Contest Description
Edmonton Expo Centre, Edmonton
May 3 & May 4, 2023

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	**LEVEL:** Post-Secondary
WORLDSKILLS TRADE #:40	**LOCATION:** Hall B, Edmonton Expo Centre, Edmonton
DURATION: 10 Hrs.(Two Days)	
EQUIPTMENT DROP OFF MAY 2: 5:00PM – 6:00PM **EQUIPMENT SET UP AND TESTING** MAY 2: 7:30PM – 8:30PM **PLEASE SEE THE "ADDITIONAL INFORMATION" SECTION AT THE END OF THIS DOCUMENT FOR MORE INFO.**	

COMPETITION SCHEDULE:

May 4:

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*

May 5:

COMPETITION	*8:30AM–10:15AM*
BREAK (Optional)	*10:15AM–10:30AM*
COMPETITION	*10:30AM–12:00 NOON*

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:

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)

*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.

Bring Your Own Device (BYOD) Information

IMPORTANT: Competitors are required to bring their own device and software for their competition. Each competitor must have a recent version of Adobe software, CS 6 or beyond, which includes Photoshop, InDesign and Illustrator. If competitors are bringing a computer or laptop from their school (instead of their personal computer), you must 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 during orientation. This may require access to CMOS settings. Any

further technical support during competition will be very limited. A backup system might be advisable in case of computer failure, but you may only use one computer at a time during the competition.

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.

** 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.

Equipment Set-Up and Testing for all event areas that are Bring Your Own Device will be held on Tuesday May 2, 2023 at 7:30pm (following opening ceremonies/registration).

Equipment Set-up and Testing (for BYOD events)

Immediately following the Opening Ceremonies and registration, students who are competing in technology-based events that are a BYOD event 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. If preferred, this equipment can be dropped off to the contest site area no earlier than one hour prior to the start of the Opening Ceremonies. Only accredited students and educators will be permitted into the competition site for equipment drop off and testing. Students 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.

Equipment and Materials supplied by Committee:

Printers	Cutting board	

*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.

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

PRACTICE PROJECTS AND SUPPORTIVE TEACHING LINKS:

Skills Canada YouTube website:

https://www.youtube.com/channel/UCw6-rzjxSMY3CP67U6xweOQ/playlists

WorldSkills Glossary Website

https://glossary.worldskills.org/skills/208

On Line websites

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

Skills Canada Alberta Regional and Provincial Rules and Regulations

Regional and Provincial Rules and Regulations

Lunch

Lunch for competitors will be provided by Skills Canada Alberta.

Parking & Venue Maps

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

Opening Ceremonies / On-site Provincial Competitor Registration

Opening Ceremonies for the PSCC will take place on Tuesday May 2, 2023 at 6:00 pm in Hall D of the Edmonton EXPO Centre. Admission is free, and everyone is welcome to attend. It is important to note that competitor registration will open immediately following the Opening Ceremony.

Awards Ceremony

The Awards Ceremony will take place on Thursday May 4, 2023 at 6:30 pm in Hall D of the Edmonton EXPO Centre. Admission is free and everyone is welcome to attend. The Awards Ceremony will be shown live at http://skillsalberta.com/

Team Alberta Information

Team Alberta will be selected at the PSCC Awards Ceremony. Gold medalists will then be eligible to participate at the Skills Canada National Competition (SCNC) on May 24- 27, 2023 in Winnipeg MB. 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/.

During the PSCC Awards Ceremony on Thursday May 4, 2023 gold medalists will be given their Team Alberta information package and will confirm their participation in the SCNC. Students must be present at the Awards Ceremony to claim their position on Team Alberta. If the Gold medalist is not able to attend SCNC, the next top ranking individuals will be asked to participate. If a student is not able to attend the Awards Ceremony a letter confirming the student's interest in Team Alberta participation must be emailed to javierad@skillsalberta.com prior to the start of competition on May 3, 2023.

Please prepare your students in advance to accept a position on Team Alberta and outline how your school will support their participation.

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 Kennedy Mayer at Kennedym@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
Phillip Scott – ECSD	