

TEST PROJECT 1
PROJET D'ÉPREUVE 1

GRAPHIC DESIGN INFOGRAPHIE

SECONDARY AND POST-SECONDARY
NIVEAU SECONDAIRE ET POSTSECONDAIRE

CONTINUOUS LEARNING



FORMATION CONTINUE

DIGITAL



COMPÉTENCES NUMÉRIQUES

DOCUMENT USE



UTILISATION DE DOCUMENTS

NUMERACY



CALCUL

ORAL COMMUNICATION



COMMUNICATION ORALE

READING TEXT



LECTURE

WORKING WITH OTHERS



TRAVAIL D'ÉQUIPE

WRITING



RÉDACTION

THINKING



CAPACITÉ DE RAISONNEMENT

Competition Overview

Please Read:

- a) The information contained in this project is to serve as practice for the National Skills Canada Competition. The images, text, dielines and locations described within this project are presented as examples of what could be used to complete the required elements.
- b) It is strongly recommended that you identify a Farmers' Market in your area/province and use that as the context for this project.
- c) Use the internet to find comparable dielines, logos, ICC Colour Profiles and images that you can use to practice the various components found within this test project.
- d) Three of the five components would be chosen to form the competition for the given day.
- e) The time frame for completion of three of five components is six hours.

Note:

You will be provided with all the necessary images, dielines, ICC Colour Profiles and text when you compete at the National Skills Canada Competition.

Specifications that Cover all components

- Accepted image saving formats for print: TIFF (one layer), PSD (one layer), AI or EPS
- Accepted image saving formats for Web: PNG or JPG
- The RGB mode is not accepted in the final output except for Web formats
- The bleed value is the exact value without any tolerance.
- The spot colour for a dieline to be named "dieline".

The Farmers' Market

Project Description

Background

A farmers' market is a physical retail market featuring goods sold directly to consumers by concession and take home food vendors, artists, craft vendors, non-profit organizations and a small selection of resellers. The farmers' markets typically consist of booths, tables or stands, outdoors or indoors. Take home food vendor sell fruits, vegetables, meats, and sometimes prepared foods and beverages. Craft and artisan individuals sell products and other non-food homemade and handcrafted products that could include: knitted and crochet items, sewing products, ornaments and home decor, hand made wood items and jewelry. For your entertainment busking is encouraged. This form of entertainment includes: musicians, artists, mimes and clowns.

Farmers' markets exist worldwide and reflect their local culture and economy. Their size ranges from a few stalls to several city blocks. This type of market helps maintain important social ties, linking rural and urban populations, helps generate traffic for nearby businesses, encourages attention to the surrounding area and ongoing activities and helps create distinction and uniqueness, which can increase pride and encourage visitors to return. For the consumer they are drawn to farmers' markets to shop locally for three main reasons: food quality, better prices, and a great social atmosphere.

Project

The Board of Directors of the Farmers' Market has decided to focus on an advertising campaign to promote this summer's market. They felt it was necessary to rebrand the market and create a new logo. To get the message out to the public they will be holding a press conference and will need a press release for that event. At this conference they would like to unveil the new look market delivery vans and invite people to visit the revamped Facebook page. To maintain interest and promote attendance at the market they would like to introduce a passport which people will need to get stamped and when filled will be able to receive a special gift compliments of the Board.

Target Market

- 18 years and older that like quality food at great prices found in a great social atmosphere

Objective

As a graphic designer you will be asked to create a:

- Vehicle Wrap
- Passport and Stamps
- Logo
- Press Release
- Facebook Page

VEHICLE WRAP

Project

You are to design a water-proof, UV resistant decal for the market delivery vans. Your goal with this design is to bring an exciting visual advertising the market. This design should be bright, interesting, and visually explain what may be available at the Family Farmers' Market.

