Skills Compétences
Canada
Moncton2016

TEST PROJECT 2
PROJET D'ÉPREUVE 2

GRAPHIC DESIGN
INFOGRAPHIE
SECONDARY AND POST-SECONDARY
NIVEAU SECONDAIRE ET POSTSECONDAIRE

ORAL COMMUNICATION

CONTINUOUS LEARNING

DIGITAL

DOCUMENT USE

NUMERACY

$$\frac{3}{5-2}$$

COMMUNICATION ORALE

READING TEXT

WORKING WITH OTHERS

WRITING

THINKING

FORMATION CONTINUE

COMPÉTENCES NUMÉRIQUES

UTILISATION DE DOCUMENTS

CALCUL

LECTURE

TRAVAIL D'ÉQUIPE

RÉDACTION

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 an Exhibition or Fair 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 to 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 savings formats for print: TIFF (one layer), PSD (one layer), AI or EPS
- The RGB mode is not accepted in the final output.
- The bleed value is the exact value without any tolerance.
- The spot colour for a dieline to be named "dieline".

The Exhibition or Fair

Project Description

Background

Fairs and exhibitions are living reflections of the life and times around them, rooted in agriculture and volunteer-driven. They hold deep cultural, traditional and emotional connections to the people of their local area and define a sense of community that grows social capital and quality of life. Fair organizations have a positive impact on their communities through the events they plan, the assets they hold and the traditions and values they nurture. They were initially organized to promote agriculture and technology in Canada. Agriculturists, engineers, and scientists exhibited their discoveries and inventions showcasing the work and talent of the nation. Over time, these events have changed reflecting the growth in diversity and innovation, though agriculture and technology remain a large part today.

overallThe fair/exhibition consists of a mix of pavilions (home, arts and crafts, garden etc.), exhibits, shows, concerts, and a large carnival midway with rides, games and food. Food is considered by many visitors to be a key part of the experience.

Some examples of a fair/exhibition include: the Calgary Stampede, Pacific National Exhibition in Vancouver , Red River Exhibition in Winnipeg, Canadian National Exhibition in Toronto, Kings Country Fair in Sussex.

Project

To assist with the movement around the fair/exhibition the safety committee has decided to develop a safety package that parents can give to their children. This package will contain a map of the entire site outlining all the key areas (restrooms, midway rides, pavilions, concessions etc.), a paper fold character (souvenir) and a bracelet both for identification and admittance to various rides. On Childrens' Day there will be a number of booths set up and for a donation to a local charity each person in the age group 5 to 16 will receive a event souvenir pair of Flip Flops. To further promote this community event and invite people to visit the concession area the organizing committee has decided to promote a colouring contest for the age group 5 though 10.

Target Market

• Age group 5 - 16 who are interested in attending a family oriented outing

Objective

As a graphic designer you will be asked to create a:
• Wayfinding Map
• Bracelet
• Food Tray Liner
• Flip Flops
• Paper Fold Pencil Gift Box

WAYFINDING MAP

Project

You are to design a 8' x 4' map that will be displayed on site to help visitors find their way throughout the fair/exhibition. You will be required to modify three sets of icons so that they will fit with your overall design with the final result being an enhanced vector of the site layout. Your modifications may include changes in color, shape, size, etc. All text should be readable five feet from the sign and elements on the map must be vector based. Once this design is complete you will scale this map to fit on a sheet of tabloid paper so that it can be included in the safety package.

