

CONTEST DESCRIPTION
DESCRIPTION DE CONCOURS

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

1. The Importance of 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. This will be piloted in a number of areas for 2016 with full implementation in the 2017 Skills Canada National Competition.

This is part of an ongoing initiative that requires the integration and identification of Essential Skills in contest descriptions, projects, and project documents. Essential skills are used in nearly every job and at different levels of complexity. They provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. Good Essential Skills means you will understand and remember concepts introduced in technical training. The level of Essential Skills required for most trades is as high or higher than it is for many office jobs. 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 2.3 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 Purpose of the Challenge.

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

2.2 Duration of contest.

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

2.3 Skills and Knowledge to be tested.

This skill involves any graphic design technology utilizing 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 and presentation of the final design.

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
Test Project	January, 2016

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
- Manipulating and colour correcting images
- Using master pages, styles (character, paragraph, etc.) and dieline;
- Working knowledge of all applications in Creative Suite (photoshop, illustrator, indesign, acrobat) ⁹
- Exporting to final formats (eps, tif, psd, pdf)
- Correcting proofs ⁷
- Applying print pre-press and PDF standards (resolution/line screen, separations, crops, registration, bleed, ICC profiles, trapping, etc.)
- Printing proofs
- Project assembly for presentation ⁷

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

4. EQUIPMENT, MATERIAL, CLOTHING

4.1 Equipment and material provided by Skills/Compétences Canada

- Software:
 - Minimum Adobe Creative **Cloud 2015**
 - Font management software Suitcase Fusion
 - 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 archiving files
- Personal keyboard (optional)
- Personal keyboard recommended
- 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 that measures at least 18"
- External music devices with headphones permitted (Sim cards will be removed from cell phones)
- 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		

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 Organisation	Name	Email address
British Columbia	Shawn Choi	
Alberta	Lyle Cruise	
Saskatchewan - Chair	Jim Hoffman	jhoffman@sasktel.net
Ontario	Cameron MacKay	
Québec	Michel Bulon	
Prince Edward Island	April Condon	
Newfoundland and Labrador	Rebecca Peckham	
Manitoba	James Rogowy	