Required Elements

- Text 1
- Images: Use at least 4 of the supplied images. Modifications are permitted
- Graphic design of your choice
- Dieline (vehicle.eps) - no modifications are permitted
- Market Mascot (mascot.eps)

Technical Specifications

- Printing: Single-sided with digital large format printing
- Colours: CMYK+ 1 Spot colour for the dieline
- Bleed: 0.25 inches
- Resolution: 200 - 300 PPI (greyscale and colour images)
- Final Design Size: 36 x 18 inches
- ICC Colour Profile: SPEcoMH_GVWG_v720x1440_v2
- Composite Printout size: 16" x 8"

Production

You must deliver for the Vehicle Wrap:

- 1 colour composite printout (scaled to fit on 17" x 11" including bleed, dieline, registration marks, and document information)
- 1 trimmed document printout (scaled to fit on 17" x 11")
- 1 PDF/X-1a:2001 (including bleed, dieline, registration marks, and document information)
- 1 final folder which must include all images and fonts used, working files, final layout, PDF and EPS file

PASSPORT BROCHURE

Project

You are to create a passport brochure that outlines the 3 main areas within the market and provides a place for consumers to receive stamps from each of the areas when a purchase is made. If they obtain a stamp from all 3 areas they receive a Farmers' Market souvenir. The Passport will consist of 6 panels: cover, Family Farmers' Market overview, address and contact information, food vendors, artists and craft vendors.

Required Elements

Food Vendors Panel

- Text 2
- Images: Use at least 3 of the supplied images. Modifications are permitted
- Stamp box for Food Vendors (stamp_food.eps)

Artists Panel

- Text 3
- Images: Use at least 3 of the supplied images. Modifications are permitted
- Stamp box for Artists (stamp_artists.eps)

Craft Vendors Panel

- Text 4
- Images: Use at least 3 of the supplied images. Modifications are permitted
- Stamp box for Craft Vendors (stamp_craft.eps)

Remaining 3 Panels

- Text 1, 5
- Images: Use at least 5 of the supplied images. Modifications are permitted
- Market Mascot (mascot.eps)
- Logo (family_farmers_market.eps)

Technical Specifications

- Printing: Two sided with offset printing on paper coated grade 1
- Colours: CMYK
- Bleed: 0.125"
- Resolution: 200 - 266 PPI (greyscale and colour images)
- ICC Colour Profile: Coated GRACol 2006 (ISO 12647-2:2004)
- Final trimmed size: 13.5" x 5", folded to 4.5" x 5"

Production

You must deliver for the Passport:

- 1 untrimmed colour composite printout (including bleed, trim marks, fold lines, registration marks and document info)
- 1 trimmed and folded colour composite printout
- 1 PDF/X-1a:2001 (including bleed, trim marks, fold lines, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout, and PDF file

LOGO

Project

You are to create a new distinctive logo that includes 3 identified elements of the Farmers' Market and an abbreviation of the Family Farmers' Market name. The goal of your design is to serve as a promotional sticker for this market. Your design is to be printed on magnetic media using a Roland VersaCamm VS-640i printer.

Required Elements

- Text 6
- 3 images - a food item, a wood craft and a craft vendor item - selected from the images provided
- Any other graphic designs that you feel are appropriate

Technical Specifications

- Vector only
- Printing: One sided
- Colours: Process + 1 spot colour (PMS 7540C for text)
- Final Design Size: 9" x 9"
- ICC Colour Profile: 3M_nPVC-M1_VS640i_MAX2_4c_VW_720
- Final Trimmed Size: 8" x 8"
- Format: EPS

Production

You must deliver for the Logo:

- 1 untrimmed colour composite (including bleed, trim marks, fold lines, registration marks and document info)
- 1 trimmed colour composite printout
- 1 PDF/X-1a:2001 (including bleed, trim marks, registration marks and document info)
- 1 final folder for archiving that includes fonts, linked images, working files, final layout, eps and PDF file

PRESS RELEASE

Project

You will be required to create an 8.5" x 11" press release template. Using the supplied logo and address text you will create a Master Page layout that will also include an empty text box for future text insertion. You will need to create four Paragraph Styles and title them "address", "title", "subhead", "text". Once the Master Page is complete you will then use it to create a layout page adding in the text and three images.

Required Elements

Master Page

- Text 1
- Logo (family_farmers_market.eps)
- Text box
- 4 Paragraph Styles using only one font family for the style sheets "address", "title", "subhead", and "text". Your style sheets will be formatted according to your design with focus on order of importance (weight, size, etc.)