Required Elements

- Logo (exhibition.eps)
- 4 modified vector elements from the activities icons placed in appropriate locations on the map
- 2 modified vector elements from the services icons placed at their corresponding locations identified on their image title
- 2 modified vector elements from the social media icons
- Web Address
- Vector site layout (site_layout.eps)
- Optional: Based on your design you may include the Mascot (mascot.eps) and other custom illustration(s)

Technical Specifications

- Printing: one sided with screen printing
- Bleed: 0.25 inches
- Colours: Process
- Resolution: 200 - 300 PPI at 100% (greyscale and colour images)
- ICC Colour Profile: Ryonet IC ProBrite
- Final Trimmed Size: 17" x 11"

Production

You must deliver for the Wayfinding Map:
- 1 colour composite printout (including bleed, trim marks, registration marks and document info)
- 1 full colour composite that demonstrations the scale of the sign
- 1 PDF/X-1a:2001 (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

BRACELET

Project

You are to create a 1" x 10.5" bracelet using the supplied logo, text and 2 spot colours. Bracelets will be worn by fair goers ranging in age from 5 - 16 . The bracelet will serve as identification and a pass to all rides. Your design should reflect the fair/exhibitions look and feel.

Required Elements

- Text 1
- Logo (exhibition.eps)
- Mascot (mascot.eps)
- 2 Pantone Colors
- Dieline (bracelet.eps) - modification permitted but must stay within the 1" x 10.5" finished trimmed size.

Technical Specifications

- Printing: One sided with screen printing
- Colours: 2 Spot colors + one colour for dieline
- Bleed: 0.125"
- Vector only
- ICC Colour Profile: Ryonet IC ProBrite
- Finished trimmed size: 1" x 10.5"

Production

You must deliver for the Bracelet
- 1 colour composite printout (including registration marks, bleed, dieline and document info)
- 1 trimmed color composite, assembled
- 1 PDF/X-1a:2001 (Must include bleed, dieline, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file.

TRAY LINER

Project

For this component of the competition you will be required to design a two-sided tray liner with straight corners. The front will be a line art coloring page and the back will include instructions to enter the coloring competition. The focus of the coloring page will be the petting zoo found in the Kids Play Zone. One of your tasks will be to select animals and objects from the provided images, then convert them to line art and finally place into the given template.

Required Elements

Front
- Text 2, 3,
- Two animals selected from images in "Set 1"
- A third animal selected from an image in "Set 1" that will be used to illustrate a small group (minimum of 3) of animals of varying sizes
- One object selected from an image in "Set 2"
- One object selected from an image in "Set 3"
- Logo (exhibition.eps)
- Template (paper_tray.eps) - no modifications are permitted

Back
- Text 4, 5
- Mascot (mascot.eps)
- a minimum of 2 graphic elements of your own design
- Logo (exhibition.eps)

Technical Specifications

- Printing: two sided
- Colours: Process
- Bleed 0.125 inches
- Resolution: 200 - 266 PPI at 100% (greyscale and colour images)
- ICC Colour Profile: Coated GRACol 2006 (ISO 12647-2:2004)
- Final Trimmed Size: 16" x 10" (no modifications permitted)

Production

You must deliver for the Tray Liner
- 1 colour composite printout (including bleed, trim marks, 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 and PDF file

Canada

FLIP FLOPS

Project

As a graphic designer you have been asked to create a model of a new design for a line of flip flops for a special give away for the anniversary weekend. Your design areas will include the strap, foot pad, and sole.

Required Elements

Flip Flop Strap
- Text 6, 7
- A colour that complements the design
- Dieline (strap.eps) - no modification permitted

Flip Flop Foot Pad
- Logo (exhibition.eps)
- Mascot (mascot.eps)
- At least one of the supplied image identified as "Foot Pad" or a graphic design of your choice
- Dieline (foot_pad.eps) - no modification permitted

Flip Flop Sole
- One supplied image labeled as "Tread Pattern"
- The illusion of a debossed and reversed image of the city's name
- Dieline (sole.eps) - no modification permitted

Technical Specifications

- Printing: one sided with screen printing
- Colours: Process + 1 colour for dieline
- Bleed 0.125 inches
- Resolution: 150 - 200 PPI at 100% (greyscale and colour images)
- ICC Colour Profile: Ryonet IC ProBrite
- Final Trimmed Size:
    - Flip Flop Strap - 2.8" x 4.25" (no modifications permitted)
    - Flip Flop Foot Pad - 2.75" x 7.25" (no modifications permitted)
    - Flip Flop Sole - 3" x 7.5" (no modifications permitted)

