



2012 Provincial Skills Canada Competition

Scope Document

Edmonton Expo Centre, Edmonton

May 10 & 11, 2012

EVENT: Graphic Design	LEVEL: Secondary
START TIME May 10 th : 8:00 am May 11 th : 8:30 am	LOCATION: Hall B, Edmonton Expo Centre, Edmonton
DURATION: 10 hrs	REGIONLIZED: No
WORLDSKILLS TRADE # 40	

GENERAL DESCRIPTION

Competitors interested in Graphic Design may test their skills by designing logos or other designs based on a given theme. Usually the theme follows something that would come up in industry. This means the project could be designing a logo for a newly formed company or association. It could also be some other type of creative graphic that could be used as a writing illustration or in a pamphlet. The competitors will use modern design software such as Adobe Creative Suite 4.

Purpose of the Challenge:

To evaluate the contestant's ability, knowledge and understanding of conceptual and practical graphic design, pre-press, and print production.

Skills and Knowledge to be Tested:

- Read, understand and utilize the technical specifications used to describe a graphic communications project.
- Understand and use fundamental graphic design principles.
- Use basic design elements in an appropriate manner.
- Employ underlying grid(s) to maintain appropriate positioning of all design elements.
- Demonstrate a practical knowledge of the Imperial Measuring System (inches and common fractions).
- Demonstrate a practical knowledge of the Typographic Measuring System.
- Use industry standard document composition, illustration, and image manipulation software (see software list).
- Reproduce a raster logo in vector form using the pen tool in Adobe Illustrator.
- Proof documents and make necessary corrections.
- Demonstrate practical knowledge of typical pre-press and print procedures by application and adjustment of bleeds, trim/fold marks, and resolution appropriate to output.
- Produce proofs (either printed or PDF) - all folds, bleed, and trim marks must be shown correctly.
- Print colour copies, composite and/or separations as requested. Trim, fold, cut and assemble mock-ups according to project requirements.
- Use page layout or vector drawing software for text rather than Photoshop.

SKILLS20

EQUIPMENT & MATERIALS

Equipment and Materials Competitors Must Supply:

- Standard sized stapler
- Ruler (marked in inches and fractions to 1/16")
- Metal cutting edge or straight edge
- Scissors
- Olfa style knife with retractable cutting blade and spare blades
- Various writing implements
- Sketch paper
- Rubber cement, glue, or similar adhesive
- Small box of kleenex tissues,
- Eraser,
- Masking tape
- Pantone colour guide (optional)

No portable storage devices (iPods, memory sticks) or cell phones (IPhones or Blackberries). Food and drink will not be allowed in the contest area near the computers. Factory burned music CDs and personal CD players are permitted.

Equipment and Materials supplied by Committee:

- Hardware:
 - Apple platform computers, keyboard, mouse, CD reader, printers, cutting boards.

Competitors may use their own two button mouse, mouse pad, or graphics tablet.

- Software:
 - Creative Suite 4 Design Premium

The use of alternative software requires prior committee approval. Technical support will not be provided for alternative software. Please contact Skills Canada Alberta three weeks in advance for approval.

Clothing Requirement

Appropriate work clothing must be worn to compete. All clothing must be neat and clean and free of rips and tears. Casual wear such as shorts will not be permitted.

SAFETY

The health, safety and welfare of all individuals involved with Skills Canada Alberta are of vital importance. Safety is a condition of participation with Skills Canada Alberta and shall not be sacrificed for the sake of expediency. At the discretion of the judges and technical committees, any competitor can be denied the right to participate should they not have the required proper safety equipment and/or act in an unsafe manner that can cause harm to themselves or others.



20th ANNUAL PROVINCIAL SKILLS CANADA COMPETITION

SKILLS20

JUDGING CRITERIA

Includes the following elements

- Completion of all items by deadline
- Accuracy of measurements
- Appropriate use of images (images must relate to and support text)
- Logical information flow
- Formatting
- Use of underlying grid
- Design skills
- Ability to use hardware and software
- Care and attention to detail

Competitor followed instructions

RELATED CAREER AND TECHNOLOGY STUDIES COURSES:

COM1005: Visual Composition

COM1025: Typography

COM1035: Graphics Tools

COM1165: Printing 1

COM2015: Media Impact

COM2025: Electronic Layout & Publishing 1

COM2035: Raster Graphics 1

COM2045: Vector Graphics 1

COM2155: Design – Brand Identity

COM2165: Printing 2

COM3025: Electronic Layout & Publishing 2

COM3035: Raster Graphics 2

COM3045: Vector Graphics 2

Descriptions of all courses are located at the following website:

<http://www.education.gov.ab.ca/cts/infopro/>

ADDITIONAL INFORMATION

Competitor Registration

The Provincial Skills Canada Competition (PSCC) registration will open online www.skillsalberta.com on February 27th, 2012 at 8:00 am.

Lunch

Lunch for accredited competitors only will be provided by Skills Canada Alberta. Teacher accreditation can be purchased online at www.skillsalberta.com. Registration opens on February 27, 2012 at 8:00 am.

Parking & Venue Maps

<http://www.edmontonexpocentre.com/attend/parking/>

Awards Ceremony

The awards ceremony will take place on Friday May 11, 2012 at 5:30pm in Hall D of the Edmonton Expo Center. Admission is free and everyone is welcome to attend. The awards ceremony will be shown live at www.skillsalberta.com.



Team Alberta Information

Team Alberta will be selected at the Provincial Skills Canada Competition (PSCC) on May 10-11, 2012. Then two days later the gold medalists from PSCC will compete at the Skills Canada National Competition (SCNC) in Edmonton, Alberta. It is recommended that competitors review the SCNC scope documents to be familiar with the national scope and project.

http://www.skillscanada.com/index.php?option=com_content&task=view&id=226&Itemid=242

During the PSCC Awards Ceremony on May 11 all students who earn a medal will be escorted backstage after we photograph their onstage moments of success. Gold medalists will be given their Team Alberta information package and will confirm their participation in the SCNC.

Students must be present at the Awards Ceremony to claim their position on Team Alberta. If the Gold medalist is not able to attend SCNC, the next top ranking individuals will be asked to participate.

Please prepare your students in advance to accept a position on Team Alberta and how your school will support their participation.

If a student is not able to attend the Awards Ceremony a letter confirming the student's interest in Team Alberta participation can be emailed to kariz@skillscanada.com, otherwise the Team Alberta position will be offered to the silver medalist.

COMMITTEE MEMBERS

Wayne Boxall
Corey Lansdell
Tami Kane
Luda Paul

Best Printing
Live Pixel Design
Keyano College
SAIT Polytechnic