

Skills Canada National Competition

SCOPE DOCUMENT

SCOPE DOCUMENT	
Competition Year	2012
Competition location	Edmonton, AB
Trade Number	40
Trade Name	Graphic Design
Level	Secondary and Post-Secondary

1. INTRODUCTION

1.1 Purpose of the Challenge.

Assess the competitor's ability to perform duties relating to document graphic design and pre-press.

1.2 Duration of contest.

12 hours

1.3 Skills and Knowledge to be tested.

This skill involves any graphic design technology utilising skills and techniques applicable to all phases of Graphic Design Technology such as: Conception/idea, Design, Digital preparation of images, Typography, Supportive artwork (illustrations, typefaces etc.), Layout, Final processing and output, Presentation of the final design

2. CONTEST DESCRIPTION

2.1 List of documents produced and timeline for when competitors have access to the documents.

DOCUMENT	DATE OF DISTRIBUTION VIA WEBSITE
No other documents will be released prior to the start of the competition	

2.2 Tasks that may be performed during the contest

- reading and understanding technical specifications;
- implementing time management and work flow planning;
- understanding and utilizing basic design fundamentals;
- manipulating and colour correcting images;
- using master pages, style sheets and dieline;
- using industry standard software for illustration page layout and image manipulation;

- exporting to final formats (eps, tif, psd, pdf) and in native applications;
 - editing copy, French and/or English;
 - correcting proofs;
 - applying print pre-press standards (trapping, resolution/line screen, bleed, etc.);
- Managing colours to produce a correct PDF separation.
- printing proofs;

3. EQUIPMENT, MATERIAL, CLOTHING

3.1 Equipment and material provided by Skills/Compétences Canada

- Software:
 - Adobe Creative Suite 5
 - Font management software (suitcase fusion, linotype font explorer, or equivalent)
 - limited quantity of fonts (competitors cannot bring their own fonts)
- Macintosh (Apple) computer running on OSX
- Paper for preliminary sketches
- Keyboard, mouse
- Printer paper
- Laser printer
- Cutting mat
- Work table
- Chair

3.2 Equipment and material provided by the competitor

- Other software in addition to those mentioned, provided they have contacted a member of the National Technical Committee one month prior to the competition to ensure compatibility with the provided equipment. 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 technical problems
- French or English keyboard
- basic tools including software manuals, swatches, personal mouse, mouse pad or tablet
- an exacto knife
- pencil
- eraser
- glue stick or double-sided tape (spray adhesive not permitted)
- ruler that measures at least 18"
- Optional: External music devices with headphones

- Additional fonts or any reference materials other than manuals for installed software is not accepted.

3.3 Required clothing (Provided by competitor)

- N/A

4. SAFETY REQUIREMENTS

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

- No PPE required

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

- No PPE required
- No additional PPE will be supplied by SCC

5. ASSESSMENT

5.1 Point breakdown

POINT BREAKDOWN	/1000
Technical Elements	600
Correct resolution of images	Objective marking
Correct colour mode of images	
Correct file saving format of images	
Correct use of ICC colour profiles in images	
Correct document sizes	
Appropriate utilization of bleed, trim lines, fold lines, etc	
Application of trapping	
Collecting for archiving	
Production of press ready PDF	
Production of digital colours separation	
Printing colour composite	
Assembling final product	
Use of the appropriate application	
Following project instructions	
Aesthetics and creative elements	400
Overall quality of design	Subjective marking
Ideas and originality	
Understanding the target market	
Suitability and legibility of typography	

Suitability and use of colours	
<i>Quality of image manipulation and effects</i>	

6. ADDITIONAL INFORMATION

6.1 Consecutive translation

If consecutive translation is required on site, 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.

6.2 Software requirements

If French software is required 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 software might not be guaranteed.

6.3 Computer keyboard requirements

English Keyboards will be provided, if a French keyboard is required 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 keyboard might not be guaranteed.

6.4 Tie (No ties are allowed)

If there's a tie, the higher technical marks will win. If a tie still exists, the judges will make a decision based on the aesthetic appearance of the final product.

6.5 Competition rules

Please refer to the competition rules for all general SCNC information.

7. NATIONAL TECHNICAL COMMITTEE MEMBERS

Region	Name	Email address
Pacific Region	Albert Law	Alaw05@gmail.com
Western Region	Jim Hoffman	Hoffmanj@spsd.sk.ca
Québec	Michel Maltais	Michel.r.maltais@videotron.ca
Atlantic Region (chair)	Craig Chislett	Craig.chislett@cna.nl.ca