deliver

- Folders as specified in "Instructions to the Competitor". **Only files from these folders will be assessed.**
- 1 × sheet of paper with rough sketches of icon ideas
- 1 × PDF/X-4:2010 compliant PDF with artwork and PDF layers intact. Named YY\_Icons.pdf (case-sensitive, YY represents your competitor number).
- 1 × printout (untrimmed) at 100% on 17" × 11" with your competitor number outside the artwork area.



## **7 TASK 2: DESIGN BOOKLET (12-PAGE)**

You have been tasked with creating the 12 page booklet for the the Québec Aquarium's new "Our Ocean" experience. The booklet will consist of the outside back cover, an outside front cover, and ten interior pages. You will be responsible for using the supplied texts, graphics, images, and assets to create an engaging and appropriate covers/spine spread.

The cover will need an image composition that fills the entire front cover at a minimum. You will need to create an image composition that accurately represents the excitement and wonder of the new "Our Ocean" experience. The image composition must make use of at least 2 or more supplied images of fish and needs to grab the reader's attention and make a strong impact. A large number of images have been supplied as a resource for creating the image composition.

In order to show the client and accurate representation of the booklet design, you will be tasked with creating an imposed mock-up of the booklet.

## **7.1 Requirements**

### **7.1.1 Booklet Requirements**

- MUST create the layout in Adobe InDesign.
- MUST have 6 spreads with Front and Back Cover on the 1<sup>st</sup> spread, pages 2-3 on the 2<sup>nd</sup> spread, pages 4-5 on the 3<sup>rd</sup> spread, and pages 6-7 on the 4<sup>th</sup> spread, pages 8-9 on the 5<sup>th</sup> spread, pages 10-11 on the 6<sup>th</sup> spread.
- MUST include your created icon and an image for each fish respective fish where indicated.
- MUST use Parent Pages headers and/or footers for the automatic page numbers, and “Québec Aquarium Our Oceans Exhibit” text.
- MUST have Parent Page content visible above all other content on at least one page of each spread, but CAN visible on both if desired.
- NO page numbers present on cover spread.
- MUST use paragraph styles for at least the following: Body Heading, Body Subheading, and Body Text. Additional styles permitted.
- MUST use the same paragraph style for EN and FR text (i.e. EN Body Text and FR Body text must use the same Body Text paragraph style).
- MUST use all the supplied elements (in the correct locations when identified).
- CAN include other/additional/original vector elements.

### **7.1.2 Cover Image Composition Requirements**

- MUST be assembled/created in Adobe Photoshop.
- MUST fill the entire Front Cover, CAN extend on to the back cover.
- MUST use at least 2 or more supplied images in the image composition.
- MUST save a version of the composition, with Photoshop layers intact (not flattened), in the Working Files folder.

### 7.1.3 Map (Page 3) Requirements

- MUST use the *aquarium-map.ai* map from the supplied Vector folder at 100% (5.5" × 8").
- CAN adjust the colours of the map using only the provided brand colours in the *Aquarium\_Colour\_Standards.ai* file found in the supplied Branding folder.
- MUST place icons developed in Task 1 in the appropriate labeled locations on the graphic map (i.e. Manta Ray icon placed in the circle graphic location immediately above the manta ray).
- CAN change icon colour, but MUST use only one colour per icon
- MUST save your edited map as 'YY\_Map.ai' (case-sensitive, YY represents your competitor number)

### 7.1.4 Imposed Booklet Printout Requirements

- MUST have spreads properly imposed so that the booklet can be printed double-sided and then folded to create the final mock-up.
- Must be printed at 100% and trimmed down to the final size

## 7.2 Technical Specifications

Document format:	Adobe InDesign
File naming:	YY_Booklet.indd, YY_Booklet.pdf (case-sensitive, YY represents your competitor number)
Page size:	6" width × 9" height
Pages:	12 pages / 6 spreads (Front and Back Covers, Pages 2-3, Pages 4-5, Pages 6-7, Pages 8-9, Pages 10-11)
Colours:	CMYK
Bleed:	0.125" exact value (if needed)
ICC profile:	U.S. Sheetfed Coated v2
Resolution:	266 PPI at 100% in InDesign
Paper:	17" × 11" Paper

