2021 PROVINCIAL SKILLS CANADA COMPETITION

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CONTEST DESCRIPTION

CONTEST AREA: GRAPHIC DESIGN			LEVEL: Post Secondary
COMPETITION DATE AND TIMES:			LOCATION: VIRTUAL Competitors will compete individually from a safe location of their choosing.
Orientation	May1/2	8:00 - 8:30	
Competition Day 1	May 1	8:30 - 3:00	
Competition Day 2	May 2	8:30 - 3:00	
DURATION: 6 HOURS PER DAY			WorldSkills Trade #: 40

COMPETITION FORMAT: (VIRTUAL, AT A POST-SECONDARY INSTITUTION)
Competitors will compete individually, in person, from their local Post-Secondary Institution. Location specific COVID-19 protocols must be followed. Post-Secondary Institutions and competitors will need to work together to ensure the competitor is ready for success on their competition day. They will need to prepare their competition space with all of the required tools, equipment, materials, and technology (as listed below) that will be needed to complete the competition. This competition will be closed to the public. Only registered competitors and assigned Provincial Technical Committee members will be allowed to attend.

COMPETITION FORMAT: (VIRTUAL)
Competitors will participate remotely from a safe location of their choosing (home, post-secondary institute (pending express permission), office, etc.). Location specific COVID-19 protocols must be followed. Competitors will be responsible to prepare their competition space with all of the required tools, equipment, materials, and technology (as listed below) that will be needed to complete the competition.

COMPETITION ORIENTATION: The competition will begin with a virtual orientation. Competitors will join the assigned videoconference link that will be emailed to all registered competitors for the competition orientation. Camera's MUST be on and competitors visible on the camera during the orientation.

LIVESTREAMED COMPETITION: (If applicable) Competitors must film their competition throughout the entire day. Camera's MUST be on and competitors visible on the camera, as well as mics working. Competitors must consider their camera angle and lighting in advance of the competition. It is the competitors responsibility to ensure they are prepared for a day long livestream.

PROJECT SUBMISSION LINK:
- https://form.jotform.com/SkillsAB/2021PSCC

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- Multiple files can be uploaded at once, each file has a maximum size of 1G. If file sizes are larger than 1G, please follow alternate instructions through the submission link.

ACCEPTED FILE TYPE: pdf, doc, docx, xls, xlsx, csv, txt, rtf, html, zip, mp3, wma, mpg, flv, avi, jpg, jpeg, png, gif. If you would like to submit a different type of file, please place it in a zip folder.

To create a zip folder – Select all the files that you would like to submit and right-click your mouse, a menu will open, select Send To, and then click on Compressed (zipped) folder. A zip file will then be created containing your submission documents.

Submissions will be due within 15 minutes of the end of competition time. Please note: Late submissions sent after the date and time specified above will not be accepted.

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.

Safety Checklist: It is the responsibility of each competitor and teacher to review the Safety Checklist (https://skillsalberta.com/additional-2021-competition-resources/) in advance of the competition and ensure they are able to meet all safety requirements. During the orientation, the safety checklist will be formally reviewed.

AWARDS CEREMONY INFORMATION: Please join us for a live virtual awards ceremony on May 13th at 6:30PM.

Please note: 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

CONTEST INTRODUCTION

DEFINITIONS
Graphic: drawing things on the screen, using mathematics and physics (trigonometry, lighting, shading, curvature, etc) to give the impression of objects to a human viewer.
Image: a digital input: black and white photo, colour photo, scanned image

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.
- Use page layout or vector drawing software for text rather than Photoshop.

DAY 1 COMPETITION INSTRUCTIONS

Create a folder on your desktop named
> Day 1_firstname_surname_2021

This folder must include the following subfolders:
> Menu
> Package
> Vehicle Wrap

Each subfolder must contain 2 folders:
1) A folder named **"Original"**: it should contain all the files you used for the development of your project
2) A folder named **"Final"**: it should contain all the files you are supposed to deliver required by the tasks (identified in Production - PDF, native, fonts and linked images)

TIME LIMIT FOR PROJECT: 6 Hours

Specifications covering all components of this project:
- The colour mode, colour profiles, final resolution, and file formats of your images will be assessed in the working software such as Photoshop, Illustrator or InDesign
- **Images must be embedded, not just placed in Adobe Illustrator and InDesign**

- Accepted image savings format: TIFF, PSD. AI, EPS. JPEG
- The RGB mode is NOT accepted in the final output except where indicated
- The bleed value is an exact value without any tolerance
- The spot colour for a dieline MUST be named "dieline" unless specified in a particular project

DAY 1 - PROJECT DESCRIPTION

FOOD TRUCK PROJECT

The Pacific Ocean is the world's largest and deepest ocean. Within these waters lies one of the most incredible fish species in the world. They are the Pacific Salmon, and British Columbia is home to five different species including Chinook, Coho, Chum, Sockeye, and Pink. Late in the fall, millions of ocean salmon make a migration of as much as 3,000 km inland to spawn and die to keep the cycle going.

