



Skills Canada

2013

Trade 40

Graphic Design

Ski Resort Display

Duration: 6 h

## Candidate Project Book

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Station number

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Level

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Date

Mark

# Project Description

## Background:

Mount Houdini, part of the Black Magic Mountains of northern B.C., may be the most picturesque ski resort in North America. It has a well-earned reputation for steeps and bumps, offering excellent cruisers and beginner terrain in the kind of high-alpine setting that makes even first-timers feel like heroes.

At the base of Mount Houdini sits a Victorian-era hamlet with a romantic town center featuring narrow cobbled streets and horse-drawn sleighs. Things turn decidedly more spirited by evening, when the many chic bars and clubs turn up the volume.

A great location for the intermediate skiing couples with a taste for the cosmopolitan.

## Project:

As a new ski resort in the very competitive British Columbia market, Mount Houdini is trying to position itself as a "great escape" for couples looking for an enjoyable experience on and off the slopes. As a graphic designer, you will be creating print material that promotes a contest with the winner receiving a weekend for 2 at a private chalet at the resort, and the all important lift passes. The print material will feature a table-top display, a postcard box and postcard all with the intention of attracting viewers to take the information postcard from the display. These displays will be found at ski shops, tourism locations and other locations where skiers may be present.

## Target Market:

Similar to the mystic of Aspen, Mount Houdini is looking to become a playground for couples, 25 - 40, who enjoy the outdoors, are adventurous and are looking for a good time.

# Required Elements

## Logo Redraw

- Logo to be redrawn as a vector image using supplied JPG image (mt\_houdini\_logo.jpg) as template

## Display

- Mount Houdini logo (redrawn as a vector image by competitor)
- Any design or graphics of your choice, using at least 1 of the supplied images
- Logos for QR code, Twitter, Facebook, YouTube
- Text 1
- Die 1

## Postcard Box

- Any design or graphics of your choice, using at least 1 of the supplied images
- Text 2
- Die 2

## Postcard

- Company logo (redrawn as a vector image by competitor)
- Logos for QR code, Twitter, Facebook, YouTube
- Any design or graphics of your choice, using at least 1 of the supplied images
- Text 3

## Supplied Elements

- Images
- Mount Houdini logo (mt\_houdini\_logo.jpg to be redrawn)
- Text 1, 2, and 3
- Display box front die line (modifications permitted while staying inside 16.5" x 10.5" final size)
- Postcard box die line (modifications permitted while staying inside 8.5" x 11" final size)
- Display 'feet' (modifications not permitted)

## Technical Specifications

### Logo Redraw

- Colours: 2 PMS (Pantone Matching System) colours - grey PMS 432 and gold PMS 124

### Display

- One sided printing
- Colours: Process + 2 PMS (Pantone Matching System) colours + 1 spot colour for the die line
- Bleed: 0.125"
- Screening: 133 LPI
- ICC Colour profile for images: US Sheetfed coated v2
- Final trimmed size: supplied die line (modifications permitted while staying inside 16.5" x 10.5" final size)

### Postcard Box

- One sided printing
- Colours: Process + 1 colour for the die line
- Bleed: 0.125" (if needed for your design)
- Screening: 133 LPI
- ICC Colour profile for images: US Sheetfed coated v2
- Final trimmed size: supplied die line (modifications permitted while staying inside 8.5" x 11" final size)

### Postcard

- Two sided printing
- Colours: Process
- Bleed: 0.125" (if needed for your design)
- Screening: 150 LPI
- ICC Colour profile for images: U.S. Web Coated (SWOP) v2
- Final trimmed size: 5" x 7"

## Other Specifications

- Accepted image saving formats for print: TIFF (one layer), PSD (one layer), AI, EPS or DCS.
- A factor value between 1.5 and 2.5 is accepted for the resolution of the images used in the final layout and the PDF file.
- The RGB mode is not accepted in the workflow
- The bleed value is the exact value without any tolerance.