## 7.3 You must deliver

- Folders as specified in "Instructions to the Competitor". **Only files from these folders will be assessed.**
- 1 × PDF/X-4:2010 compliant PDF with all 6 spreads of the booklet (Front and Back Covers, Pages 2-3, Pages 4-5, Pages 6-7, Pages 8-9, Pages 10-11) with the artwork (including bleed), named YY\_Booklet.pdf (YY represents your competitor number).
  - PDF must include crop marks (no bleed marks), fold marks (dashed or solid lines, placed outside the bleed area), colour bars for CMYK, page information, and your competitor number outside the artwork area.
- 1 × printed/trimmed/assembled mock-up at 100% of completed and correctly imposed booklet.
  - Printed double-sided on 17" × 11" Paper. The assembled mock-up must be trimmed to the finished size (6" wide × 9" high). Pages must be correctly imposed when printed and assembled.
- 6 × printouts (1 of each spread) on 17" × 11" at 100%.
  - Printouts must include crop marks (no bleed marks), fold marks (dashed or solid lines, placed outside the bleed area), colour bars for CMYK, page information, and your competitor number outside the artwork area.

## 8 TASK 3: DESIGN BADGES

Design a series of ID badges for the Québec Aquarium staff and visitors. The badges should reflect the design of the booklet and utilize colour to establish a visual hierarchy between the staff, child, and adult versions.

The staff badges will differ from the public badges. The staff badges are personalized where the public badges are signed out to and returned by each visitor. All badges at the Aquarium have a scannable barcode on the **back** that can be used for access and identification purposes.

The badges will consist of 3 unique, full-colour front designs, a with a common/shared single colour (black) back design. The single colour back helps reduce production costs for the Québec Aquarium.

### 8.1 Requirements

#### 8.1.1 Badge Design Requirements

- MUST create the layout in Adobe InDesign.
- MUST design three double-sided badges for Child, Adult, and Staff.
- MUST have a unique design for the front each of the badges.
- MUST use at least 1 image on the front each of the badges.
- MUST design a common/shared back for all 3 badges using graphic elements (vector only) that is consistent with the rest of your designs for the booklet.
- MUST use all the supplied elements (in the correct locations when identified).
- MUST use the supplied barcode and QR code at 100%, MUST be 100% black, and MUST preserve white quiet zone area.
- CAN include other/additional/original vector elements on front and back of badge
- NO raster content on back of badge, vector content only.

## 8.2 Technical Specifications

Document format:	Adobe InDesign
File naming:	YY_Badges.indd, YY_Badges.pdf (case-sensitive, YY represents your competitor number)
Document size:	3" width × 4" height
Pages:	4 (3 badge fronts, 1 common/shared back)
Colours:	CMYK (Fronts) / Black (Back)
Bleed:	0.125" exact value (if needed)
ICC profile:	Coated FOGRA39 (ISO 12647-2:2004)
Resolution:	300 PPI at 100% in InDesign
Paper:	8.5" × 11" Paper

## 8.3 You must deliver

- Folders as specified in “Instructions to the Competitor”. **Only files from these folders will be assessed.**
- 1 × PDF/X-4:2010 compliant PDF with the artwork (including bleed).
  - PDF must include crop marks (no bleed marks), page information, and your competitor number outside the artwork area.
- 3 × printed/trimmed/assembled mock-ups (one for each badge) at 100%.
  - Printed double-sided on 8.5" × 11" paper. The assembled mock-ups must be trimmed to the finished size (3" wide × 4" high). Pages must be correctly imposed when printed and assembled.
- 4 × printouts (1 of each badge design) on 8.5" × 11" at 100%.
  - Printouts must include crop marks (no bleed marks), page information, and your competitor number outside the artwork area.