Production

You must deliver for each of the Flip Flop Strap, the Flip Flop Foot Pad, and the Flip Flop Sole
- 1 colour composite printout (including bleed, dieline, registration marks and document info)
- 1 trimmed colour composite printout
- 1 PDF/X-1a:2001 (including bleed, dieline, registration marks and document info)
- 1 final folder for archiving that includes fonts, linked images, working files, final layout and PDF file

PAPER FOLD PENCIL GIFT BOX

Project

You are to create pencil gift box that will serve a dual purpose of being a gift box as well as a reminder of the exhibition. It should illustrate some of the activities that occur at the park and the fun families have when attending the park.

Required Elements

- Text 8, 9
- Logo (exhibition.eps)
- Mascot (mascot.eps)
- At least three of the supplied images identified as "exhibition".
- A graphic design of your choice
- Dieline (pencil_box.eps)

Technical Specifications

- Printing: one sided
- Colours: Process + 1 colour for dieline
- Bleed 0.125 inches
- Resolution: 225 - 300 PPI at 100% (greyscale and colour images)
- ICC Colour Profile: Coated GRACol 2006 (ISO 12647-2:2004)
- Final Trimmed Size: 7.5" x 7.75" (no modifications permitted)

Production

- 1 colour composite printout (Including bleed, dieline, registration marks and document info)
- 1 trimmed color composite, assembled
- 1 PDF/X-1a:2001 (Must include bleed, dieline, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file.

REQUIRED TEXT

Web Address
dauphinagsociety.com

Text 1
Your name (first and last)

Text 2
Sponsored by the Dauphin Agricultural Society
Colour, Enter and Win a sports item from Source For Sports

Text 3
Name _____ Age _____
Parents/Guardians Signature _____

Text 4
Rules:
1. Contest open to all children from the ages of
   5 to 10.
2. A sports product will be awarded as follows:
   Age Category 5 - 6: a baseball bat and glove
   Age Category 7 - 8: a set of hockey or figure skates
   Age Category 9 - 10: a mountain bike
3. Deadline for entries will be midnight August 30th, 2016
4. On the front of the tray liner print the child's name (first and last), their age and make sure
   there is a parent/guardian signs where indicated.
4. Take a picture of your finished product and email to colorandwin@dauphinagsociety.com
5. If your entry is a winner you notified no later than September 16, 2016.
6. All entries become the property of the Dauphin Agricultural Society.

Text 5
Dauphin Agricultural Society, Box 459, Dauphin, MB, R7N 2V3 Phone: 1-204-638-4428

Text 6
Dauphin

Text 7
Manitoba

Text 8
"Who knew Life could be this much fun"

