



CONTEST DESCRIPTION / DESCRIPTION DE CONCOURS

GRAPHIC DESIGN INFOGRAPHIE

SECONDARY AND POST-SECONDARY /
NIVEAU SECONDAIRE ET POSTSECONDAIRE

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1. THE ESSENTIAL SKILLS FOR CAREERS IN THE SKILLED TRADES AND TECHNOLOGY

SCC is currently working with Employment and Social Development Canada (ESDC) in order to bring awareness to the importance of Essential Skills that are absolutely crucial for success in the workforce. Part of this ongoing initiative requires the integration and identification of Essential Skills in contest descriptions, projects, and project documents. The next phase and very important aspect of our Essential Skills (ES) initiative is to provide an ES report card to each competitor at the Skills Canada National Competition. The purpose of the ES report card is to inform the competitor about their current level of essential skills based on their competition scores. With this knowledge, the competitor will be made aware which essential skill may require improvement. Full implementation is expected in the 2017 Skills Canada National Competition.

The following 9 skills have been identified and validated as key essential skills for the workplace in the legend below:

¹Numeracy, ²Oral Communication, ³Working with Others, ⁴Continuous Learning, ⁵Reading Text, ⁶Writing, ⁷Thinking, ⁸Document Use, ⁹Digital

These essential skills have been identified with in section 2.4 and/or 3.2 of your Contest Description. The top three Essential Skills for your area of competition have been identified on your Project and all other supporting project documents.

2. CONTEST INTRODUCTION

2.1 Description of the associated work role(s) or occupation(s).

<http://skillscompetencescanada.com/en/careers/information-technology/graphic-design/>

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 – 2 different target markets – one per day each with a length of 6 hours

2.4 Skills and Knowledge to be tested.

Work organization and management

a) The individual 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

b) The individual shall be able to:

- Interpret specifications and projects
- Adhere to project timelines
- Conduct themselves in a professional 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

Communication and interpersonal skills

a) The individual needs to know and understand:

- 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 regards to design requirements

b) The individual shall be able to:

- Use literacy skills to:
 - Follow documented instructions from a supplied project
 - Interpret workplace instructions and other technical documents
- Use oral communication skills to:
 - Communicate in a logical and easily understood manner
 - Pose questions in an appropriate manner
 - Use tact in regards to dealing with the client

Problem solving

a) The individual 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

b) The individual 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

Innovation, creativity, and design

a) The individual needs to know and understand:

- 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 pleasing and creative design
- Design principles and elements
- Standard sizes, formats, and settings commonly used in the industry

b) The individual shall be able to:

- 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 pleasing and creative design

Technical aspects and output

a) The individual needs to know and understand:

- Technological trends and developments in the industry
- Different printing processes: their limitations and techniques
- Standards for client presentation
- Image manipulation and editing
- Appropriate file formats, resolution, and compression
- Colour gamuts, colour matching, spot colours and ICC profiles
- Printers marks and bleed
- Dielines
- Software applications
- Different types of paper and surfaces (substrates)

b) The individual shall be able to:

- 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 model to the file
- Save files in the correct format
- Use software applications comprehensively and appropriately
- Organize and maintain folders (for final output and archiving)

3. CONTEST DESCRIPTION

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

DOCUMENT	DATE OF DISTRIBUTION VIA WEBSITE
Previous years Test Project	February, 2017

3.2 Tasks that may be performed during the contest

- Reading and understanding technical specifications ⁸
- Implementing time management and work flow planning ⁷
- Understanding and utilizing basic design fundamentals ⁸
- Optimizing images by specifying correct values and utilizing them by using all appropriate tools for adjustments and manipulations ⁹
- Drawing and redrawing information design elements like diagrams, graphs, and maps ⁹
- Converting digital manuscripts into typographic texts; ⁹
- 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. ⁹
- Graphic design in 3D format, such as packages, grocery bags, etc. ⁹
- Using master pages, styles (character, paragraph, etc.) and dieline;
- Working knowledge of specified applications in Adobe Creative Suite (Photoshop, Illustrator, Indesign, Acrobat) ⁹
- Exporting to final formats (.ai, .eps, .tif, .psd, .pdf, .jpg, .png, .gif, .svg) ⁹
- Correcting proofs ⁷
- Applying print pre-press and PDF standards (resolution/line screen, separations, crops, registration, bleed, ICC profiles, trapping, etc.)
- Project assembly for presentation ⁷