## 9 SUPPLIED – IMAGES



badge-elise-tremblay.jpg



banggai-cardinalfish-1.jpg



banggai-cardinalfish-2.jpg



banggai-cardinalfish-3.jpg



banggai-cardinalfish-4.jpg



banggai-cardinalfish-5.jpg



banggai-cardinalfish-6.jpg



banggai-cardinalfish-7.jpg



clownfish-1.jpg



clownfish-2.jpg



clownfish-3.jpg



clownfish-4.jpg



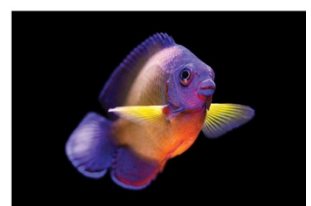
clownfish-5.png



clownfish-6.png



coral-beauty-angelfish-1.jpg



coral-beauty-angelfish-2.jpg



coral-beauty-angelfish-3.jpg



coral-beauty-angelfish-4.jpg



coral-beauty-angelfish-5.jpg



fire-shrimp-1.jpg





fire-shrimp-2.jpg



fire-shrimp-3.jpg



fire-shrimp-4.jpg



fire-shrimp-5.jpg



fire-shrimp-6.jpg



fire-shrimp-7.jpg



green-chromis-1.jpg



green-chromis-2.jpg



green-chromis-3.jpg



green-chromis-4.jpg



green-chromis-5.jpg



green-chromis-6.jpg



green-chromis-7.jpg



manta-ray-1.jpg



manta-ray-2.jpg



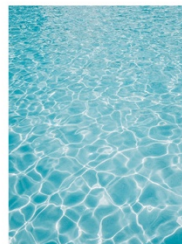
manta-ray-3.jpg



manta-ray-4.jpg



manta-ray-5.jpg



misc-1.jpg

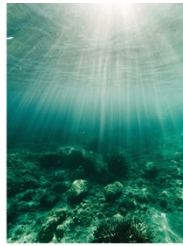


misc-2.jpg





misc-3.jpg



misc-4.jpg



misc-5.jpg



misc-6.jpg



misc-7.jpg



misc-8.jpg



misc-9.jpg



royal-blue-tang-1.jpg



royal-blue-tang-2.jpg



royal-blue-tang-3.jpg



royal-blue-tang-4.jpg



royal-blue-tang-5.jpg



royal-blue-tang-6.jpg



yellow-tang-1.jpg



yellow-tang-2.jpg



yellow-tang-3.jpg



yellow-tang-4.jpg



yellow-tang-5.jpg

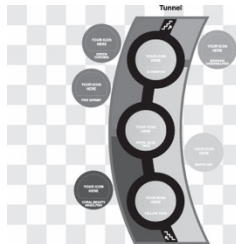


yellow-tang-6.jpg



yellow-tang-7.jpg

## 10 SUPPLIED – VECTOR



aquarium-map.ai



badge-barcode.ai



badge-facebook.ai



badge-instagram.ai



badge-qr-code.ai



badge-x.ai



badge-wifi.ai



location-Map.ai



sepaq\_logo\_black.eps



sepaq\_logo\_colour\_reverse.eps



sepaq\_logo\_colour.eps



sepaq\_logo\_white.eps

## 11 SUPPLIED – TEMPLATE

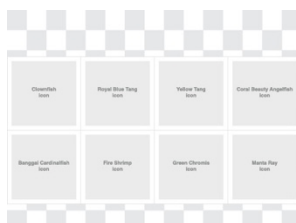
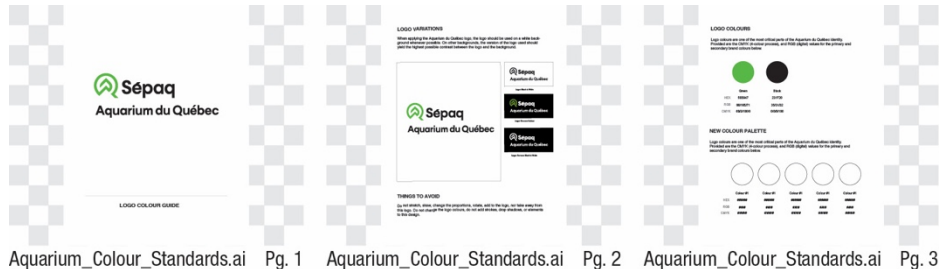