Salmon meat has been praised as a nutrient-dense power food. It is an excellent source of high-quality protein, vitamins, and minerals (including potassium, selenium, and vitamin B12), but it is the salmon's content of omega-3 fatty acids that receives the most attention.

Nestled along the BC shores sits the city of Vancouver, with its bustling streets, outdoor markets, festivals, and the incredible local cuisine. Two brothers from Chilliwack, BC, Brian, and Derek Severino have built a company that prides itself on supplying Vancouver residents with the freshest, healthiest (and tastiest!) BC salmon options available. Their company's food truck, named "River Run Grill" resides on Vancouver's Granville Island. It specializes in salmon options such as honey garlic Chinook fingers, grilled Sockeye burgers, and their famous caramel Coho kebabs. The brothers are hoping to grow their company by developing an attractive brand that will be representative of their healthy aquatic food business.

OVERALL PROJECT
As a graphic designer, you have been asked to complete three major tasks for "River Run Grill." You have been asked to design a package, a menu board, and their food truck's vehicle wrap.

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TARGET AUDIENCE

Young Adults aged 20-35

Health-conscious individuals looking for healthier food options

Middle to upper middle income

MOTIVATORS

Eating better to live a longer and healthier life

Food convenience and preparation time

Supporting local BC companies

PACKAGING DESIGN

TASK

River Run Grill has requested the design of takeout bags that will be printed on 100% recycled, biodegradable paper. As the designer of this project, you are to create a two colour takeout bag for "River Run Grill". You will use the supplied dieline as a template to layout the bag. Your package design should be creatively composed with special attention given to the perforated dieline elements.

REQUIRED ELEMENTS

* River Run Grill Logo
* Text 1
* Icons (Facebook, Telephone, Twitter & Web)
* Takeout Bag Dieline

TECHNICAL SPECIFICATIONS

* Vector only
* Printing: Single-sided
* Colours: 2 PMS + 1 spot colour for dieline
* Final Assembled Size: 5 5/16" x 7 10/16" x 2 10/16"
* Format: AI, EPS, and PDF
* Final File PDF Preset: PDF/X-4:2008

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PRODUCTION

* 1 final folder for archiving that includes:
  * required fonts
  * required links
  * final layout AI(yourlastname_takeoutbag_final.ai)
  * final layout PDF(yourlastname_takeoutbag_final.pdf)

MENU BOARD

TASK

River Run Grill has requested the design of an attractive menu board that will provide customers with a clean and easily legible menu. The board will feature all of their regular offerings as well as an area that will allow them to write their "Daily Specials". This project will require the creative use of typography with a focus on legibility and readability. The menu must include all of the food truck menu items as well as the company logo.

REQUIRED ELEMENTS

River Run Grill Logo
Text 2
Graphics and images may be used but are not a requirement

TECHNICAL SPECIFICATIONS

Printing: single-sided
Image Mode: CMYK
ICC Colour Profile: U.S. Web Coated (SWOP) V2
Resolution: 150-200 ppi
Final Design Size: 18" x 36"
Bleed: 0.125" exact value
Format: INDD and PDF
Final File PDF Preset: PDF/X-4:2008

PRODUCTION

1 PDF/X-4:2008 (including bleed, registration marks, and document information) to be saved in your final folder

1 final folder for archiving that includes:

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- required fonts
- required links
- final layout AI (yourlastname_ menuboard _final.ai)
- final layout PDF (yourlastname_ menuboard _final.pdf)

VEHICLE WRAP (1 SIDE)

TASK

For the River Run Grill to be competitive against other trucks, they will need an attractive vehicle wrap that will entice potential customers from great distances. You will design a vehicle wrap that serves this purpose. Your design should show continuity with your other designs. It will require the creation of a photomontage that is consistent with the food truck's primary theme (salmon). The wrap must include the company's logo, as well as their contact and social media information found in the "text 3" documents.

