

2012 South West Regional Skills Canada Competition

Scope Document

Lethbridge College

Thursday, April 19, 2012

EVENT: Graphic Design	LEVEL: Secondary
TIMES: Registration: 7:30-7:50 am Orientation: 8:00-8:15 am Competition: 8:15-1:45 pm	LOCATION: Lethbridge College Room TE 3217
DURATION: 5 hours	REGIONALIZED: No
Number of Competitors That Will Qualify for the 2012 Provincial Skills Canada Competition: 1	

GENERAL DESCRIPTION

Purpose of the Challenge:

To evaluate the competitor's ability and understanding of conceptual and practical graphic design related tasks and processes.

PROJECT DESCRIPTION

INSTRUCTIONS

After orientation, competitors will meet as a group with their 'client'. This client will explain their specifications as well as provide them with a printed brief of what they would like to see developed. Competitors should focus on meeting the needs of the client first and foremost – as is done in professional graphic design. Before the competition commences, competitors will have an opportunity to ask questions to the client.

Before the competition ends, competitors will have to complete a defense document explaining their design and why they chose the colors, fonts, and graphics and how this might meet the client's needs.

When judges are assessing the competitors work after the competition finishes, they will look at which competitors were best able to meet the judging criteria based on what the 'client' requested.

EQUIPMENT & MATERIALS

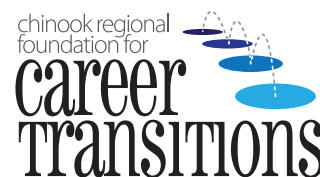
Equipment and Materials Competitors Must Supply:

Reference books and guides, USB stick to take your project home

Equipment and Materials Supplied by the Committee:

Hardware: PC Workstation, Windows 7 operating system, black & white printers

Software: Most recent versions of Photoshop and Illustrator, MS Office 2007, Microsoft Publisher, Gimp



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.

RELATED CAREER AND TECHNOLOGY STUDIES COURSES

Descriptions of all modules are located at the following website:

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

INF 2060: Electronic Publishing 1

INF 3060: Electronic Publishing 2

ADDITIONAL INFORMATION

Tie Breaking Procedure: In the event of a tie the competitor with the highest marks in design will be determined to be the winner.

Clothing requirements: Competitors should wear casual office attire.

Event Schedule

7:50	Students are escorted from check-in to contest location
8:00	Orientation & 'Client' Presentation
8:15	Competition Begins
11:45	Lunch Break – lab locked for 30 minutes
12:15	Competition resumes
1:45	Competition ends – Judging Begins Competitors may proceed to the competitor lounge
3:30	Awards Ceremony (IB Centre) – open to the public

Please Note: Skills Canada Alberta has allocated one spot at the Provincial Competition for the gold medalist from the regional competition. Should the gold medalist choose not to attend the Provincial Competition the spot would be offered to the silver medalist. The provincials are scheduled for May 10 & 11 at the Edmonton Expo Centre in Edmonton, Alberta. Travel expenses and preparation for the provincials are the competitor's responsibility. Please see www.skillsalberta.com for details.

COMMITTEE MEMBERS

- Tanya Weder
- Gavin Brinsmead
- Linda Yamamoto
- Chelsey Voeller

GRAPHIC DESIGN COMPETITION JUDGING CRITERIA

(Possible 5 points per item)

Design

Creativity
Complexity
Appropriate for Audience
Consistent Throughout
Creative use of Images

Information Flow

Logical Flow
Hierarchy of Information

Text

Formatting
Font Choices

Technical

Accurate completion of Defense Document
Submission of all components
Technical Specifications

Total 60 possible points

GRAPHIC DESIGN DEFENSE DOCUMENT

(Please note: this sheet must be submitted with project.)

Competitor Number: _____

Competitor Name: _____

Applications Used:

- Photoshop
- Illustrator
- Publisher
- Other: Please State: _____

Technical Specifications:

List Colours Used in Main Colour Scheme:

List Graphics Used:

List Fonts Used:

Write a short defense of your design. Tell the judges why you chose the colours, fonts, and graphics you did, as well as why the layout meets client's needs.