Exhibit Icons Template.ai

## 12 SUPPLIED — BRANDING



## 13 SUPPLIED – TASK 2 TEXT (BOOKLET)

The text in **BLACK MUST** be included in the design, excluding this instruction. / Le texte en **NOIR DOIT** être inclus dans le design, à l'exclusion de cette instruction.

The text in **RED SHOULD NOT** be included in the design, they are instructions to guide your layout. / Le texte en **ROUGE NE DEVRAIT PAS** être inclus dans le design, ce sont des instructions pour guider votre mise en page.

The **BLUE** text inside square brackets [ ] must be replaced with logo/graphic/images/etc. indicated. / Le texte **BLEU** entre crochets [ ] doit être remplacé par logo/graphiques/images/etc. indiqué.

## MASTER PAGE ELEMENTS FOR INSIDE PAGES / ÉLÉMENTS DES PAGES GABARITS POUR LES PAGES INTÉRIEURES (Pages 2-3, 4-5, 5-6, 7-8, 9-10)

Must include page numbers in the headers/footers. Doit inclure les numéros de page dans les en-têtes/pieds de page.

Must include the following text in the headers/footers: Doit inclure le texte suivant dans les en-têtes/pieds de page: Québec Aquarium Our Oceans Exhibit

## FRONT COVER / COUVERTURE AVANT (PAGE 1)

[1 image composition using at least 2 or more supplied images] / [1 composition d'image utilisant au moins 2 images fournies ou plus]

[sepaq\_logo\_black.eps] or [sepaq\_logo\_colour\_reverse.eps] or [sepaq\_logo\_colour.eps] or [sepaq\_logo\_white.eps]

— — —

**EN Title:** Welcome to the Québec Aquarium – A World of Aquatic Wonders!

**FR Title:** Bienvenue à l'Aquarium de Québec – Un monde de merveilles aquatiques !

— — —

**EN Subtitle:** Embark on an exotic adventure with our latest addition – the "Our Oceans" display.

**FR Subtitle:** Embarquez pour une aventure exotique avec notre dernier ajout : l'exposition « Nos océans ».

## **INSIDE FRONT COVER / COUVERTURE AVANT INTERIEURE (PAGE 2)**

**EN Introduction:** Dive into an unforgettable journey at the Québec Aquarium, where the mysteries of the ocean unfold before your eyes.

**EN Body Heading:** New This Season: "Our Oceans" Display

**EN Body Subheading:** Step into a world beneath the waves

**EN Body Text:** This vibrant exhibit showcases a spectacular array of tropical fish, bringing the colorful and dynamic ecosystems of warmer seas to life. Discover the beauty and diversity of coral reef inhabitants and learn about the delicate balance that sustains these underwater paradises. The following pages provide a map and additional information about our new sea creatures found in the new "Our Oceans" pavilion.

— — —

**FR Introduction:** Plongez dans un voyage inoubliable à l'Aquarium de Québec, où les mystères de l'océan se dévoilent sous vos yeux.

**FR Body Heading:** Nouveauté cette saison : exposition « Nos océans »

**EN Body Subheading:** Entrez dans un monde sous les vagues

**FR Body Text:** Cette exposition dynamique présente une gamme spectaculaire de poissons tropicaux, donnant vie aux écosystèmes colorés et dynamiques des mers plus chaudes. Découvrez la beauté et la diversité des habitants des récifs coralliens et découvrez l'équilibre délicat qui soutient ces paradis sous-marins. Les pages suivantes fournissent une

carte et des informations supplémentaires sur nos nouvelles créatures marines trouvées dans le nouveau pavillon « Nos Océans ».