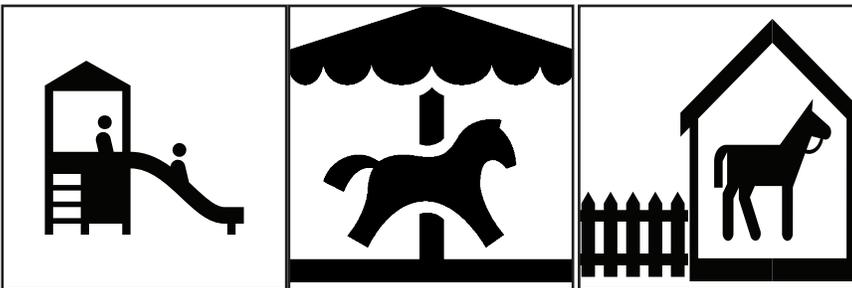**Text 9**
Dauphin Fair

ACTIVITIES ICONS
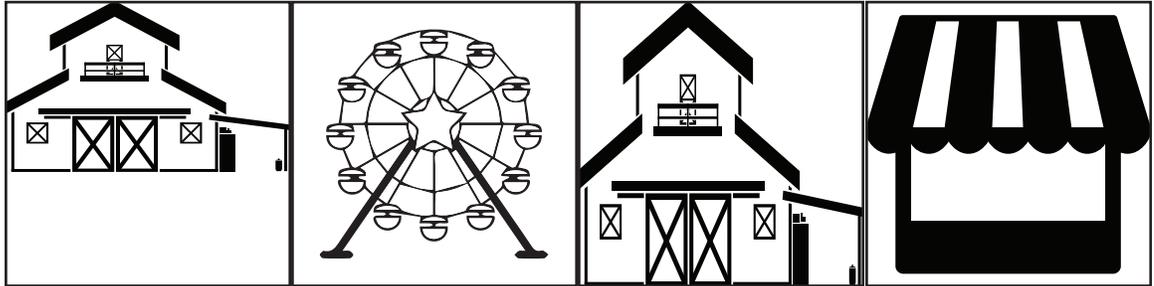
Free Stage	Midway	Barns	Craft Market

Playground	Kid Zone	Petting Zoo

SERVICES ICONS
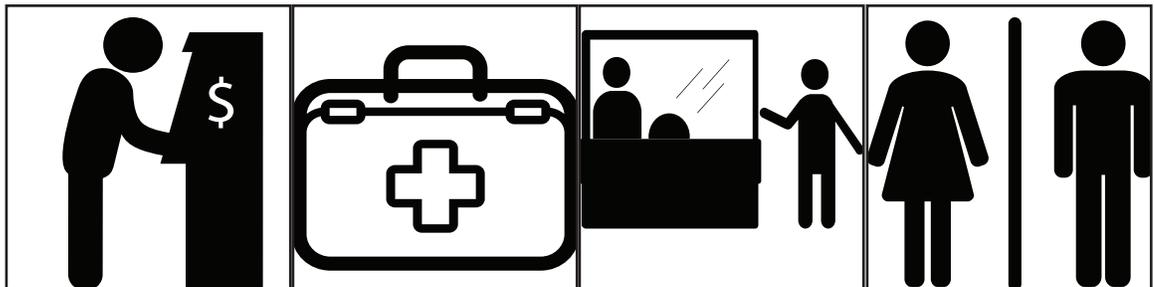
ATM - Location 1	First Aid - Location 2	Ticket Booth - Location 3	Washrooms - Location 4

SOCIAL MEDIA ICONS
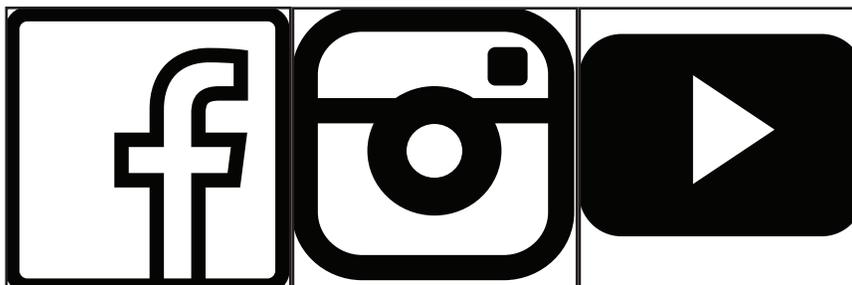
Facebook	Instagram	You Tube