## Production

You must deliver for logo redraw:

- 1 color composite (6" width on 11" x 8.5" sheet)
- 1 final folder including final file, working files, and fonts

You must deliver for the display:

- 1 front untrimmed colour composite printout (including bleed, die line, registration marks and document info)
- 1 assembled display, with supplied 'feet'
- 1 front press ready PDF (including bleed, die line, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout, and PDF file

You must deliver for postcard box:

- 1 untrimmed colour composite printout (including bleed, die line, registration marks and document info)
- 1 trimmed and assembled colour composite printout attached to display front
- 1 press ready PDF (including bleed, registration marks, die line and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout, and PDF file

You must deliver for postcard:

- 1 untrimmed colour composite printout (including bleed, trim marks, registration marks and document info)
- 1 trimmed colour composite printout
- 1 press ready PDF (including bleed, trim marks, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout, and PDF file

## Text 1

- Mount Houdini Ski Resort
- Win a "Great Escape" Ski Vacation
- Prize includes 2 nights in a private chalet plus 3 days lift passes for 2 people
- For more information visit [www.mounthoudini.com](http://www.mounthoudini.com)

## Text 2

- Enter to Win

## Text 3

- Mount Houdini Ski Resort
- Win a "Great Escape" Ski Vacation
- Prize includes 2 nights in a private chalet plus 3 days lift passes for 2 people
- For more information visit [www.mounthoudini.com](http://www.mounthoudini.com)
- A Victorian-era hamlet set deep in the Black Magic Mountains of northern B.C., Mount Houdini may be the most picturesque ski resort in North America.  
For a mountain with a well-earned reputation for steeps and bumps, Mount Houdini in fact offers excellent cruisers and beginner terrain in the kind of high-alpine setting that makes even first-timers feel like heroes.  
All our private chalets feature wood burning fireplaces and outdoor hot tubs with magical views of the mountains.