## MAP PAGE / PAGE CARTE (MAP) (PAGE 3)

[YY\_Map.ai]

## CLOWNFISH (PAGE 4)

[Must include Clownfish exhibit icon] / [Doit inclure Clownfish exhibit icon]

[Must include image of Clownfish] / [Doit inclure une image Clownfish]

---

**EN Body Heading:** Clownfish

**EN Body Subheading:** Amphiprion ocellaris

**EN Body Text:**

Meet the vibrant clownfish, famous for its striking orange and white stripes, playfully swimming among the corals in our reef environment.

Habitat: Pacific and Indian Oceans.

Lifespan: 3-10 years

Interesting Facts: Clownfish live in symbiotic relationships with sea anemones and are all born male, with some changing gender later in life.

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**FR Body Heading:** Poisson clown

**EN Body Subheading:** Amphiprion ocellaris

**FR Body Text:**

Rencontrez le poisson-clown vibrant, célèbre pour ses rayures orange et blanches frappantes, nageant de manière ludique parmi les coraux de notre environnement récifal.

Habitat : océans Pacifique et Indien.

Durée de vie : 3 à 10 ans

Faits intéressants : Les poissons clowns vivent dans des relations symbiotiques avec les anémones de mer et naissent tous de sexe masculin, certains changeant de sexe plus tard dans la vie.



## ROYAL BLUE TANG (PAGE 5)

[Must include Royal Blue Tang exhibit icon] / [Doit inclure Royal Blue Tang exhibit icon]

[Must include image of Royal Blue Tang] / [Doit inclure une image Royal Blue Tang]

— — —

**EN Body Heading:** Royal Blue Tang

**EN Body Subheading:** *Paracanthurus hepatus*

**EN Body Text:**

Witness the elegance of the Royal Blue Tang, with its deep blue body and bright yellow tail, gracefully gliding through our coral displays.

Habitat: Pacific and Indian Oceans.

Lifespan: 8-30 years

Interesting Facts: Known for their vibrant color changes from yellow to deep royal blue; they reproduce through broadcast spawning.

— — —

**FR Body Heading:** Chirurgien bleu

**EN Body Subheading:** *Paracanthurus hepatus*

**FR Body Text:** Soyez témoin de l'élégance du chirurgien bleu, avec son corps bleu profond et sa queue jaune vif, glissant gracieusement à travers nos coraux.

## YELLOW TANG (PAGE 6)

[Must include Yellow Tang exhibit icon] / [Doit inclure Yellow Tang exhibit icon]

[Must include image of Yellow Tang] / [Doit inclure une image Yellow Tang]

— — —

**EN Body Heading:** Yellow Tang

**EN Body Subheading:** *Zebrasoma flavescens*

**EN Body Text:**

Observe the bright yellow tang, a splash of sunshine in our tanks, seamlessly blending with the colorful corals and anemones.

Habitat: Pacific Ocean

Lifespan: 10-30 years

Interesting Facts: They lose their bright yellow color at night and are known to clean algae from turtle shells.

— — —

**FR Body Heading:** Chirurgien jaune

**EN Body Subheading:** *Zebrasoma flavescens*

**FR Body Text:** Observez la brillance du chirurgien jaune, une touche de soleil dans nos aquariums, se mélangeant parfaitement aux coraux et anémones colorés.

Habitat : Océan Pacifique

Durée de vie : 10-30 ans

Faits intéressants : Ils perdent leur couleur jaune vif la nuit et sont connus pour nettoyer les algues des carapaces des tortues.

