



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 Virtual Skills 2022 competition on April 14, 2022.

CONTEST AREA: GRAPHIC DESIGN	LEVEL: Secondary
COMPETITION SCHEDULE: Competition Date: Thursday, April 14 Duration: 6 Hours Mandatory Registration – 7:30AM Mandatory Orientation - 8:00AM Start 8:30AM Lunch 12:00-12:30PM Ends – 3:00PM Submission due – 3:15PM	LOCATION: COMPETITOR’S SCHOOL. SEE COMPETITION FORMAT INFORMATION BELOW LIVESTREAMED: YES – COMPETITORS WILL BE REQUIRED TO REMAIN ON WEBEX, BUT CAMERAS CAN BE TURNED OFF
<p>COMPETITION FORMAT: (VIRTUAL/ IN SCHOOL) 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>WEBEX LIVESTREAMS: Competition Registration and Orientation: The competition will begin with a mandatory virtual registration. Competitors will join the assigned link that will be emailed to all registered competitors and registering teachers in advance. This will be the time that competitors are able to check in and ensure sound, cameras, and tech are working appropriately. The registration will be followed by competition orientation. Camera’s MUST be on and competitors visible on the camera during the orientation.</p> <p>Competition Livestream: Competitors must remain on camera through their entire competition.</p>	



2022 SECONDARY SKILLS CANADA ALBERTA VIRTUAL COMPETITION



PROJECT SUBMISSION LINK:

- <https://form.jotform.com/SkillsAB/2022SCAVC>
- 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 file – 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 in advance of the competition to ensure all safety requirements are met prior to the competition. During the official competition orientation, the Safety Checklist will be formally reviewed with competitors. The Safety Checklist is posted as a separate document with the Contest Description.

Submission Link for Portfolio & Pictures: <https://form.jotform.com/SkillsAB/2022SCAVC>

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

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

Look for the document called: Practice Files

***You will be given another link during the Webex meeting on the day of the event that contains the competition day files to be used the project.**

UPDATE: The graphic dielines as well as the UPDATED competition day files to be used for the competition will be sent to the schools the day before the event. Here a couple of websites the



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competitors may use to find similar dielines:

1. vecteezy.com for stock dielines for the take-out bags
2. <https://www.signelements.com> is a site that provides free trial vehicle wrap dielines.

CONTEST INTRODUCTION

DEFINITIONS

Graphic: drawing clear and effective pictures 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.

COMPETITION INSTRUCTIONS

Create a folder on your desktop named
Day 1_firstname_surname_2022

This folder must include the following subfolders:
Named projects for that day

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 Adobe 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

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



SECONDARY MARKING

(40 MEASUREMENT - 60 JUDGMENT)

MEASUREMENT ELEMENTS (OBJECTIVE)

Project #

	1	2	3
<p>1. COMPUTER IMAGE</p> <p>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</p>			
<p>2. COMPUTER LAYOUT</p> <p>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</p>			
<p>3. SAVING ABILITIES</p> <p>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</p>			
<p>4. FINAL PRESENTATION</p> <p>4.1 The layout files are re printed and trimmed 4.2 Untrimmed colour composite with all production marks printed 4.3 Untrimmed colour composite printed</p>			
TOTALS			

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

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ADDITIONAL INFORMATION

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

Competitor Registration

Registration for Secondary Skills Canada Alberta Virtual Competition will open online at <https://portal.skillsalberta.com/> on January 26, 2022 at 8:30 AM. There will be no registration fee for competitors to compete. Late cancellation or drop-spots fees may apply.

Lunch

Lunch will NOT be provided.

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.

Team Alberta Information



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Top eligible medalists will compete virtually in the Skills Canada National Competition (SCNC) May 16-27, 2022. 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 Alycia Pawluk Alyciap@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.

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 2022 Provincial Skills Canada Competition are eligible for a Letter of Participation that can be downloaded on the Registration Portal after the competition ends.

Questions?

Please contact Alycia Pawluk Alyciap@skillsalberta.com if you have any questions regarding the Contest Description.

COMMITTEE MEMBERS

Luda Paul	Lyle Cruise	Mo Keshavjee
Dorian Bibbey	Marina Boese	



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March 14, 2022
