2023 South West Regional Skills Canada Competition
Contest Description (Scope Document)
Lethbridge College
Saturday, March 18, 2023

EVENT: Graphic Design	**LEVEL:** Secondary
DURATION OF CONTEST: 5 HOURS	**LOCATION:** Lethbridge College TE3217

COMPETITION SCHEDULE:

		REGIONALIZED: NO
CHECK IN (CE 1305)	7:50 A.M.	
ORIENTATION	8:15 A.M.	
COMPETITION BEGINS	8:30 A.M.	
LUNCH	11:30 A.M. – 12:00 P.M.	
COMPETITION ENDS	2:00 P.M.	

AWARDS CEREMONY INFORMATION:
The awards ceremony will be held at the Swing Space (AN 1804). It is open to the public and parents are encouraged to attend.

PLEASE NOTE: There will be a spot reserved at the Provincial Skills Canada Competition (PSCC) for the winner of the SW Regional Competition. If the SW Regional winner has already pre-qualified for the PSCC through the electronic pre-qualifying competition the spot would pass to the SW Regional silver medalist. Students are encouraged to enter the pre-qualifying competition <u>as well</u> as attend the SW Regional to optimize their chances of being able to compete at the PSCC. The electronic pre-qualifier and the SW Regional provide two separate opportunities for students from this region to enter the PSCC.

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

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 2020 Regional Skills Canada Competition on the competition date. Only self created work is allowed.

CAREER TRANSITIONS

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

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

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.

PARKING INFORMATION & VENUE MAPS:

Please park in Lot V – there is no charge. Overflow will also be allowed in Lot P. A printable parking map of Lethbridge College can be found at: : https://lethbridgecollege.ca/document-centre/forms/facilities-management/lc-parking-map

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

EVENT SCHEDULE

8:05	Students are escorted from check-in to contest location
8:15	Orientation & 'Client' Presentation
8:30	Competition Begins
11:30	Lunch Break – lab locked for 30 minutes
12:00	Competition resumes
2:00	Competition ends – Judging Begins Competitors may proceed to the competitor lounge
3:15	Group feedback – competitors and teachers are encouraged to hear general feedback as a group in TE3217
4:00	Awards Ceremony - Swing Space (AN 1804) – open to the public

COMMITTEE MEMBERS

Marina Boese	Community Member
Judy Stolk-Ingram	Career Transitions
Tanya Weder	Lethbridge College
Tara Yagos	Career Transitions

CAREER TRANSITIONS