REQUIRED ELEMENTS

- River Run Grill Logo
- Text 3
- Icons (Facebook, Telephone, Twitter & Web)
- Minimum of 1 modified image and graphic
- 1 additional graphic element
- Vehicle wrap dieline
- Food truck mockup file

TECHNICAL SPECIFICATIONS

- Printing: single-sided
- Image Mode: CMYK + 1 spot colour for dieline
- ICC Profile: U.S. Web Coated (SWOP) V2
- Resolution: 72ppi
- Final Design Size: 18" x 36"
- Bleed: 0.125" exact value
- Format: AI and PDF
- Final File PDF Preset: PDF/X-4:2008

PRODUCTION

* 1 PDF/X-4:2008 (including bleed, dieline, registration marks, and document information) to be saved in your final folder
* 1 final folder for archiving that includes:
  - required fonts
  - required links
  - final layout AI (yourlastname_ vehiclewrap _final.ai)
  - final layout PDF (yourlastname_ vehiclewrap _final.pdf)

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DAY 1 REFERENCES

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DAY 2 COMPETITION INSTRUCTIONS

Create a folder on your desktop named
> Day 2_firstname_surname_2021

This folder must include the following subfolders:
> Masthead
> Tabloid
> Facebook Banner

Each subfolder must contain 2 folders:
1) A folder named **"Original"**: it should contain all the files you used for the development of your project
2) A folder named **"Final"**: it should contain all the files you are supposed to deliver required by the tasks (identified in Production - PDF, native, fonts and linked images)

TIME LIMIT FOR PROJECT: 6 Hours

Specifications covering all components of this project:
> • The colour mode, colour profiles, final resolution, and file formats of your images will be assessed in the working software such as Photoshop, Illustrator or InDesign
> • Images must not be embedded or placed in Adobe Illustrator or embedded in InDesign
> • Accepted image savings format: TIFF, PSD. AI, EPS. JPEG
> • The RGB mode is not accepted in the final output except where indicated
> • The bleed value is an exact value without any tolerance
> • The spot colour for a dieline MUST be named "dieline" unless specified in a particular project

Day 2 - BEAUTIFUL BUTTERFLIES PROJECT

A sanctuary is located in the heart of Stanley Park. The Vancouver Aquarium, an Ocean Wise® initiative, is home to thousands of incredible ocean species and amazing aquatic life. It's also Ocean Wise headquarters, where our scientists, educators, and conservation experts do their work, not only to protect our oceans but also to inspire others to join us in our mission. Since opening in 1956, the Vancouver Aquarium has connected more than 40 million people to our oceans and all the wonders within them.

> With more than 50,000 animals from across the world, there's no shortage of

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incredible things to see at the Vancouver Aquarium. They have an ever-changing selection of daily shows. Hear the roar of majestic sea lions, smell the warm Amazon air, or watch playful sea otters. With more than 30 exhibits ranging from the Tropics to the Arctic, a full-sensory experience awaits.

The Amazon gallery is now home to Beautiful Butterflies. Learn all about the life cycle of these fascinating invertebrates as you observe them up close. Watch in awe as our new residents flutter alongside sloths, parrots, and tortoises in their natural environment.

OVERALL PROJECT

As a graphic designer, you are asked to complete three tasks for the Vancouver Aquarium, Beautiful Butterfly exhibit. You have been asked to design a masthead, an editorial tabloid, and Facebook banner.

TARGET AUDIENCE

Your target audience is both male and female between the ages of 35 and 55. The audience has a particular interest in preserving our oceans, as well as endangered environments such as the rain forest. Curiosity about our world and a desire to have a smaller carbon footprint are shared. Most have visited at least two sustainable parks in the past 12 months. 70% have visited the Vancouver Aquarium more than four times in the past year.

These particular visitors practice recycling and composting regularly, 30% are vegan. They have a desire to be well informed and have a detailed amount of information on exhibits. The target audience is considered to have a high rate of visual literacy.

MASTHEAD

TASK

You will be required to design a masthead that will act as the document title Beautiful Butterflies. The masthead will also contain the date, volume and issue numbers, subscription price, and publisher.

