Practice Project DAY 1

POST - SECONDARY COMPETITION PRACTICE BOOKLET

Please Note: This Practice Project is NOT the project for the 2025 competition. It is intended to be used as a training resource to help prepare for the competition.

Station Number: _____

Level: ☐ **High School** ☐ **Post-Secondary**

Date: _____ **Final Mark:** _____ **Rank:** _____

TIE BREAKING PROCESS

In the event of a tie at the completion of the competition, the competitor's aggregate mark in the area of Computer Layout will be used to break the tie. Supplementary to this, Saving and File Format marks will be used if the tie is not decided previously.

Welcome to the Skills Canada Alberta Graphic Design competition.

You have been assigned a contestant number. It is your responsibility to make sure this number appears on all pages and parts of your project (write in by hand). This will aid the judges in marking if any pages get misplaced.

You have 6 ½ hours on day one (May 8) and 3 ½ hours on day two (May 9). The logo must be finished prior to lunch on day one. If you finish the whole project before noon on the second day of competition (May 9) you may hand in the printed copies of your project (according to specifications and instructions provided), along with a saved copy of the project to the memory stick provided, and leave the area. If you want to continue making improvements, feel free to do so. There will be no time extensions granted after time is up on the second day of competition. You will not be allowed to make changes to your project after it has been handed in.

PURPOSE OF CHALLENGE

Assess the competitor's ability to perform duties relating to graphic design and preparation of files for print, presentation, and digital uses.

SKILLS AND KNOWLEDGE TO BE TESTED

The projects focus on practical work. Theoretical knowledge is limited to that required to perform practical work:

- **Reading and understanding technical specifications;**

- **Implementing time management and work flow planning;**
- **Understanding and utilizing basic design fundamentals;**
- **Understanding Photoshop techniques to morph images;**
- **Digitizing images, and colour corrections;**
- **Using industry standard software for illustration page layout and image manipulation;**
- **Exporting to final formats (jpeg, pdf, eps);**
- **Applying print pre-press standards (resolution/screen ruling, bleed, etc.);**
- **Printing black and white proofs;**
- **Printing colour proofs;**

The competition will be done on their own device, but problems with individual computers will not be addressed. It may be advisable to bring a back-up computer if possible. Before the competition begins time will be given for the competitors to become familiar with the computers and other equipment. Technical assistance will be provided throughout the competition. All marks are based on graphic design skills and the ability of the competitor to use graphic design applications which operate the same within PC and Macintosh environments.

The project consists of 4 parts:

Part one — Logo – to be completed, printed, and submitted prior to lunch on day one. Part two — Accordion advertising brochure

Part three — (Additional project on day 2)

Part four — (Additional project on day 2)

INSTRUCTIONS TO THE COMPETITOR

- Create a folder named "Day 1_firstname_surname_2024" on your hard drive and the USB Key provided,
- This folder must include the following subfolders:
  - Comic Con Logo,
  - Brochure
- Each subfolder must contain 2 folders:
  a) A folder named "Original":
    - it should contain all the files you used for the development of your project
  b) 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)

NOTE: No work that is not in the appropriate folder will be marked

1. CONTENTS

The USB contains the following documentation/files:
1. Competition Booklet_docx
2. Competition Booklet_pdf
3. Images (Folder with image files)
4. Text (Folder with text files)
5. Images (Folder with vector and raster images)

2. INTRODUCTION

Over the years, Comic Con has become the focal point for the world of comic conventions. SO…welcome, fellow enthusiasts, cosplayers, and pop culture aficionados, to the epicenter of imagination and creativity—the ultimate celebration of all things geek and nerdy! Brace yourselves for a thrilling journey into the heart of the extraordinary as we proudly present the extravaganza that is ALBERTA Comic Con!

During this event you can expect there to be celebrity encounters, exclusive gaming previews, and artist's alley displaying new and upcoming comic and game designers. New games and popular games will be in abundance to try, as well as cosplay extravaganzas and live interactive panel discussions will round out the show.

As the graphic designer approved to advertise this multifaceted event, step into a realm where fiction becomes reality, and heroes and villains come to life amidst a vibrant tapestry of fandom. Our Comic Con is not just an event; it's a pilgrimage for those who are passionate about comics, movies, TV shows, video games, and everything that makes our geeky hearts beat a little faster.

