

2022 POST-SECONDARY PROVINCIAL SKILLS CANADA COMPETITION



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Contest Description

Edmonton Expo Centre, Edmonton
May 4 & May 5, 2022

Please Note: Due to the uncertainty caused by COVID 19, the PSCC could be subject to change at any time based on the public health context. This document is subject to change as competition information is updated. Competitors are responsible for staying up to date with the most recent information. Check the footer for last updated date. Changes will be highlighted in yellow.

The enclosed Contest Description and ZIP files contain a complete practice assignment which closely mirrors the actual competition for 2022. Please use this to prepare for the Post-Secondary Competition.

EVENT: Graphic Design Technology	LEVEL: Post-Secondary																		
WORLDSKILLS TRADE #: 40	LOCATION: Hall B, Edmonton Expo Centre, Edmonton																		
DURATION: 10 Hrs.(Two Days)																			
EQUIPMENT SET UP AND TESTING MAY 3: 6:00PM – 7:00PM PLEASE SEE THE “ADDITIONAL INFORMATION” SECTION AT THE END OF THIS DOCUMENT FOR MORE INFO.																			
COMPETITION SCHEDULE:																			
May 4:	May 5:																		
<table border="1"> <tr> <td>ORIENTATION/COMPETITION</td> <td>8:00AM–8:45AM</td> </tr> <tr> <td>BREAK (Optional)</td> <td>10:15AM–10:30AM</td> </tr> <tr> <td>LUNCH</td> <td>11:30AM–12:00 NOON</td> </tr> <tr> <td>COMPETITION</td> <td>12:00 NOON–2:00PM</td> </tr> <tr> <td>BREAK (Optional)</td> <td>2:00PM–2:15PM</td> </tr> <tr> <td>COMPETITION</td> <td>2:15PM–3:45PM</td> </tr> </table>	ORIENTATION/COMPETITION	8:00AM–8:45AM	BREAK (Optional)	10:15AM–10:30AM	LUNCH	11:30AM–12:00 NOON	COMPETITION	12:00 NOON–2:00PM	BREAK (Optional)	2:00PM–2:15PM	COMPETITION	2:15PM–3:45PM	<table border="1"> <tr> <td>COMPETITION</td> <td>8:30AM–10:15AM</td> </tr> <tr> <td>BREAK (Optional)</td> <td>10:15AM–10:30AM</td> </tr> <tr> <td>COMPETITION</td> <td>10:30AM–12:00 NOON</td> </tr> </table>	COMPETITION	8:30AM–10:15AM	BREAK (Optional)	10:15AM–10:30AM	COMPETITION	10:30AM–12:00 NOON
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Bring Your Own Device (BYOD)

IMPORTANT: Competitors are required to bring their own device and software for the 2022 competition. Each competitor can choose their own device and software so their workflow and process are what they are familiar with. **Note:** Computers must remain inside the competition area for the duration of the competition from the time the competition begins on Day 1 to when the competition ends on Day 2 (including overnight). Competitors may supply their own locking cables if they wish.



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CONTEST INTRODUCTION

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 6.0.

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 Basic Typography principals.
- Understand and use fundamental graphic design and layout 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).
- Produce a vector form logo using the pen tool in a Vector Based Program (eg. Adobe Illustrator.)
- Demonstrate practical knowledge on bitmap resolution and sizing photos properly for both print production and WEB.
- 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.

PRACTICE PROJECT FILE LINK: <https://skillsalberta.com/overview/graphic-design/>

*Look for the document called: Practice Files”

*You will be given official contest documents onsite at the competition. These documents are for training purposes only.

EQUIPMENT & MATERIALS

Equipment and Materials Competitors Must Supply:



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Computer (laptop or desktop with keyboard and mouse) **	Scissors	Various writing implements
Ruler (marked in inches and fractions to 1/16")	Olfa style knife with retractable cutting blade and spare blades	Metal cutting edge or straight edge
Mouse	Cutting boards	Eraser (optional)

IMPORTANT: Competitors are required to bring their own device and software for the competition. Each competitor can choose their own device and software so their workflow and process is to what they are familiar with.