REQUIRED ELEMENTS

Masthead text

TECHNICAL SPECIFICATIONS

∗ Software: InDesign
∗ PDF Preset: PDF/X-1a 2001
∗ Document Colour Mode: CMYK
∗ Text must be black (100% K) and/or 1 spot colour
∗ Size: not to exceed 9.5" x 3"

PRODUCTION

∗ 1 PDF/X-1a 2001 to be saved in your final folder (yourlastname_masthead_final.pdf)
∗ 1 final folder for archiving that includes:
  - Required fonts
  - Required links
  - Final file INDD(yourlastname_masthead_final.ind)
  - Final layout IPDF(yourlastname_masthead_final.pdf)

TABLOID

TASK

The Vancouver Aquarium will be offering a series of souvenir tabloids. The topic of these tabloids will change monthly, highlighting various exhibits. You will be creating the first in a series of 30. This tabloid will highlight the butterfly exhibit and provide additional, targeted information on specific species. It is meant to become a souvenir collector's item. The quality of your design and considerate approach to typography should reflect that.
The client requires a thoughtful, sophisticated approach to all aspects of this design. It should be informative, refined, and elegant.

REQUIRED ELEMENTS

∗ Masthead
∗ Tabloid Text
  - Headline
  - Deck
  - Byline

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- Body copy - This entire text must be included in the tabloid
- Subheads
- Pull quote
- Sidebar: Sidebar needs to be different and separated from body copy
- Captions: This info is descriptive of photos; should appear with photos
- Photo Credits: Names of photographers
* Logo
* Tabloid Images
  - A minimum of three of these images
  - Full colour but cropping and photo manipulation are at your discretion
* InDesign elements
  - Master Pages must contain the Masthead, Grid and Folio
  - All text should align to a Baseline Grid
  - Paragraph Styles, Character Styles with correct labeling (ex. Bodycopy is Bodycopy) and consistent use
  - 6 Column Grid

TECHNICAL SPECIFICATIONS

* Software: InDesign
* PDF Preset: PDF/X-1a 2001
* Document Colour Mode: CMYK
* Bleed: none
* Size: Tabloid (11" x 17")
* Paper: Uncoated
* Printing: single sided
* Text and graphic elements must be black (100% K) + one PMS spot colour
* Images: CMYK
* Resolution: 300dpi, effective PPI
* Editorial Specifications:
  - All text aligned to the baseline grid
  - 6 Column Grid
  - Margin Size — 0.75"
  - Publication font with various weights

PRODUCTION

* 1 PDF/X-1a 2001 (including bleed, registration marks, and document info) to be saved in your final folder
* 1 final folder for archiving that includes:
  * Required fonts
  * Required links
  * Final file INDD (yourlastname_tabloid_final.ind)
  * Final layout PDF (yourlastname_tabloid_final.pdf)

FACEBOOK BANNER

TASK

The Vancouver Aquarium will require a Beautiful Butterflies Facebook banner. The required text must be displayed in the safe zone. (see the guide below)

REQUIRED ELEMENTS

* Facebook Text
* Modification of an image is required
* Vancouver Aquarium Logo
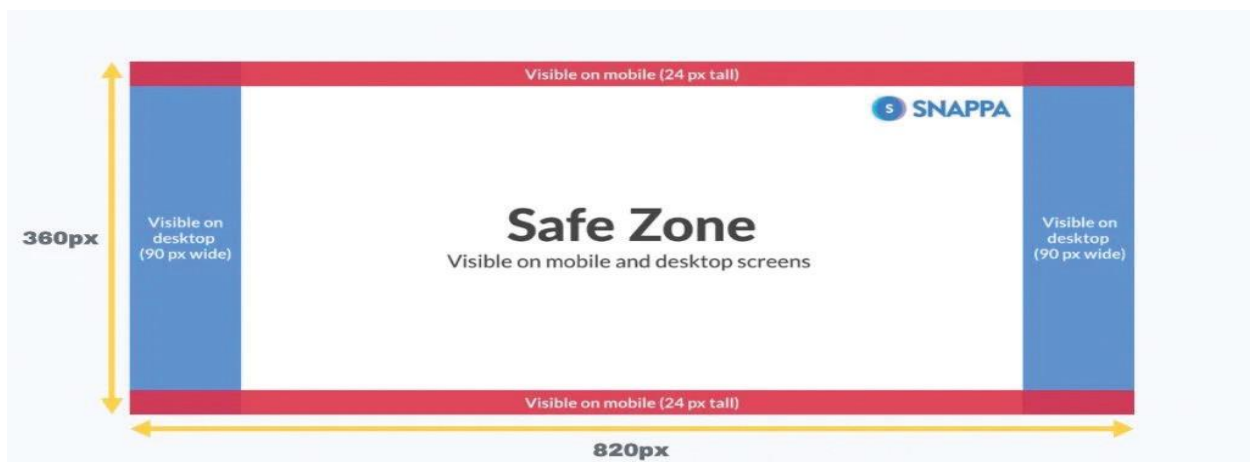
TECHNICAL SPECIFICATIONS