3 Overall Project

As a graphic artist you have been commissioned to create a logo, which must exemplify the unique nature of the Comic Con event. In addition to this project, you must create a two fold brochure which will advertise the ongoing events, the

featured celebrity performers in attendance and the unique costumes worn by the event participants

4 Target Market

The target market for this extravaganza is a cross section of individuals that show the following traits:

Fandom Recognition: This group possess extensive knowledge about their favorite fandoms, and are well-versed in the various comic book universes, science fiction, fantasy, and pop culture references

Cosplay Prowess: Enthusiasts wear costumes or themed attire related to comic books, movies, anime, or other pop culture references. Elaborate costumes, cosplay outfits, or even subtle accessories featuring favorite characters are common identifiers.

Involvement in Fandom: Comic Con enthusiasts are active participants in online forums, fan clubs, and social media groups

Event Participation: This group of followers will attend local conventions or larger-scale events like San Diego Comic-Con. They may even organize panels, host workshops, or participate in fan-driven activities

Exclusive Merchandise: Comic Con enthusiasts may include in their collection of memorabilia and collectibles action figures, comic books, posters, or limited-edition items related to their favorite franchises.

5 Duration

The logo design — 2 hrs
Must be completed, printed and handed in after 2 hours of work time on the first day of competition.

DESCRIPTION OF PROJECTS AND TASKS

6   Logo

You are to create a new distinctive logo that includes three identified elements as listed in 6.1

Things to consider when designing your logo
 A logo is more than a static symbol. It carries the significance of a brand's visual identity. A logo has the power to represent all the values a brand upholds. A logo is directly associated with a business and what its services or products are. This provides you with the option to come up with a design that leaves a lasting first impression.
A logo is the face or identifier of the business or product. People tend to identify a specific brand by its logo and recall the interactions they have had with that brand Logos allow for quick brand recognition as words are not enough to convey what the brand has to offer.

6.1 Required Elements

- Text from the identified Text file
- Graphics from the identified Graphics file
- Background colour of your choice, must incorporate some, but not all Alberta blue **(100C / 66M / 0Y / 2K)** - white is NOT a colour.

6.2 Supplied Elements

- Text 1 - file of names
- Graphics file

6.3 Technical Specifications

- Vector based
- Printed one side
- Colours:
    - 100% black and white
    - 1 spot colour (CMYK cool gray for text)
    - 1 colour for dieline
    - Background colour of your choice, must incorporate some, but not all Alberta blue **(100C / 66M / 0Y / 2K)** - white is NOT a colour.
- Spot colour must be identified as "Spot Colour"
- Bleed 0.125" (if needed for design)
- Screening: 300 dpi

6.4 Production

You must deliver for the logo:
- 1 - Colour composite printout (including bleed, trim marks, dieline, registration marks, and documents info) to be saved in your final folder on the memory stick
- 1 - trimmed colour composite printout
- 1 - PDF/X-1a:2001 (including bleed. Trim marks, registration marks and document info)
- 1 - final folder on your memory stick for archiving that includes fonts, linked images, working files, final layout, eps file, and PDF file
- 1 - print your logo in 3 sizes on one page and hand in: largest dimension of your logo design must be 1", 2.5" and 4"

7 Accordion Fold Brochure

7.1 Task

The brochure will be the main part of the advertising campaign used by Comic Con to expose the public to the unique features being presented this year. Your task as graphic designer is to use this brochure to feature five main characters attending this year's Comic Con. These include The Power Rangers, The Boys, Agents of S.H.I.E.L.D, Firefly and Captain America.

It will serve as an informational tool for attendees to the Comic Con giving them quick access to times and events, features, and the panel schedule. As the creator of this brochure, you must ensure you are portraying Comic Con in the most interesting way possible for the target market.