If competitors are bringing a computer or laptop from their school (instead of their personal computer), please ensure that the computer is unlocked so documents and possibly software can be saved/installed to the hard drive and technology support can be provided onsite. This may require access to CMOS settings.

**** Each computer must:**

- use a Mac or Windows operating system.
- have the ability to transfer files via USB. If the computer does not have USB ports the competitor must supply a transfer device.
- The competitor and/or advisor will be responsible for the installation of appropriate printer drivers during orientation.

***Note:** iPhone for music only. 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:

Printers	Cutting board	
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***Note:** Competitors must use their own computers and software. Competitors may use their own two button mouse, mouse pad, or graphics tablet.

SOFTWARE

Software highly recommended is the latest version of Adobe, either Creative Cloud or Creative Suite. Alternative software, such as Affinity or Gimp may be used but it is incumbent upon the competitor that all files created are compatible with Adobe CS or CC for evaluation. NO allowances will be made for incompatible files at the time of marking. No other software programs will be allowed.

NOTE: Adobe Creative Cloud is used in the International Skills Competition.

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.



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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.

JUDGING CRITERIA

Includes the following elements

- Competitor followed all instructions
- 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

Supporting Links

<https://www.davidairey.com/advice-for-design-students/>

<http://mashable.com/2014/04/30/logo-design-tips/#9SsV5eoOOSqI>

<https://speckyboy.com/the-principles-of-typography-back-to-basics-2/>

<https://www.smashingmagazine.com/2015/04/design-principles-compositional-flow-and-rhythm/>

ADDITIONAL INFORMATION

Bring Your Own Device (BYOD) Additional Information

IMPORTANT: Competitors are required to bring their own device and software for the 2022 competition. Each competitor can choose their own device and software so their workflow and process are what they are familiar with.

Equipment Set-up and Testing (for BYOD competitions)

Competitors who are competing in technology-based competitions that are BYOD, will be given an opportunity to set up and test their equipment to ensure their equipment is fully functional and networked (where required) prior to the start of the competition the following day. Only registered competitors will be permitted into the competition area for set-up and testing. Competitors who miss the equipment and setup testing opportunity will need to set up their equipment after the mandatory competitor orientation time on the day of competition. Any time that is required to set up and test their equipment on the competition day will be part of their overall competition time. The competition time for these competitors will NOT be extended.

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Equipment Set-Up and Testing for all event areas that are a BYOD competition will be held on Tuesday May 3, 2022 from 6:00pm-7:00pm.

Skills Canada Alberta Regional and Provincial Rules and Regulations

[Regional and Provincial Rules and Regulations](#)

Competitors must be prepared to adhere to all public health measures in place at the time of the PSCC.

Lunch

Lunch for competitors will be provided by Skills Canada Alberta.

Parking & Venue Maps

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

Competitor Registration

Competitor Registration for the PSCC will take place on Tuesday May 3, 2022 from 9:00am-6:00pm outside Hall B of the Edmonton EXPO Centre. Please note you will be required to present your COVID-19 proof of vaccination.

Virtual Awards Ceremony

The Virtual Awards Ceremony will take place **Friday, May 6th at 6:30pm**. A link will be made available on the website with additional information prior to the ceremonies.

Team Alberta Information

Team Alberta (Post-Secondary) will be selected at the PSCC happening on May 4 - May 5, 2022. Top eligible medalists will compete at the Skills Canada National Competition (SCNC) May 24-28, 2022 in Vancouver, BC. It is recommended that competitors review the SCNC contest description to be familiar with the national contest description and project at <http://www.skillsCanada.com/>.

If a competitor is not able to attend the SCNC, competitors MUST notify Victoria Anderson Victoriaa@skillsAlberta.com prior to the start of competition. If a gold medalist is not able to attend the SCNC, the next top-ranking individual will be asked to participate.

Test Project change at the Competition

Where the Test Project has been circulated to Competitors in advance, PTC can change a maximum of 30% of the work content.





Questions?

Please contact Mike Sury Mikes@skillsalberta.com if you have any questions regarding the Contest Description.

COMMITTEE MEMBERS:

Luda Paul – Luda’s Impressions	Lyle Cruise – JKL Graphic Design
Mo Keshavjee – SAIT Polytechnic	Marina Boese – Multimedia Design
Dorian Bibbey – NAIT	