Layout Page

- Text 7, 8
- 3 supplied images
- Logo (family_farmers_market.eps)
- Market Mascot (mascot.eps)

Technical Specifications

- Printing: One sided with offset printing on paper coated grade 1
- Colours: CMYK
- Bleed: 0.125" (if needed for your design)
- Resolution: 200 - 266 PPI at 100% in InDesign (greyscale and colour images)
- ICC Colour Profile: Coated GRACOL 2006 (ISO 12647-2:2004)
- Final trimmed size: 8.5" x 11"

Production

You must deliver for the press release:

- 1 file that includes one master page and one page layout
- 1 untrimmed colour composite printout (including bleed, trim marks, registration marks and document info)
- 1 PDF/X-1a:2001 (bleed if used)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

FACEBOOK PAGE

Project

You are asked to design three separate elements of a Facebook page which include a profile picture, cover and post ad. When completed, you will combine these elements to illustrate a Facebook page.

Required Elements

For all elements:

- Dieline (facebook.eps) - no modifications permitted

Facebook Profile Picture

- Images: Use at least 1 of the supplied images. Modifications are permitted
- Any graphics of your choice

Facebook Cover

- Images: Use at least 3 of the supplied images. Modifications are permitted
- Any graphics of your choice

Facebook Post Ad

- Text 9
- Market Mascot (mascot.eps)
- Images: Use at least 2 of the supplied food vendor images. Modifications are permitted
- Any graphics of your choice

Technical Specifications

- Colours: RGB
- Resolution: 72 PPI at 100% (greyscale and colour images)
- Dimensions:
 - Facebook Profile Page - 180 x 180 pixels
 - Facebook Cover - 851 x 315 pixels
 - Facebook Post Ad - 504 x 504 pixels
- ICC Profile: sRGB IEC61966-2.1
- Format: PNG or JPG

Production

You must deliver for the Facebook Page

- 1 untrimmed colour composite
- 1 trimmed colour composite printout
- 1 final folder for archiving including images, working files, final layout, PSD and PDF file

REQUIRED TEXT

Text 1

Family Farmers' Market
104 3rd Street, SomeWhere, Ontario M5P3X6
226-240-9113
familyfarmersmarket.ca

Text 2

You are invited to examine and purchase freshly picked, in season produce that is at its peak in flavor and nutrition. The fresh fruit and vegetables are full of antioxidants and phytonutrients. Take the opportunity to sample a new fruit or vegetable. The producers have information about their products and are willing to share recommendations of how to prepare a particular product.

Text 3

For your listening and viewing enjoyment street performers, musicians or entertainers, will be performing at our Market. The buskers are permitted to perform in designated areas in and around Market. Remember that for many this is their way of earning extra income and a gratuity of any amount is always appreciated. The Board views the addition of artists as a major step in adding to the community and our cultural experience.

Text 4

The arts and craft items have been reviewed and accepted by the Market staff based on quality and uniqueness. As shoppers you will have the opportunity to examine and browse through with a wide selection of art and craft products that are original and handmade by the vendor or the vendor's immediate family members. You will find items ranging from paintings, pottery, wood working, clothing, jewelry, toys and much more. We can guarantee that a walk through this area will be an experience for the whole family.

Text 5

Our market has over 175 vendors and was built to be family friendly and a dynamic place for community engagement. Shoppers love us because they can buy top-quality farm-fresh products directly from the person who produced them, purchase crafts created with the flair of the unique, be entertained the amateur artists and musicians and can often find products they won't find anywhere else. Our Market has brought people together and has turned a once deserted area into a hive of activity that in turn attracts extra business for stores and restaurants nearby.

Over the past few years the Family Farmers' Market has won the Economic Development Award (2012) and has been named the "Best farmers' market" for the past four consecutive years.

Market Hours (All Year Round)

Thursday: 9 am - 5 pm

Friday: 9 am - 5 pm

Saturday: 9 am - 5 pm

Sunday: 9 am - 5 pm

If you would like to be a vendor or Busker contact us at 226-240-9133 or at info@familyfarmersmarket.ca

Remember: get your Passport Brochure stamped. Visit the market office and receive a gift compliments of the Market. Limit one per family. Promotion runs from June 2, 2016 to June 26, 2016.