Company Logo

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Additional Logos

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# Photos

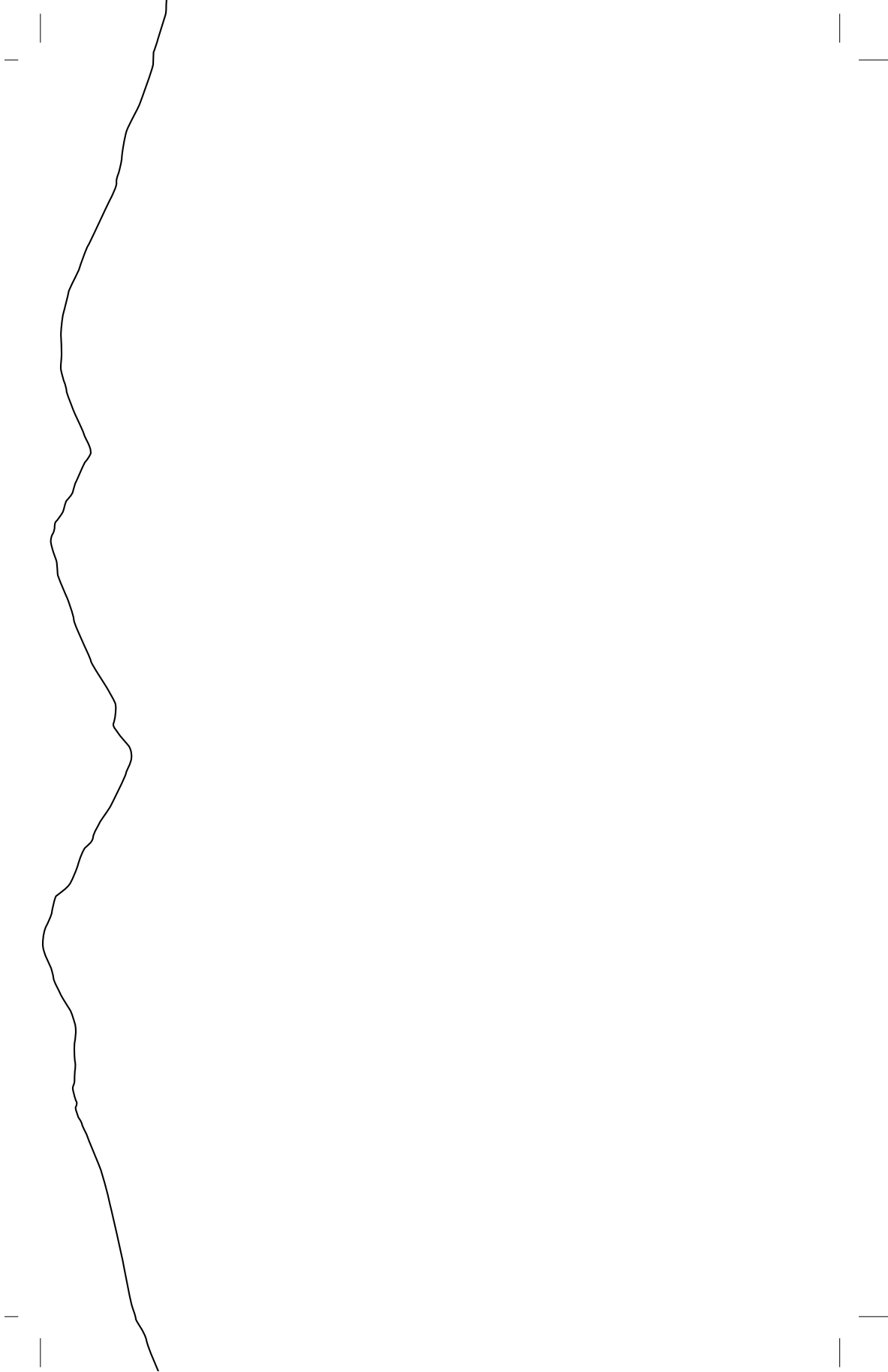




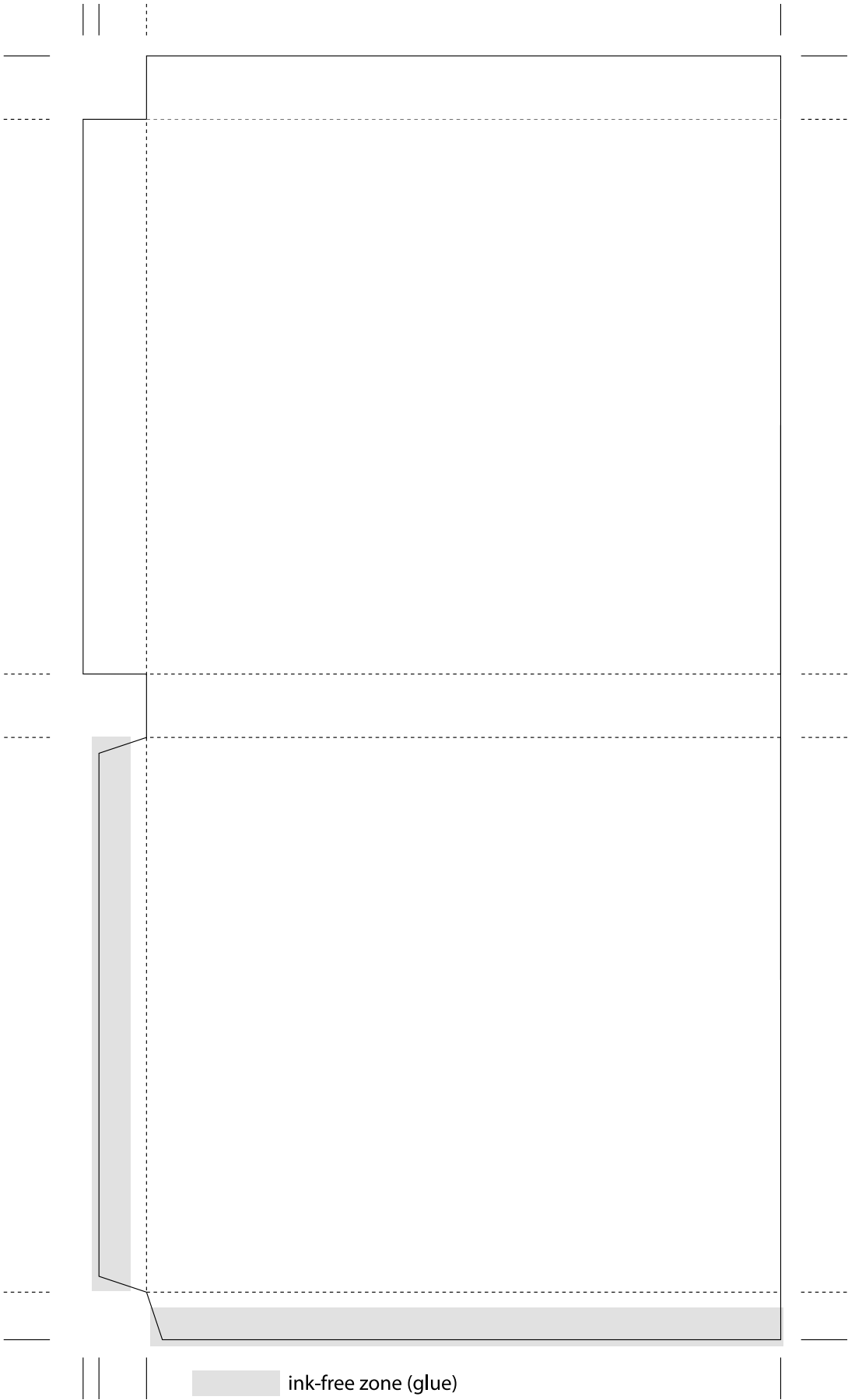




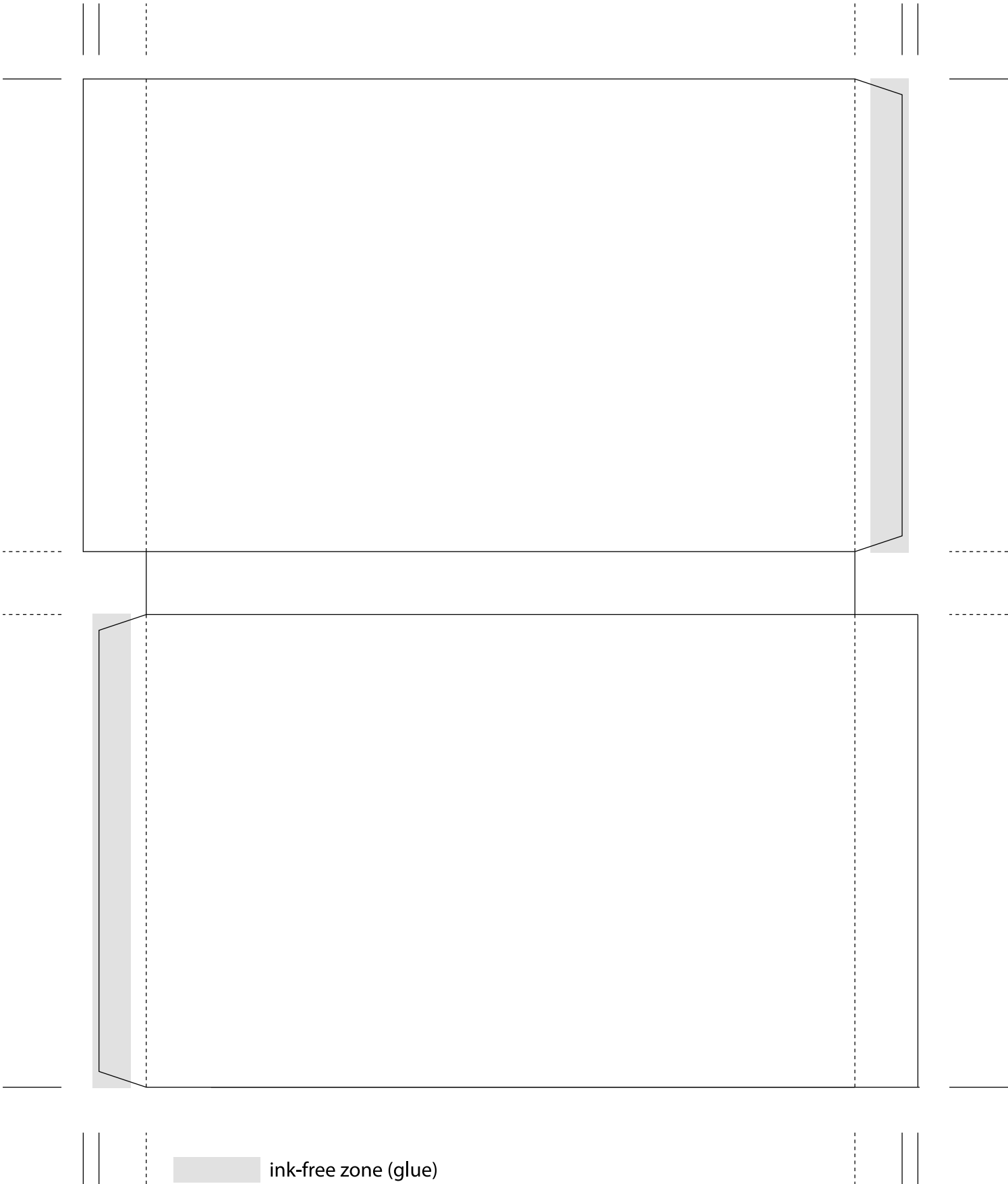
# Display Dieline



# Postcard Box Dieline - portrait option



# Postcard Box Dieline - horizontal option



# Marking - Post-Secondary

## Technical Elements (objective): 60 %

|   | Display | Postcard | PC Box | Logo | Total |
|---|---------|----------|--------|------|-------|
| <b>1. Computer Images</b>   |         |          |        |      |       |
| 1.1 Correct colour mode of all images   | 1       | 1        | 1      | 1    | /4    |
| 1.2 Correct colour ICC profile in all used images                             | 1       | 1        | 1      | -    | /3    |
| 1.3 Correct resolution of all used images                                     | 2       | 2        | 2      | -    | /6    |
