



## PRACTICE EXERCISES FOR SKILLS ALBERTA 2023

### Company Info:

#### Company Profile:

Established in 1993 by the Grizzly Family, **Grizzly Boardz** is an Canadian owned and operated family business. The original bricks and mortar ski shop is still located in Grizzly Falls, Alberta.

#### About US:

We are a full service snow specialist open year round to cater for both Northern and Southern hemisphere skiers, snowboarders and winter adventurers. We sell both new and second hand ski clothing, equipment and accessories (Second hand sales at Keperra store only). We specialize in Masterfit Boot Fitting, Wintersteiger Ski and Board Tuning. Our rentals cover clothing, equipment and chain hire from entry level to performance packages at competitive prices that are cheaper than on the hill!

**Grizzly Boardz** continued success is the result of passionate staff working hard to provide the right ski gear and services to our customers. You will not find a more well equipped, professional store anywhere else in Canada.

**Grizzly Boardz** have proudly been supplying skiers & snowboarders of Canada high quality ski & snowboard gear for over 20 years. Connect with us today and learn what makes us the #1 ski shop in Canada.

#### Mission Statement:

“To exceed our clients’ expectations of value for money, quality products & services and the provision of expert advice.”

### Project Description:

The client requires you to develop a visual identity (logo), and then incorporate the newly created logo into a 2-sided Product Tag with a die-cut, and a Snowboard Design. The business card and Snowboard design should have the same design.

“**Grizzly Boardz**” has provided you with photographs to use in your design. You can use as many photographs as you like.

The client also provided you with all the necessary text for the Product Tag. They are relying on you to design and layout the text and graphics in a functional and pleasing manner for the various formats.

Your client requires all work to be done using the Imperial Measuring System. Accordingly, measurements must be shown in the Imperial Measuring System — in inches and common fractions of an inch to the nearest  $\frac{1}{16}$ ". Thus, trimmed sizes of components and underlying grids will be shown in inches and common fractions of an inch —  $\frac{1}{4}$ ,  $\frac{1}{8}$ ,  $\frac{1}{16}$  and so on. Text will be measured in points as usual.

DO NOT USE FRACTIONS TO EXPRESS SIZES AND MEASUREMENTS. (Use decimals if required).

#### Target market:

Your target audience is people of various ages who love to snowboard.



## LOGO:

### Required Elements:

- 1 Produce two **Vector** versions designed in Adobe Illustrator:
  - one in Colour (four colour Process or up to 3 Pantone colours) and
  - one in Black and White (appropriate to fax or photocopy and could be produced in reverse).

### Technical Specifications:

- 2 Must be created in Adobe Illustrator, no bitmap images, only Vector allowed
- 3 Black & White Logo must be reproduced in three sizes (small, medium, large) on 1 letter size sheet
- 4 Colour Logo must be reproduced in three sizes (small, medium, large) on 1 letter size sheet

### Production

You must submit the following for evaluation:

- 5 1 colour printout with both sides on one sheet (including bleed, trim marks and document information)
- 6 1 Black & White printout with both sides on one sheet
- 7 On the computer, a folder with 1 press ready PDF (including bleed, trim marks and document information)
- 8 On the computer, 1 final folder for archiving (including fonts, linked images, final layout and PDF file).



## PRODUCT TAG:

### Required Elements for Outside—Panels 1 & 4:

#### *Grizzly Boardz* logo

- 1 Images you created in Photoshop or Illustrator
- 2 Text starts in the Front Panel
- 3 Text finishes on the Back Panel 4
- 4 Design consistent to SnowBoard Design
- 5 Appropriate Colour Mode for various print formats

### Required Elements for Inside —Panels 2 & 3:

- 1 Images you created in Photoshop or Illustrator
- 2 Text continued on the inside 2nd & 3rd Panels
- 3 Design consistent to SnowBoard Design
- 4 Appropriate Colour Mode for various print formats

