

SkillsCompetences
Canada



CONTEST DESCRIPTION

Graphic Design Technology

SECONDARY and POST-SECONDARY

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1 THE SKILLS FOR SUCCESS AND CAREERS IN THE SKILLED TRADES AND TECHNOLOGY

The Government of Canada has updated the previous Essential Skills framework to the new Skills for Success model in response to the evolving labour market and changing skill requirements. This model outlines nine fundamental skills Canadians need to thrive in work, education, training, and daily life.

Skills/Compétences Canada aims to highlight the importance of these skills, vital for success in trade and technology careers. Competitors can see how Skills for Success are integrated into contest descriptions, projects, and project documents. Recognizing these skills during the competition helps competitors match tasks with specific skills necessary for success and understand how these skills apply within their trade or technology programs and future careers.

The nine key Skills for Success, validated for workplace success, are:

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 are detailed in sections 2.4 and/or 3.2 (to be completed by SCC) of your Contest Description and, if relevant, in your Project and supporting documents.

2 CONTEST INTRODUCTION

The following YouTube website contains pertinent information dealing with techniques to correctly complete the technical aspects of the Graphic Design competition. Review this to PROPERLY PREPARE for this year's competitions at the provincial and national levels.

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

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 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
- **The competitor shall be able to:**^{4,5,7}
 - 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:**^{2,5,6}
 - 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:^{5,7}
 - Follow documented instructions from a supplied project
 - Interpret workplace instructions and other technical documents
- Use oral and written communication skills to:²
 - 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 solving⁷

- **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
- **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

2.4.5 Innovation, creativity, and design

- **The competitor needs to know and understand:**^{8,9}
 - 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:**^{5,6,8,9}
 - 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

2.4.6 Technical aspects and output

- **The competitor needs to know and understand:⁹**
 - 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:^{7,9}**
 - 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)

Skills for Success – ²Communication, ⁴Adaptability, ⁵Reading, ⁶Writing, ⁷Problem Solving, ⁸Creativity & Innovation, ⁹Digital

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 2026

- 3.2** Tasks that may be performed during the contest ^{2,5,6,7,8,9}

- Reading and understanding technical specifications
- Implementing time management and workflow planning
- Understanding and utilizing basic design fundamentals

- 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
- Drawing and redrawing information design elements like diagrams, graphs, and maps
- Converting digital manuscripts into typographic texts;
- 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.
- Design of a dieline for a packaging project
- Graphic design of 3D objects such as packages, grocery bags, etc.
- Using master pages, styles (character, paragraph, etc.) and dieline;
- Working knowledge of specified applications in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Bridge)
- **Sketch work done during competition (NTC to assist with transferring sketches to computers through photography & USB)**
- Exporting to final formats (.ai, .tif, .psd, .pdf, .jpg)
- Correcting proofs
- Applying print pre-press and PDF standards (resolution/line screen, separations, crops, registration, bleed, ICC profiles, etc.)
- Project assembly for presentation
- 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 2 – 6 possible tasks. One of the areas may serve as a timed event.

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 – ²Communication, ⁵Reading, ⁶Writing, ⁷Problem Solving, ⁸Creativity & Innovation, ⁹Digital

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
- Paper for preliminary sketches
- Printer driver software
- Printer paper
- Colour Laser printer
- Cutting mat
- Worktable
- Chair

Optional:

- **External monitors, if required, must be requested 1 month prior to competition, and will be provided by Computers for Success. Borrowers must provide the cabling to connect from the CPU to the monitor (HDMI, Display Port. VGA port and DVI are possible connections).**

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 the competitor:

- 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.
- Print drivers **will be provided** at the time of setup; **when possible, the NTC will provide the website where the driver download may be found to install before the competition.** Each competitor **MUST** be able to load these drivers on their competition computer.

- 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.
- **NO IPADS OR SECONDARY DEVICES WITH MEMORY CAPABILITIES WILL BE ALLOWED AT YOUR WORKSTATION.**
- **THE USE OF ARTIFICIAL INTELLIGENCE DURING THE COMPETITION IS STRICTLY PROHIBITED. USE OF AI WILL RESULT IN DISQUALIFICATION FROM THE COMPETITION.**
- **COMPUTER EQUIPMENT THAT COMPETITORS BRING IS NOT STANDARDIZED IN SIZE OR CPU SPEED/MEMORY.**
- **ALL COMPUTER OPERATING SYSTEMS MUST BE LEGITIMATE AND UP TO DATE.**
- **ALL COMPUTERS MUST MEET THE MINIMUM REQUIREMENTS OF ADOBE SOFTWARE.**
- **ALL COMPETITOR COMPUTERS MUST BE UNLOCKED TO BE ABLE TO INSTALL PRINTER DRIVER SOFTWARE AT ORIENTATION. ADMIN ACCESS MAY BE REQUIRED.**

4.2.1 Toolboxes Required Items

- Exacto knife
- Pencil/Pen
- Eraser
- Ruler / straight edge that measures at least 18"
- Glue stick and 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 Success, 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 the competitor.

- 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 safer in each skill area.

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

Skills/Compétences Canada

- Not Applicable

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

- Not Applicable

6 ASSESSMENT

6.1 Point breakdown

Note: This list is subject to change. Post Secondary – 50/50, Secondary - 40/60

TASKS	/100
MEASUREMENT	50/40
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 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/varnish/die Printing in PDF ONLY 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. <u>PDF is saved to correct standard ISO</u> <u>The final folder is properly packaged with working files, fonts, linked images, layout files, final print files</u> Final Presentation Untrimmed colour composite saved and printed The layout files are printed, trimmed, assembled Rough sketches Written document Appropriately sized and trimmed foamboard	
JUDGEMENT	50/60
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 - 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 use of the Internet during the competition.
Use of technology – Fonts and colours	- 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. - Pantone colours will be provided to competitors at time of registration orientation
Infrastructure – Material and equipment	- Spray Adhesive will not be permitted. - Competitors will be able to use any fonts that have been installed on their computer. - No templates can be used except for those provided - 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 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. THE NTC MEMBERS ARE NOT RESPONSIBLE FOR TECHNICAL SUPPORT OF SYSTEM FAILURES

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.

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

Newfoundland and Labrador	Craig Chislett
Prince Edward Island	Michael Thomas
Quebec	Caroline Austin – Co-Chair
Ontario	Sydney Taylor
Manitoba	Trish Goldrup
Saskatchewan	Cody Peterson
Alberta	Lyle Cruise – Chair
British Columbia	Paul Pahal
New Brunswick	Derek Croney
Nova Scotia	Mark Santos

Contact the Skills/Compétences Canada national secretariat for any questions or concerns: Olga Malvine Rwemera (olgamr@skillscanada.com)

Checklist (Before you leave your province or territory)

OK	Instruments or others
	MANDATORY
	Cutting knife (Exacto)
	Pencil or pen
	Eraser
	Rule of at least 18 inches
	Glue stick and double-sided tape
	Adapter: USB, USB C, Ethernet network (IMPORTANT)
	Fonts installed on the station
	Administrator password (IMPORTANT)
	OPTIONAL
	Graphics tablet: drivers must be installed before the competition if available. (Printer driver may not be sourced before competition)
	Color chart and mouse pad
	Folder or butter knife
	FORBIDDEN
	IPad, or USB / Flash drives
	The use of artificial intelligence during the event

Please note, internet use will be prohibited throughout the day.