WAYFINDING MAP

N

Lake Street

4 Showring

Barn D

Barn C

Agricultural Museum

Barn B

Barn A

2

Volunteers

Arts Pavillion

4

Agricultural Walk

4 Farmers/Craft Market 1

Admin Building

2

4

Dauphin Agricultural Complex

1

2

Convention Center

4

Family Fun Zone

4

3

Indoor Live Performance Stage

1

Childrens Petting Zoo

Kinsmen Free Stage

Traveller Walkway

3

Kid Zone

2

VIP and Handicapped Parking

Parking

3

Midway - Concessions

3

Parkland Walkway

Midway - Rides

3

Childrens Play Park

Dauphin Agricultural Society Free Stage

4

GrandStand

1

1

2

4

Racetrack

Parking

Rodeo Grounds

Parking

Canada

MASCOT, LOGOS, AND DIELINES

Mascot

Exhibition Logo

Dieline - Bracelet

Dieline - Pencil Gift Box

Grey Area = Glue area

Canada
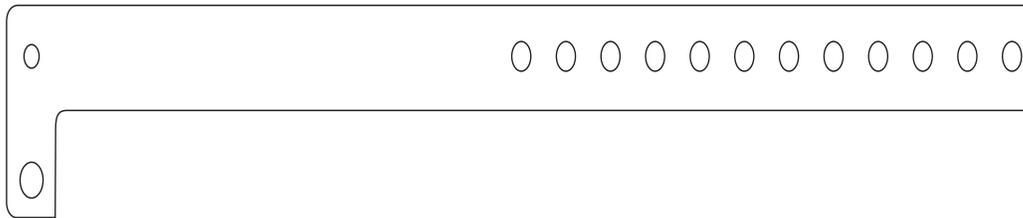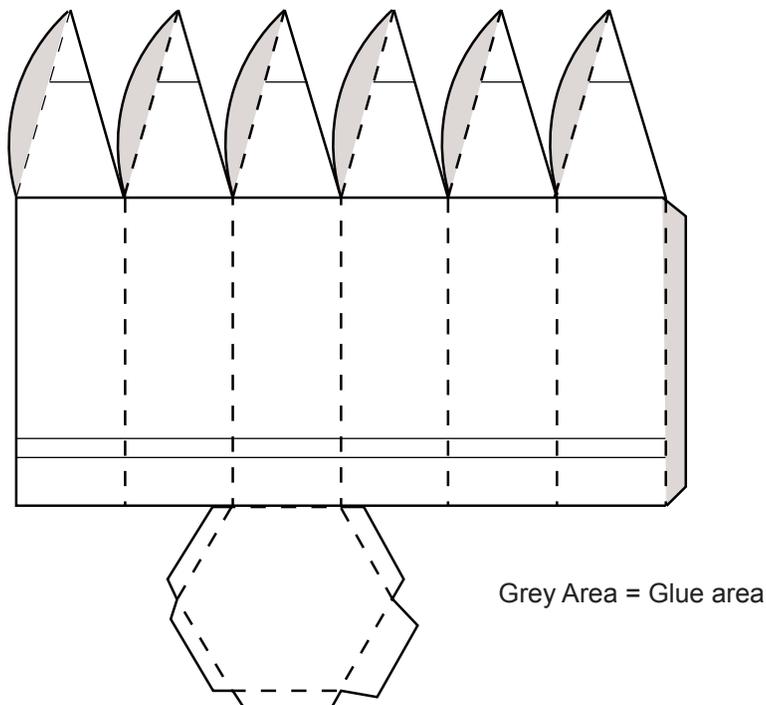
Template - Paper Tray
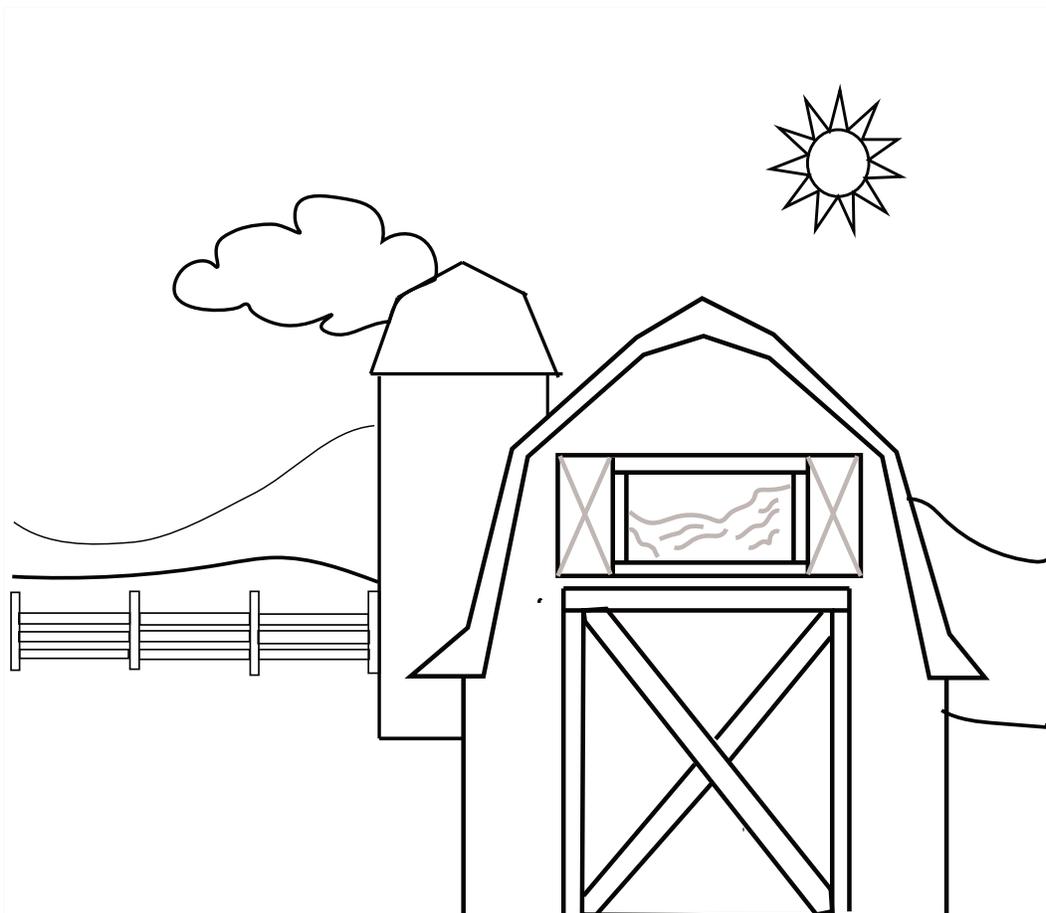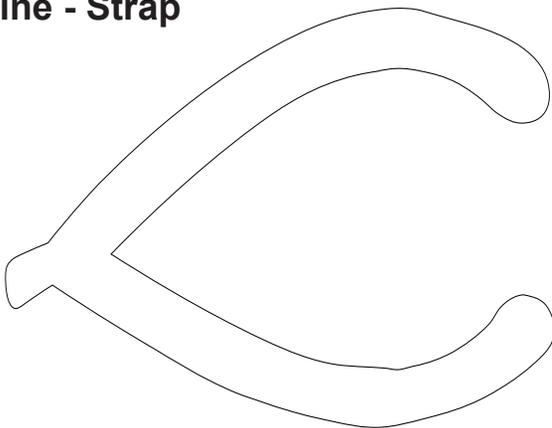
Dieline - Foot Pad
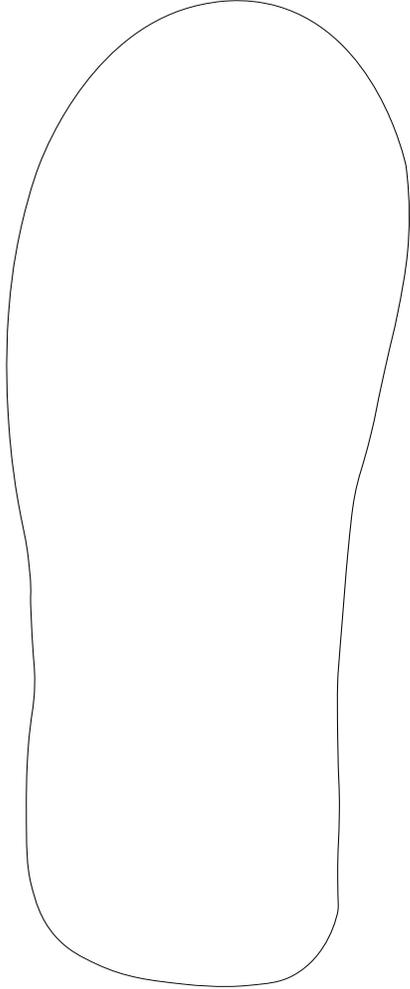
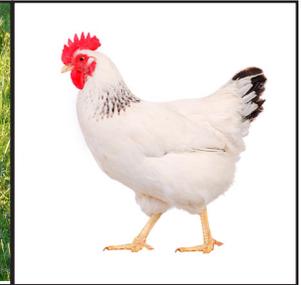**Dieline - Sole**
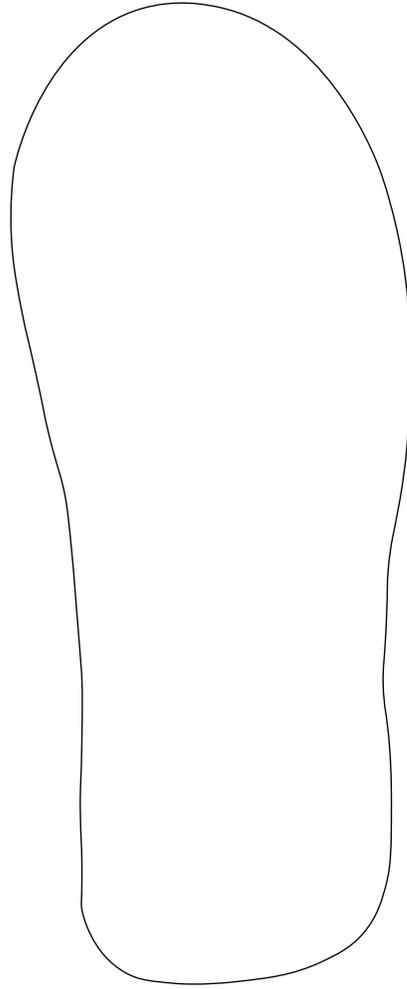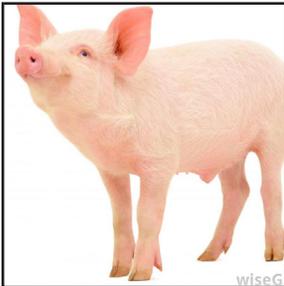
Dieliine - Strap