### Diecut Sample

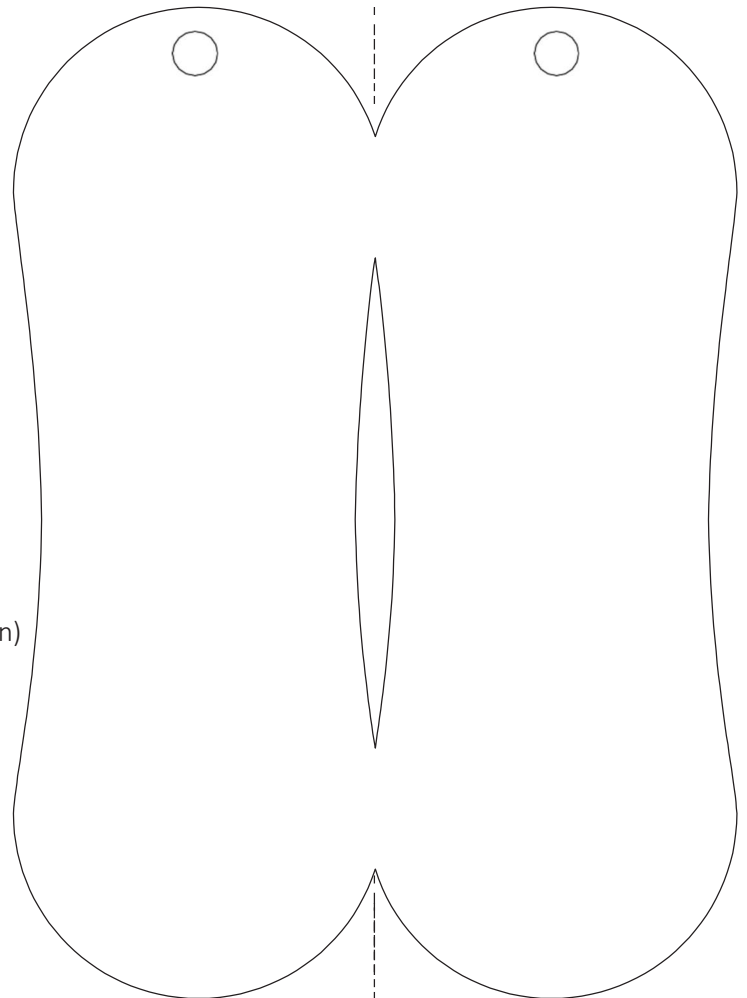
### Technical Specifications:

- 1 Create your own dieline in Adobe Illustrator, no bitmap images, only Vector allowed
- 2 2-sided, single fold, booklet style
- 3 Up to four colour (process) or three Pantone colours
- 4 Bleed: 0.125" (if needed for your design)
- 5 Must have a punch hole for string
- 6 Appropriate Colour Mode for print production

### Production

You must submit the following for evaluation:

- 1 1 colour printout with both sides on one sheet  
(including bleed, trim marks and document information)
  - 2 On the computer, a folder with 1 press ready PDF (including bleed, trim marks and document information)
  - 3 On the computer, 1 final folder for archiving (including fonts, linked images, final layout and PDF file).





## 2023 Provincial Skills Canada Competition



### SNOWBOARD:

#### Required Elements:

- 1 *Grizzly Boardz* logo
- 2 Any image you created in Photoshop and or Illustrator

#### Supplied Elements (resources)

- 1 Snowboard Template
- 2 Variety of photos.

#### Technical Specifications

- 1 Use supplied Snowboard Template to create a design for both the top of the board
- 2 Use supplied Snowboard Template, company name and logo, for the bottom of the board
- 3 Using Photoshop or Illustrator, you will create a design for the Snowboard
- 4 If text or fonts are used in the design please convert to OUTLINES prior to submitting.
- 5 Artwork should not contain critical elements or information close to the trim edge of the graphic or board. This is also the reason for needing the bleed and flexibility when aligning the graphic for mounting. Please allow appx.  $\frac{1}{4}$ " of 'buffer' space between the board (trim) edge and any critical elements.
- 6 Colours: 4 Colour Process or up to 3 Pantone colours
- 7 Appropriate Colour Mode for various print formats
- 8 Bleed: 0.125" (if needed for your design)
- 9 Screening: 150 lpi
- 10 ICC Colour Profile for images: U.S. Web coated (SWOP) v2
- 11 1 colour printout on 11 x 17 Tabloid size (including bleed, template, and document information)
- 12 1 trimmed down to size including die-cut (do not exceed final dimensions)

### Supplied Logos



Facebook Logo



Twitter Logo



YouTube Logo

### Snowboard Design Samples



## 2023 Provincial Skills Canada Competition



## TEXT — Business Card

### *Grizzly Boardz*

123 Snowboard Street

Grizzly Falls, Alberta

Hours: Mon-Fri: 9.00am – 5.00pm Thurs:

9.00am - 7.00pm

Sat: 9.00am – 4.00pm Sun:

10.00am – 4.00pm (Closed

Public Holidays) Phone:

780-123-4567

Providing comprehensively to the Snowboard Industry A  
family owned and run Business – open 7 days a week



# TEXT — SnowBoard Tag

## Types of Snowboards

### All-mountain

Best for any terrain and conditions. All-mountain snowboards perform anywhere on a mountain—groomed runs, backcountry, even park and pipe. They may be directional (meaning downhill only) or twin-tip (for riding switch, meaning either direction).

Most boarders ride all-mountain boards. Because of their versatility, all-mountain boards are good for beginners who are still learning what terrain they like.

### Freestyle

Best for a playful ride in and out of the park. Freestyle snowboards are light, short and flexible with twin tips. They are good for riders who want a lively ride anywhere on the mountain, or those who like to push their limits in terrain parks; they're not so good for stability or cruising fast on hard snow.