| 1.4 Correct saving formats of all images                                      | 1       | 1        | 1      | -    | /3    |
|   |         |          |        |      | /16   |
| <b>2. Computer Layout</b>   |         |          |        |      |       |
| 2.1 The logo is accurately redrawn  | -       | -        | -      | 3    | /3    |
| 2.2 The logo is in vector only  | -       | -        | -      | 1    | /1    |
| 2.3 Correct measurements  | 2       | 2        | 2      | -    | /6    |
| 2.4 All the required elements are present                                     | 2       | 2        | 2      | -    | /6    |
| 2.5 Bleed is done at exact value  | 1       | 1        | 1      | -    | /3    |
| 2.6 Fold lines and / or dieline are present in the layout                     | 1       | -        | 1      | -    | /2    |
| 2.7 Glue area free of ink   | -       | -        | 1      | -    | /1    |
|   |         |          |        |      | /22   |
| <b>3. Saving Abilities</b>  |         |          |        |      |       |
| 3.1 PDF for press is correct (with exact bleed, trim, fold and / or dielines) | 2       | 1        | 2      | -    | /5    |
| 3.2 PDF for press is correct size, including required colours                 | 2       | 1        | 2      | -    | /5    |
| 3.3 The final folder for archiving is correct and complete                    | 1       | 1        | 1      | 1    | /4    |
|   |         |          |        |      | /14   |
| <b>4. Final Presentation</b>  |         |          |        |      |       |
| 4.1 Untrimmed colour composite printed  | 1       | 1        | 1      | -    | /3    |
| 4.1 The display, holder and postcard are printed, trimmed, assembled          | 2       | 1        | 2      | -    | /5    |
|   |         |          |        |      | /8    |
| Sub total   |         |          |        |      | /60   |