* Software: Photoshop
* Working File: .psd
* Final File: .jpg or .png
* Colour Mode: sRGB
* Size: 820 px by 360 px
* Resolution: 72ppi

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PRODUCTION

∗ 1 final folder for archiving that includes:
  - Working file PSD (yourlastname_banner_working.psd)
  - Final file JPG or PNG (yourlastname_banner_final.jpg/.png)

Competitor Provided Tools, Materials, and Equipment

Computer and back-up	Tablet	Mouse
Comfortable working space	Snacks and water	Appropriate Software, Adobe or Affinity

TERMINOLOGY

REFERENCES

POST-SECONDARY MARKING
(25 MEASUREMENT - 25 JUDGMENT)

MEASUREMENT ELEMENTS (OBJECTIVE)	PACKAGE	MENU	VEHICLE
1. COMPUTER IMAGE			
1.1 Vector only graphics	✓		
1.2 Correct colour mode of all images			✓
1.3 Correct colour ICC profile in all images used		✓	✓
1.4 Correct resolution of all images used		✓	✓
1.5 Correct saving formats of all images			✓
2. COMPUTER LAYOUT			
2.1 Correct measurements		✓	✓
2.2 All the required elements are present		✓	✓
2.3 Bleed is done at exact value		✓	✓
2.4 Correct use of templates/dieliness	✓	✓	✓
3. SAVING ABILITIES			
3.1 PDF for press includes trim marks, bleed, fold lines, dielines, registration marks and document info	✓	✓	
3.2 PDF for press is correct colours	✓	✓	
3.3 PDF is saved to the correct standard ISO		✓	
3.4 Dieline Overprints - cuts, folds	✓		
3.5 The final folder for archiving is correct and complete including final files, fonts, linked images, layout files, PDF, etc	✓	✓	✓
4. FINAL PRESENTATION			
4.1 The layout files at re printed and trimmed	✓		
4.2 Untrimmed colour composite with all production marks printed	✓	✓	✓
4.3 Untrimmed colour composite printed			✓
TOTALS			

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POST-SECONDARY MARKING
(25 MEASUREMENT - 25 JUDGMENT)

JUDGEMENT ELEMENTS (SUBJECTIVE)	PACKAGE	MENU	VEHICLE
5.1 Understanding the target market	✓		✓
5.2 Quality of image manipulation (retouch, masking, cloning, cropping, blending, colour adjustment etc)			✓
5.3 Typography - choice, size, colour, legibility, image formatting, leading, hierarchy, consistency	✓	✓	✓
5.4 Concept - originality, idea			✓
5.5 Quality of visual composition - aesthetic appeal, balance, shape, space	✓	✓	✓
5.6 Impact of design execution	✓	✓	✓

TOTALS

TIE BREAKING PROCESS

In the event of a tie at the completion of the competition, the competitor's aggregate mark in the area of Computer Layout will be used to break the tie. Supplementary to this, Saving and File Format marks will be used if the tie s not decided previously.

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ADDITIONAL INFORMATION

Skills Canada Alberta Regional and Provincial Rules and Regulations
Regional and Provincial Rules and Regulations

Post-Secondary Competitor Information is available here.

Lunch
Lunch will be provided by Skills Canada Alberta

Team Alberta Information
Team Alberta will be selected from competition Gold medalists who will then be eligible to participate at the Skills Canada National Competition (SCNC) in a virtual format May 25-30, 2021. 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/.

Ethical Conduct
We recognize that participants will be competing individually in their own unique environments. We expect all competitors to compete fairly, respecting and abiding by the established rules in the true spirit of Skills Canada Alberta.

COMMITTEE MEMBERS

Luda Paul	Lyle Cruise	Mo Keshavjee
Dorian Bibbey	Marina Boese	Oscar Toledo