### Splitboard

Best for climbing in the backcountry. These backcountry-specific boards split in half to create 2 skis and permit climbing on untracked backcountry slopes. You later reconnect the halves and ride downhill.

It's a great design for adventurous backcountry devotees who have the knowledge, skills and confidence to safely explore unpatrolled slopes. You'll also need climbing skins and a split kit, usually sold separately.

## Snowboard Camber/Rocker

**Camber** (also known as regular or positive camber) delivers a lively, stable ride and provides pop and responsiveness on hardpack or groomed runs, especially when powering out of turns. Experienced, speed-oriented riders favor cambered boards.

**Flat** (neutral, or no camber). Enables quick turns and maximum feel while increasing float.

**Rocker** (aka reverse camber) creates upturned tips and tails. The design excels in powder and when jibbing or riding rails in the park. Rockered

boards are softer than cambered boards and often appeal to novice riders. Experienced riders, though, can still coax powerful rides out of them.

Mixed camber (or modified rocker) has exploded in popularity, and manufacturers have hatched lots of rocker variations to address specific performance attributes, too many to explain here. Look to an REI snow-sports specialist or snowboard manufacturer to explain the nuances of rocker variations.

## Snowboard Shape

Directional boards are designed to be ridden forward (downhill).

True twins are symmetrical in construction and exhibit no difference in performance whether you ride them forward or backward. This makes them a popular choice for park and pipe riding.

Directional twin boards are good for people who ride all over the mountain, from groomers to the park.

## Snowboard Sizing

**Length:** Stand a board on its tail. Its nose should reach somewhere between a rider's nose and chin. Fast, aggressive



riders often prefer a longer board. Park riders eager to hit lots of jumps and twists may want a very short board.

**Weight:** Recommended rider weights are listed in the spec charts of individual boards on their REI.com product pages.

**Width:** Riders with large feet (men U.S. size 11 and higher; women size 10+), should consider wide boards. Toes or heels that excessively overhang snowboard edges could cause drag and diminish performance. A little overhang is fine, though; it gives you more leverage during turns.

## Poster

### Required Elements

- Logo design
- Text – restaurant name, owners, address
- Graphic design of your choice
- At least 3 of the supplied imagers

### Technical Specifications

- Printing – one sided
- Bleed: 0.125"
- Resolution: 225 – 300 PPI at 100% (Greyscale and colour images)
- ICC Colour Profile: Coated GRACoL 2006 (ISO 12647-2:2004)
- Final trimmed size 11" x 17"

## Production

For the poster you must deliver:

- 1 colour composite printout (including bleed, trim marks, registration marks, and document info)
- 1 final trimmed colour composite to exact size
- 1 PDF/X-1a:2001 (must include bleed, dieline, registration marks, and documents information)
- 1 final folder on your memory stick for archiving which must include fonts, linked images, working files, final layout, and PDF file

### TEXT 1

Belle Bella Mozzarella

### TEXT 2

12155 Garibaldi St.  
Drumheller, AB  
T0J 0Y0

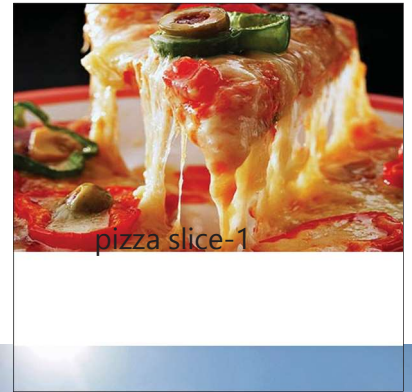
### TEXT 3

Business phone (587) 588 7743  
Rui's cell (587) 930 4558

Anna's cell (587) 920 1718

TEXT 4  
Rui DeSousa  
Anna Rigatoni

TEXT 5  
Established 2017







## Marking

### Technical elements (objective part):

#### 1. Computer Images

1.1 Placed images at 100%

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1.2 Correct resolution of all Photoshop images

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#### 2. Computer Layout

2.1 All text is present

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2.2 Correct document size

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2.3 Bleed is done at exact value

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2.4 Required elements are present

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#### 3. Saving Abilities

3.1 Save for archiving (all fonts, images, files)

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3.2 Correct colours of the PDF file

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3.3 Correct bleed and measurements of the PDF file

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#### 4. Final Presentation

4.1 Untrimmed Black & White printed

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4.2 Untrimmed colour composite printed

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4.3 Colour composite (printed, trimmed, glued)

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### Creative and aesthetic elements (subjective part):

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5.1 Appropriate to the target market

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5.2 Use of images

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5.3 Font choice – size, colour, legibility,  
impact

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5.4 Concept – originality, idea

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5.5 Layout – composition, balance, shape,  
space

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5.6 Impact of design execution

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5.7 Design and Impact of Logo

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5.8 Cohesiveness of all elements

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