## **CORAL BEAUTY ANGELFISH (PAGE 7)**

[Must include Coral Beauty Angelfish exhibit icon] / [Doit inclure Coral Beauty Angelfish exhibit icon]

[Must include image of Coral Beauty Angelfish] / [Doit inclure une image Coral Beauty Angelfish]

— — —

**EN Body Heading:** Coral Beauty Angelfish

**EN Body Subheading:** *Centropyge bispinosa*

**EN Body Text:**

Discover the Coral Beauty Angelfish, showcasing its vibrant orange and blue hues as it elegantly swims among the reef formations.

Habitat: Tropical and subtropical waters.

Lifespan: 10-15 years

Interesting Facts: Known for their stunning blue and orange coloration, which varies greatly depending on the region.

— — —

**FR Body Heading:** Poisson-ange nain

**EN Body Subheading:** Centropyge bispinosa

**FR Body Text:** Découvrez le poisson-ange nain, mettant en valeur ses teintes orange et bleues vibrantes alors qu'il nage élégamment parmi les formations récifales.

Habitat : Eaux tropicales et subtropicales.

Durée de vie : 10-15 ans

Faits intéressants : Connus pour leur superbe coloration bleue et orange, qui varie considérablement selon la région.

## **BANGGAI CARDINALFISH (PAGE 8)**

[Must include Banggai Cardinalfish exhibit icon] / [Doit inclure Banggai Cardinalfish exhibit icon]

[Must include image of Banggai Cardinalfish] / [Doit inclure une image Banggai Cardinalfish]

— — —

**EN Body Heading:** Banggai Cardinalfish

**EN Body Subheading:** Pterapogon kauderni

**EN Body Text:**

Admire the striking black and white patterned Banggai Cardinalfish, a serene presence among the soft corals and sea plants in our exhibit.

Habitat: Indian Ocean

Lifespan: 4-5 years.

Interesting Facts: They are mouthbrooders, with the male guarding the eggs in his mouth cavity.

— — —

**FR Body Heading:** Poisson cardinal de Banggai

**EN Body Subheading:** Pterapogon kauderni

**FR Body Text:** Admirez le saisissant poisson cardinal de Banggai aux motifs noirs et blancs, une présence sereine parmi les coraux mous et les plantes marines de notre exposition.

Habitat : Océan Indien



Durée de vie : 4-5 ans.

Faits intéressants : Ce sont des couveuses buccales, le mâle gardant les œufs dans sa cavité buccale.

## **FIRE SHRIMP (PAGE 9)**

[Must include Fire Shrimp exhibit icon] / [Doit inclure Fire Shrimp exhibit icon]

[Must include image of Fire Shrimp] / [Doit inclure une image Fire Shrimp]

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**EN Body Heading:** Fire Shrimp

**EN Body Subheading:** *Lysmata debelius*

**EN Body Text:**

Spot the vivid Fire Shrimp, with its bold red coloration and white spots, nestled in the nooks of our vibrant corals and anemones.

Habitat: Tropical and subtropical waters.

Lifespan: 2-5 years

Interesting Facts: Fire Shrimp have a mutualistic relationship with reef fish, eating parasites off them.

— — —

**FR Body Heading:** Crevette cardinale

**EN Body Subheading:** *Lysmata debelius*

**FR Body Text:** Repérez les vives crevettes cardinales, avec leur coloration rouge audacieuse et leurs taches blanches, nichées dans les recoins de nos coraux et anémones vibrants.

Habitat : Eaux tropicales et subtropicales.

Durée de vie : 2 à 5 ans

Faits intéressants : Les crevettes rouges entretiennent une relation mutualiste avec les poissons de récif, se nourrissant de parasites.

## **GREEN CHROMIS (PAGE 10)**

[Must include Green Chromis exhibit icon] / [Doit inclure Green Chromis exhibit icon]

[Must include image of Green Chromis] / [Doit inclure une image Green Chromis]

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**EN Body Heading:** Green Chromis

**EN Body Subheading:** Chromis viridis

**EN Body Text:**

Enjoy the sight of the shimmering Green Chromis, its green-blue body adding dynamic movement against the backdrop of our lively underwater landscape.