## Creative and Aesthetic Elements (subjective): 40%

|   |   |   |   |   |             |
|---|---|---|---|---|-------------|
| 5.1 Choice and use of colours                               | 4 | 3 | 1 | - | /8          |
| 5.2 Font choice, formating and legibility of the typography | 2 | 5 | 1 | - | /8          |
| 5.3 Appropriate to the target market                        | 2 | 2 | - | - | /4          |
| 5.4 Ideas and originality                                   | 4 | 4 | 2 | - | /10         |
| 5.5 Quality of the design (impact, balance of elements)     | 4 | 4 | 2 | - | /10         |
| Sub total   |   |   |   |   | /40         |
| <b>Total</b>  |   |   |   |   | <b>/100</b> |

Worked 30 minutes or less past deadline

**- 10 pts**

Worked over 30 minutes

**NO MARKS**

# Marking - Secondary

## Technical Elements (objective): 60 %

|   | Display | Postcard | PC Box | Logo | Total |
|---|---------|----------|--------|------|-------|
| <b>1. Computer Images</b>   |         |          |        |      |       |
| 1.1 Correct colour mode of all images   | 2       | 2        | 2      | 1    | /7    |
| 1.2 Correct colour ICC profile in all used images                             | 0.5     | 0.5      | 0.5    | -    | /1.5  |
| 1.3 Correct resolution of all used images                                     | 2       | 2        | 2      | -    | /6    |
| 1.4 Correct saving formats of all images                                      | 0.5     | 0.5      | 0.5    | -    | /1.5  |
|   |         |          |        |      | /16   |
| <b>2. Computer Layout</b>   |         |          |        |      |       |
| 2.1 The logo is accurately redrawn  | -       | -        | -      | 3    | /3    |
| 2.2 The logo is in vector only  | -       | -        | -      | 1    | /1    |
| 2.3 Correct measurements  | 2       | 2        | 2      | -    | /6    |
| 2.4 All the required elements are present                                     | 3       | 2        | 1      | -    | /6    |
| 2.5 Bleed is done at exact value  | 1       | 1        | 1      | -    | /3    |
| 2.6 Fold lines and / or dieline are present in the layout                     | 1       | -        | 1      | -    | /2    |
| 2.7 Glue area free of ink   | -       | -        | 1      | -    | /1    |
|   |         |          |        |      | /22   |
| <b>3. Saving Abilities</b>  |         |          |        |      |       |
| 3.1 PDF for press is correct (with exact bleed, trim, fold and / or dielines) | 1       | 1        | 1      | -    | /3    |
| 3.2 PDF for press is correct size, including required colours                 | 1       | 1        | 1      | -    | /3    |
| 3.3 The final folder for archiving is correct and complete                    | 2       | 2        | 2      | 2    | /8    |
|   |         |          |        |      | /14   |
| <b>4. Final Presentation</b>  |         |          |        |      |       |
| 4.1 Untrimmed colour composite printed  | 1       | 1        | 1      | -    | /3    |
| 4.1 The display, holder and postcard are printed, trimmed, assembled          | 2       | 1        | 2      | -    | /5    |
|   |         |          |        |      | /8    |
| Sub total   |         |          |        |      | /60   |

## Creative and Aesthetic Elements (subjective): 40%

|  |   |   |   |   |             |
|--|---|---|---|---|-------------|
| 5.1 Choice and use of colours                                | 4 | 3 | 1 | - | /8          |
| 5.2 Font choice, formatting and legibility of the typography | 2 | 5 | 1 | - | /8          |
| 5.3 Appropriate to the target market                         | 2 | 2 | - | - | /4          |
| 5.4 Ideas and originality                                    | 4 | 4 | 2 | - | /10         |
| 5.5 Quality of the design (impact, balance of elements)      | 4 | 4 | 2 | - | /10         |
| Sub total  |   |   |   |   | /40         |
| <b>Total</b>   |   |   |   |   | <b>/100</b> |

Worked 30 minutes or less past deadline

**- 10 pts**

Worked over 30 minutes

**NO MARKS**