

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## CONTEST DESCRIPTION

<b>CONTEST AREA: GRAPHIC DESIGN</b>			<b>LEVEL:</b> Secondary
<b>COMPETITION DATE AND TIMES:</b>			<b>LOCATION: COMPETITOR'S SCHOOL. SEE COMPETITION FORMAT INFORMATION BELOW</b>
Tech Check	April 13	1:00-2:00PM	
Registration Orientation	April 21	7:45AM 8:00 - 8:30AM	
Competition Day 1	April 21	8:30AM - 3:00PM	
<b>DURATION: 6 HOURS</b>			<b>REGIONALIZED: NO</b>
<p><b>COMPETITION FORMAT: (VIRTUAL/ IN SCHOOL)</b></p> <p>All secondary competitors will be competing with in their school environment and must arrange in advance with a teacher for a safe competition location, according to their school's Covid-19 safety policies. 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. Teachers and competitors will need to work together to ensure the competitor is ready for success on their competition day.</p> <p>Each competitor must have a teacher/ supervisor available throughout the day, in case of incident. Teacher/Supervisor must be present at the competition orientation.</p> <p>Competitors and Teachers should be prepared to receive additional information about the competition projects, livestreams, shipping, etc. prior to the competition. Please ensure you are double checking for emails from Skills, including checking junk mail.</p>			
<p><b>WEBEX LIVESTREAMS:</b></p> <p><b>Tech Check:</b> A "Tech Check" will take place prior to the competition with the purpose of giving the competitor an opportunity to ensure they have all of the necessary technology in place to join in their virtual orientation meeting the morning of their competition. On the competition day, there will be no time to work out technology issues. This is the opportunity work out any unforeseen issues and to start your competition day off prepared. There may also be an opportunity to ask questions regarding the competition day if time allows. <b>An email with the WebEx link will be sent out in advance of the competition.</b></p>			

# 2021 PROVINCIAL SKILLS CANADA 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.

**Live Streamed Competition:** The competition will not be livestreamed. The WebEx link will remain open through out the day with a judge available to give assistance as needed.

**PROJECT SUBMISSION DEADLINE: APRIL 21 BY 3:15**

**PROJECT SUBMISSION LINK:**

- <https://form.jotform.com/SkillsAB/2021PSCC>
- 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 13<sup>th</sup> at 6:30PM.

2 | Last Updated March 10, 2021

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



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

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## 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

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## 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.

### TARGET AUDIENCE

Young Adults aged 20-35

Health-conscious individuals looking for healthier food options

Middle to upper middle income

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## 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

## PRODUCTION

- \* 1 final folder for archiving that includes:
  - required fonts
  - required links

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



- 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 Sized colour composite to fit on a tabloid sheet

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:

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



- 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



# 2021 PROVINCIAL SKILLS CANADA COMPETITION



- \* 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)

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## REFERENCES



# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## EQUIPMENT & MATERIALS

### Competitor Provided Tools, Materials, and Equipment

Computer and back-up	Tablet	Mouse
Comfortable working space	Snacks and water	Computer software may be Adobe or Affinity

## VIRTUAL COMPETITION RESOURCE SUPPORT FORM

A \$40 competition resource subsidy is available to all competitors. It is intended for items that were purchased to support competitors (e.g. food supplies, materials, technical equipment, tools, etc.). The form can be accessed at the following link: <https://skillsalberta.com/additional-2021-competition-resources/>

## SECONDARY MARKING

(20 MEASUREMENT - 30 JUDGMENT)

### MEASUREMENT ELEMENTS (OBJECTIVE)

#### 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

	PACKAGE	MENU	VEHICLE
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			✓
2.1 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	✓	✓	✓

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



<p><b>3. SAVING ABILITIES</b></p> <p>3.1 PDF for press includes trim marks, bleed, fold lines, dielines, registration marks and document info</p> <p>3.2 PDF for press is correct colours</p> <p>3.3 PDF is saved to the correct standard ISO</p> <p>3.4 Dieline Overprints - cuts, folds</p> <p>3.5 The final folder for archiving is correct and complete including final files, fonts, linked images, layout files, PDF, etc</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p></p> <p>✓</p>	<p></p> <p></p> <p></p> <p></p> <p>✓</p>
<p><b>4. FINAL PRESENTATION</b></p> <p>4.1 The layout files at re printed and trimmed</p> <p>4.2 Untrimmed colour composite with all production marks printed</p> <p>4.3 Untrimmed colour composite printed</p>	<p>✓</p> <p>✓</p> <p></p>	<p></p> <p>✓</p> <p></p>	<p></p> <p>✓</p> <p>✓</p>
<p style="text-align: right;"><b>TOTALS</b></p>			

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## SECONDARY MARKING

(40 MEASUREMENT - 60 JUDGMENT)

### JUDGEMENT ELEMENTS (SUBJECTIVE)

- 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

PACKAGE	MENU	VEHICLE
✓		✓
		✓
✓	✓	✓
		✓
✓	✓	✓
✓	✓	✓

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 is not decided previously.

## 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 and open toed shoes/sandals will not be permitted. No loose-fitting clothes or jewelry.

# 2021 PROVINCIAL SKILLS CANADA COMPETITION



## ADDITIONAL INFORMATION

Skills Canada Alberta Regional and Provincial Rules and Regulations  
[Regional and Provincial Rules and Regulations](#)

### Competitor Registration

Competition Registration will open online at <https://portal.skillsalberta.com/> on January 12, 2021 at 8:30AM for the Regional Skills Canada Competition and on January 14, 2021 at 8:30 AM for the Provincial Skills Canada Competition (PSCC)

### Lunch

Lunch will be provided by Skills Canada Alberta

### Virtual Awards Ceremony

The Virtual Awards Ceremony will take place **Thursday, May 13<sup>th</sup> at 6:30PM**. A link will be made available on the website with additional information.

### 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.

### Letter of Participation

Competitors who participate in the 2021 Provincial Skills Canada Competition are eligible for a Letter of Participation that can be downloaded on the Registration Portal after the competition ends.

## COMMITTEE MEMBERS

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