Habitat: Indian Ocean

Lifespan: 8-15 years.

Interesting Facts: They are a schooling fish with a metallic sheen, and during breeding, males create nests for females to lay eggs.

— — —

**FR Body Heading:** Demoiselle verte

**EN Body Subheading:** Chromis viridis

**FR Body Text:** Profitez de la vue de la demoiselle verte chatoyante, son corps vert-bleu ajoutant un mouvement dynamique sur fond de notre paysage sous-marin animé.

Habitat : Océan Indien

Durée de vie : 8-15 ans.

Faits intéressants : Il s'agit d'un poisson en bancs avec un éclat métallique et pendant la reproduction, les mâles créent des nids pour que les femelles pondent leurs œufs.

## **MANTA RAY (PAGE 11)**

[Must include Manta Ray exhibit icon] / [Doit inclure Manta Ray exhibit icon]

[Must include image of Manta Ray] / [Doit inclure une image Manta Ray]

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**EN Body Heading:** Manta Ray

**EN Body Subheading:** Manta birostris

**EN Body Text:**

Marvel at the majestic manta ray, an ocean giant with a graceful, gliding presence.

Habitat: Tropical and subtropical waters.

Lifespan: Up to 50 years

Interesting Facts: Manta rays are one of the largest fish species, weighing as much as 3,000 pounds. They are known for their large brain-to-size ratio, making them highly intelligent among cold-blooded fish.

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**FR Body Heading:** Raie manta

**EN Body Subheading:** Manta birostris

**FR Body Text:** Émerveillez-vous devant la majestueuse raie manta, un géant des océans à la présence gracieuse et planante.

Habitat : Eaux tropicales et subtropicales.

Durée de vie : Jusqu'à 50 ans

Faits intéressants : Les raies manta sont l'une des plus grandes espèces de poissons, pesant jusqu'à 3 000 livres. Ils sont connus pour leur rapport taille/cerveau élevé, ce qui les rend très intelligents parmi les poissons à sang froid.

## **BACK COVER / ARRIÈRE DE COUVERTURE (PAGE 12)**

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**EN Title:** Contact Us

**EN Contact Information:**

Mailing Address:

1675 Avenue des Hôtels

Québec (Québec) G1W 4S3

Telephone: 418 659-5264

Telephone: 1 866 659-5264 (toll-free)

www.sepaq.com

aquarium@sepaq.com

GPS coordinates:

46° 45' 07.86" N

71° 17' 21.35" W

[\[location-map.ai\]](#)

## 14 SUPPLIED – TASK 3 TEXT (BADGES)

The text in BLACK MUST be included in the design, excluding this instruction.

The text in RED SHOULD NOT be included in the design, they are instructions to guide your layout.

The BLUE text inside square brackets [ ] must be replaced with logo/graphic/images/etc. indicated.

### ADULT BADGE (FRONT)

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[\[sepaq\\_logo\\_white.eps\]](#)

Adult Visitor

**Aquarium Contact:** Telephone : 1 866 659-5264 (toll-free)

**Wi-Fi:** aquariumduqc

**Social Media:** @aquariumduqc

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### CHILD BADGE (FRONT)

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Child Visitor

**Aquarium Contact:** Telephone : 1 866 659-5264 (toll-free)

**Wi-Fi:** aquariumduqc

**Social Media:** @aquariumduqc

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## STAFF BADGE (FRONT)

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[sepaq\_logo\_white.eps]

Staff

[badge-elise-tremblay.jpg]

**Name:** Élise Tremblay

**Job Title:** Coordonnatrice de l'éducation marine / Marine Education Coordinator

**Employee Number:** 100428

**Aquarium Contact:** Telephone : 1 866 659-5264 (toll-free)

**Wi-Fi:** aquariumduqc

**Social Media:** @aquariumduqc

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## ALL BADGES (BACK)

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