Essential Skills – ⁷Thinking (Job Task Planning & Organizing, Problem Solving), ⁸Document Use, ⁹Digital

3.3 Projects that may be performed during the contest

a) The Format/Structure of the Projects will be two standalone Projects, one for each of the two days of Competition.

b) Each Project will include four out of the possible areas (list not exhaustive) listed below. One of the areas will serve as a timed event. The order of the projects will be determined just prior to the competition.

Project 1. Editorial and advertising design (program cover and content pages, banner, poster, menu, packaging, 3D design, door hanger, etc.), printed on sheetfed or digital press, 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.

Project 2. Corporate and information design (business card, logo, banner, poster, billboard, symbols, full page ads, web design, etc.) printed on sheetfed offset press or digital printing, digital display, using RGB for web, process and/or spots colours; could include text, illustration, logo creation, symbol, vector drawing, image manipulation, the use of large files etc.

4. EQUIPMENT, MATERIAL, CLOTHING

4.1 Equipment and material provided by Skills/Compétences Canada

- Software:
 - Minimum Adobe Creative Cloud 2015
 - Limited quantity of fonts (competitors can not bring their own fonts)
- Mac computer running on OSX
- Keyboard (English/French)
- Mouse
- All images and templates for any projects provided
- No internet access
- Paper for preliminary sketches
- Printer paper
- Colour Laser printer
- Cutting mat
- Work table
- Chair

4.2 Equipment and material provided by the competitor

- Competitors who wish to bring other software in addition to those provided, need to contact 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
- New USB stick (min 4 gig) for personal archiving files
- Personal keyboard / mouse (optional)
- Personal tablet optional (drivers installed at orientation and must be provided by competitor)
- Basic tools including a swatch book and mouse pad
- Exacto knife
- Bone folder / Butter knife
- Pencil/Pen
- Eraser
- Glue stick or double-sided tape (spray adhesive not permitted)
- Ruler / straight edge that measures at least 18"
- External music devices with headphones permitted Additional fonts or any reference materials is not accepted.

4.3 Required clothing (Provided by competitor)

- N/A

5. SAFETY REQUIREMENTS

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

- No PPE required

6. ASSESSMENT

6.1 Point breakdown

POINT BREAKDOWN	/100 – Post Secondary	/100 - Secondary
Technical Elements – Objective Marking	60	50
Computer Images		
Computer Layout		
Saving and File Format		
Final Presentation		
Aesthetics and creative elements - Subjective Marking	40	50
Appropriate focus, concept, layout	See provided Subjective Scoring Rubric	

7. ADDITIONAL INFORMATION

7.1 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.

7.2 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.

7.3 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.

7.4 Test Project change at the Competition

Where the Test Project has been circulated to Competitors in advance, NTC shall change a maximum of 30% of the work content. Please refer to the Competition Rules.

7.5 Tie (No ties are allowed)

In the event of a tie, the competitor with the highest score in Technical Elements criteria will be declared the winner. If a tie still exists the higher score in Computer Layout will be used to declare the winner. If a tie still exists the “Savings Ability” will be used.

7.6 Competition Rules

Please refer to the competition rules of the Skills Canada National Competition.

8. NATIONAL TECHNICAL COMMITTEE MEMBERS

Member Organization	Name	Email address
Alberta	Lyle Cruise	
Saskatchewan - Chair	Jim Hoffman	jhoffman@sasktel.net
Ontario	Cameron Mackay	
Québec	Michel Bulon	
Prince Edward Island	April Condon	
Newfoundland and Labrador	John Barry	
Manitoba	James Rogowy	
Nova Scotia	Tracey Landry	