7.2 Required Elements

- All text from the identified Text file
- Graphics from the identified Graphics file
- Logo you created in Task 1
- Background colour of your choice.
- Custom die cut shape on front flap exposing a graphic on the page behind.
- Brochure must be created using an accordion fold

7.3 Supplied Elements

- Text 2 - file of Comic Con information
- Graphics file
- Competitors Logo

7.4 Technical Specifications

- Vector and raster images may be used
- MUST create template with 3 equal panels and final size 8 1/2 ' x 11'
- Front panel MUST have a cut-out feature used to expose some of the following page
- Dieline must use magenta colour at 1 pt line weight

- Dieline must be named and saved to your final folder
- Identify one section on each panel to incorporate varnish overprint
- Project MUST be completed in Illustrator or InDesign only
- Photoshop may be used for photo manipulation
- Colours MUST be CMYK, No RGB allowed
- ICC Colour Profile: Coated GRACol 2006 (ISO 12647-2:2004)
- Images MUST NOT be embedded
- Print on one side only - one page for each side of brochure
- 0.125" bleed MUST be used
- Printer profile - US Sheetfed Uncoated v2
- MUST include bleed marks, crop marks,
- MUST include fold marks using 1 pt dotted lines
- MUST be printed on 11" x 17"
- Resolution MUST NOT BE lower than 250 ppi and MUST NOT BE above 300 ppi

7.5 Production

- Save 1 PDF/X-1a:2001 (must include bleed, dieline, registration marks, and documents information) to your Final folder
- Final folder must contain all fonts, linked images, working files, final layout and PDf file
- Fold lines (dashed) must be included in final working copy
- Submit a printed copy of the complete work, including all required information, bleed, crop, registration, colour bars, page information on 11" x 17'
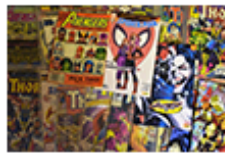- Submit the final document printed, trimmed to correct size and assembled

ASSETS
IMAGES MAY BE USED FOR LOGO

ASSETS
IMAGES MAY BE USED FOR BROCHURE

DAY 1 - TEXT FOLDER

TEXT 1 - Logo required text:
Alberta Comic Com

TEXT 2 - Required text for brochure: DRAFT

ALBERTA COMIC CON is a three-day Comics, sci-fi, horror, anime, and gaming event that attracts tens of thousands of people in Edmonton, Alberta at the Edmonton Expo Centre.

Every year, we offer exciting family-friendly attractions, events, and world-renowned celebrities! This year includes an exciting speaker's panel where you can get an autograph or a photo with your favourite character! Don't miss the comic artists Sketch Duels, the "How To" workshops or the memorabilia shopping.

Alberta Comic Con

     Location: Edmonton Expo Center
     Date: May 7, 8 & 9, 2024
     Time: 10 a.m. - 10 p.m.
     Tickets: $15 available at the door

TEXT 3 - Speaker's Panel Schedule:

Day 1

2:00 pm: The Power Rangers defend the world against monstrous threats and uphold justice with their iconic martial arts skills and colourful Ranger suits.

4:00 pm: The Boys seek justice and accountability, willing to use any means necessary to keep super-powered individuals in check.

Day 2

2:00 pm: Agents of S.H.I.E.L.D. - Earth's Protectors face superhuman challenges, global conspiracies, and navigate the complexities of a world filled with heroes and villains.

4:00 pm: Firefly - Serenity's Crew navigate the fringe of society, taking on jobs that pit them against the oppressive Alliance and other dangerous adversaries.

Day 3

4:00 pm: As a symbol of hope and justice, Captain America leads the Avengers, embodying the ideals of heroism, sacrifice, and unwavering commitment to defending the world from tyranny and injustice.

MARK SHEET OUTLINES

POST-SECONDARY MARKING - DAY 1
(50 MEASUREMENT - 50 JUDGMENT)

MEASUREMENT ELEMENTS (OBJECTIVE)	LOGO	ACCORDION BROCHURE
1. COMPUTER IMAGE		
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		•
2. COMPUTER LAYOUT		
2.1 Correct measurements	•	•
2.2 All the required elements are present	•	•
2.3 Bleed is done at exact value	•	•

2.4 Correct development of template and use of dielines	•	•
2.5 Correct development of fold lines		•
2.6 Correct identification of glue tab		
3. SAVING ABILITIES		
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	•	•
4. FINAL PRESENTATION -		
4.1 The layout files are printed and trimmed	•	•
4.2 Untrimmed colour composite with all production marks printed	•	•
4.3 Untrimmed colour composite printed	•	•
POST-SECONDARY MARKING **(50 MEASUREMENT - 50 JUDGMENT)**		

JUDGEMENT ELEMENTS (SUBJECTIVE)	LOGO	ACCORDION BROCHURE
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	•	•