2023 North West Regional Skills Canada Competition
Contest Description (Scope Document)
Northwestern Polytechnic (NWP) Fairview Campus
April 20 & 21, 2023

EVENT: Graphic Design		**LEVEL:** Secondary	
DURATION OF CONTEST: 6 HOURS		**LOCATION:** TBD	
COMPETITION SCHEDULE:		**REGIONALIZED: NO**	
ORIENTATION	**April 20**		
	6:00pm		
COMPETITION	**April 21**		
	9:00am - 12:00pm		
LUNCH	**12:00pm - 12:30pm**		
COMPETITION	**April 21**		
	12:30pm - 3:30pm		
ORIENTATION IS MANDATORY: Should a competitor not attend orientation they will unfortunately be disqualified from the competition			
AWARDS CEREMONY INFORMATION: April 21st @ 6:00 pm NWP Fairview Campus Theatre			

CONTEST INTRODUCTION
To evaluate the competitor's ability and understanding of conceptual and practical graphic design related tasks and processes.

SKILLS AND KNOWLEDGE TO BE TESTED

- Read, understand and utilize the technical specifications used to describe a graphic communications project.
- Understand and use fundamental graphic design principles.
- 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).
- Demonstrate practical knowledge on bitmap resolution and sizing photos properly for both print production.
- 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 (PDF) - bleed must be shown correctly.
- Use page layout or vector drawing software for text rather than Photoshop.

PROJECT DESCRIPTION

After orientation, competitors will meet as a group with their 'client'. This client will explain their specifications as well as provide them with a printed brief of what they would like to see developed. Competitors should focus on meeting the needs of the client first and foremost – as is done in professional graphic design. Before the competition commences, competitors will have an opportunity to ask questions to the client.

PLEASE NOTE: Use of premade templates or internet tutorials of any sort will disqualify the competitor. All creative work for the competition MUST originate from the 2023 Regional Skills Canada Competition on the competition date. Only self created work is allowed.

Before the competition ends, competitors will have to complete a defense document explaining their design and why they chose the colors, fonts, and graphics and how this might meet the client's needs. When judges are assessing the competitors work after the competition finishes, they will look at which competitors were best able to meet the judging criteria based on what the 'client' requested.

EQUIPMENT AND MATERIALS COMPETITORS MUST SUPPLY:

Reference books and guides, USB stick/cloud drive to take your project home

Standard sized stapler	Ruler (marked in inches and fractions to 1/16")	Metal cutting edge or straight edge
Scissors	Olfa style knife with retractable cutting blade and spare blades	Various writing implements
Sketch paper	Eraser	Pantone colour guide (optional)

EQUIPMENT AND MATERIALS SUPPLIED BY THE COMMITTEE:

Hardware: PC Workstation, Windows 10 operating system, black &white printers
Software: Photoshop and Illustrator CC2020, MS Office 2016 (including Microsoft Publisher), Gimp 2

Computer/Mouse/Keyboard	CD Reader	Black and White Printers
Paper, Regular and Gloss	Photo Print	

Note 1: Due to Network Restrictions each computer is NOT supplied with a printer. The printers will be shared. You will be allowed as many black & white copies as needed. You will be allowed only FOUR color copies - two as a draft, and TWO final color copies.
Note 2: Use of alternative software will not be allowed in this competition due to restrictions of the network system.

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Software:

Adobe Creative Suite 5.5 Web Premium combines:

- Adobe Dreamweaver® CS5.5
- Adobe Flash® Catalyst® CS5.5
- Adobe Flash Professional CS5.5
- Adobe Flash Builder™ 4.5 Premium
- Adobe Photoshop® CS5 Extended
- Adobe Illustrator® CS5
- Adobe Acrobat® X Pro
- Adobe Fireworks® CS5
- Adobe Contribute® CS5
- Adobe Bridge CS5
- Adobe Device Central CS5.5
- Adobe Media Encoder CS5.5

THERE IS NO ADOBE IN DESIGN CS5 OR CS5.5

Note 3: **Set-up is** *after* **orientation Thursday night. NO SET-UP will be done on Friday morning**.

Note 4: Competitors may use their own mouse pad or graphics tablet. Be advised, due to the network, that we will not guarantee your particular tablet will work in this system. Please bring them on Thursday (orientation) so the Tech committee can set them up.

Note 5: I pad with ear-phones for music only. Food and drink will not be allowed in the contest area near the computers.

JUDGING CRITERIA

Design	20
All elements are extremely well designed and consider the principles and elements of design. Solid colour scheme is developed. Outside the box thinking is used. Creative use of images or illustrations.	
Typography	**10**
Effective use of typography. Strong information hierarchy. Limited typefaces communicate the goals of the design. Legible and good contrast.	
Message	**10**
All important information present and easily communicates important information to the viewer.	
Brand Standards	**10**
Design is representative of the company's brand. Appropriate colours, fonts, imagery are used as laid out in the project description.	
Technical	**10**
All contents are submitted and meet the technical specification as laid out in the project description (size, bleed, margins, colour mode). All files are exported as PDF. Files are well organized and labeled. Files to be saved as requested in project guidelines.	
Total	**60 points**

TIE BREAKING PROCESS

In the event of a tie the competitor with the highest marks in design will be determined to be the winner.

RELATED CAREER AND TECHNOLOGY STUDIES COURSES

Descriptions of all modules are located at the following website:

https://education.alberta.ca/career-and-technology-studies/programs-of-study/

COM1005: Visual Composition

COM1025: Typography

COM1035: Graphics Tools

COM1165: Printing 1

COM2015: Media Impact

COM2025: Electronic Layout & Publishing 1

COM2035: Raster Graphics 1

COM2045: Vector Graphics 1

COM2155: Design – Brand Identity

COM2165: Printing 2

COM3025: Electronic Layout & Publishing 2

COM3035: Raster Graphics 2

COM3045: Vector Graphics 2

CLOTHING REQUIREMENT

It is important that competitors present a professional image and appearance. 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. No loose fitting clothes or jewelry.

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.

ADDITIONAL INFORMATION

Lunch will be provided for all competitors, teacher chaperones, judges, and volunteers. Unfortunately, all allergies may not be able to be accommodated for. Your lunch ticket will be in the back of your name tag.

REGIONAL REGULATIONS & POLICIES

A copy of the Skills Canada Alberta Regional Regulations & Policies can be found at the following link: http://www.skillsalberta.com/policies-and-procedures

COMMITTEE MEMBERS

Charity Crocker	Tech Chair