PHOTOS

Set 1

Set 1

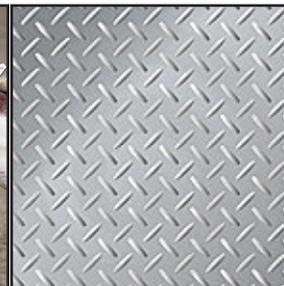Set 1

Set 1

Set 1

Set 1

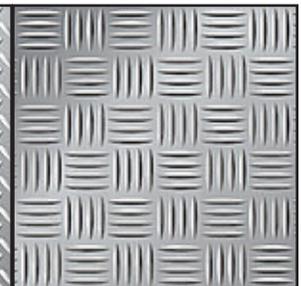Set 1

Set 2

Set 2

Set 3

Foot Pad

Foot Pad
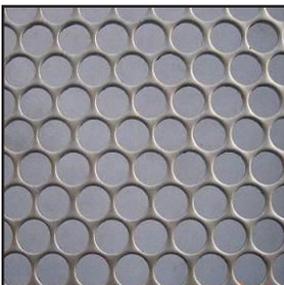

Foot Pad

Tread Pattern

Tread Pattern

Tread Pattern

Exhibition

Exhibition

Exhibition

Exhibition

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
2.6 Correct use of glue area

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, etc.

4. Final Presentation
4.1 Untrimmed colour composite saved or printed
4.2 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