Text 6

FFM

Text 7

“Family Farmers’ Market to celebrate 10th anniversary” by Shawn Cameron.

Text 8

The Family Farmers Market will celebrate its 10th anniversary this Saturday, (June 11) starting at 9 a.m.

The Market staff will be honoring those who have influenced the market over the last 10 years. There will be live music, treats and a classic car show.

“We just want to take this opportunity to thank the city, our vendors and our dedicated customers for supporting this market over the last 10 years,” said Lyle Michel, executive director of the market. “The first market day was June 11th, 2006. We had just a handful of vendors, and we were just a Saturday only market open during the summer months Today, we have over 175 vendors, we are open on Thursday through Sunday, and our season is year round. We are looking forward to our next 10 years.”

The market is located at 104 3rd Street -downtown - SomeWhere. For more information visit familyfarmersmarket.ca

Text 9

Family Farmers’ Market is sponsoring a special offer.

Spent \$50 at any one of our food vendors and receive a \$10 voucher good at any of the 4 neighborhood restaurants.

Expires Sunday, July 17, 2016

Mascot, Logo and Vendor Stamps

Mascot



Family Farmers' Market



Food Vendors Stamp



Artist Stamp



Craft Vendors Stamp

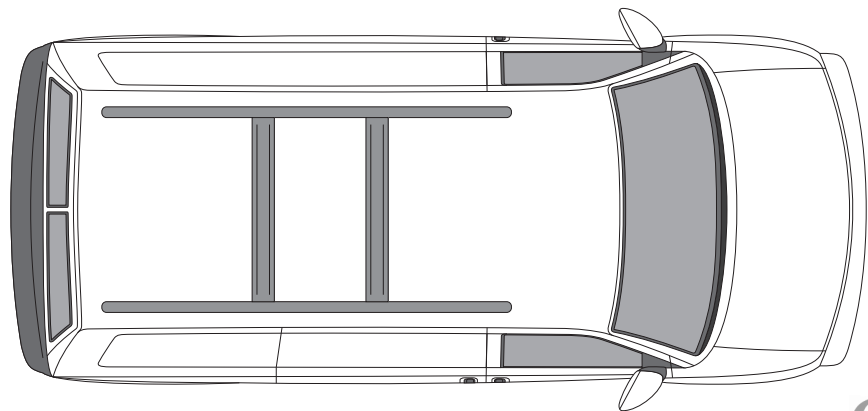
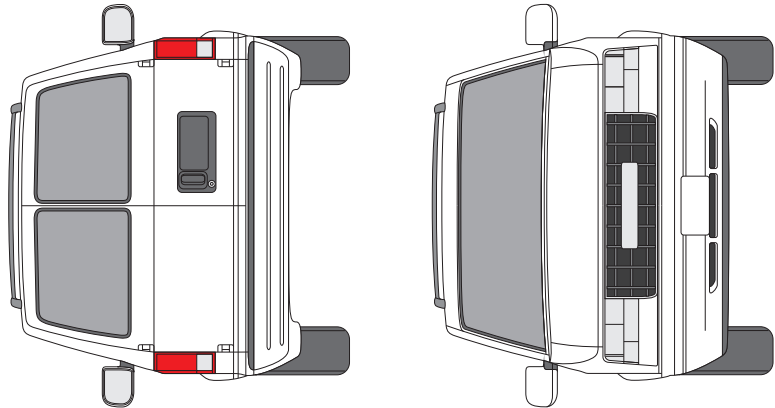
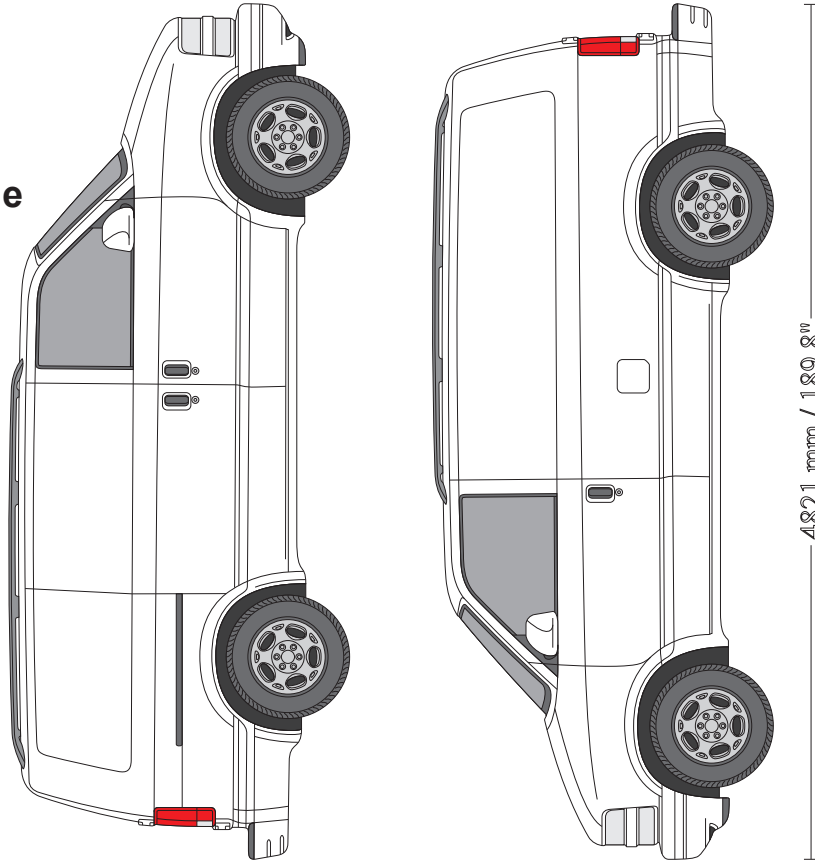


Dieline - Facebook

👍 Like
💬 Message

Timeline
About
Photos
More ▼

Dieline - Vehicle



PHOTOS



Food Vendor



Food Vendor



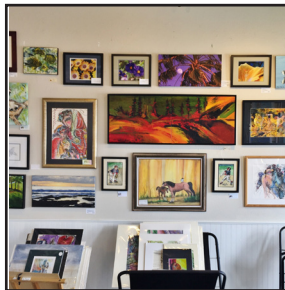
Food Vendor



Food Vendor



Food Vendor



Artist / Busker



Artist / Busker



Artist / Busker



Artist / Busker



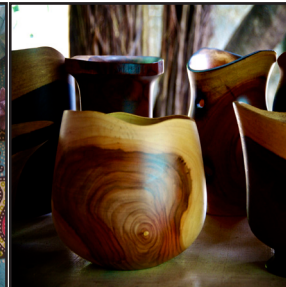
Artist / Busker



Craft Item



Craft Item



Craft Item



Craft Item



Craft Item



Wood Craft



Wood Craft



Wood Craft

MARKING

Note: all items below identify all the possible aspects that could be used for the evaluation of each component of the project. Not all items may be used for certain components.

Technical Elements (objective):

1. Computer Image

- 1.1 Correct colour mode of all images
- 1.2 Correct colour ICC profile in all used images
- 1.3 Correct resolution of all used images
- 1.4 Correct saving formats of all images
- 1.5 Images vector only
- 1.6 Correct use of all dielines

2. Computer Layout

- 2.1 Correct measurements
- 2.2 All the required elements are present
- 2.3 Bleed is done at exact value
- 2.4 Correct use of templates
- 2.5 Correct use of style sheets

3. Saving Abilities

- 3.1 PDF for press is correct size
- 3.2 PDF for press includes trim marks, bleed, fold lines, dielines, registration marks and document info
- 3.3 PDF for press is correct colours
- 3.4 PDF is saved to the correct standard ISO
- 3.5 The final folder for archiving is correct and complete including working files, fonts, linked images, layout files, PDF, EPS, PSD etc.

4. Final Presentation

- 4.1 Untrimmed colour composite saved or printed
- 4.1 The layout files are printed, trimmed, assembled

Creative and Aesthetic Elements (subjective):

- 5.1 Appropriate to the target market
- 5.2 Use of images
- 5.3 Font choice - size, colour, legibility, impact
- 5.4 Concept - originality, idea
- 5.5 Layout - composition, balance, shape, space
- 5.6 Impact of design execution
- 5.7 Cohesiveness of all elements