



Contest Description

Edmonton Expo Centre, Edmonton

May 7 & 8, 2025

| | | | | | | | | | | | | | | | | | | | |
|--|--|-----------------------------|------------------|------------------|-----------------|-------|--------------------|-------------|-------------------|------------------|---------------|-------------|---------------|-------------|----------------|------------------|-----------------|-------------|--------------------|
| EVENT: Graphic Design Technology | LEVEL: Secondary | | | | | | | | | | | | | | | | | | |
| WORLDSKILLS TRADE #: 40 | LOCATION: Hall E, Edmonton Expo Centre, Edmonton | | | | | | | | | | | | | | | | | | |
| DURATION: 10 Hrs.(Two Days) | EQUIPMENT DROP OFF, SET-UP AND TESTING MAY 6: 4:00PM – 5:30PM | | | | | | | | | | | | | | | | | | |
| COMPETITION SCHEDULE: <div> <div> May 7: <table> <tr> <td>ORIENTATION/ COMPETITION</td><td>8:00AM 8:30AM</td></tr> <tr> <td>BREAK (Optional)</td><td>10:15AM–10:30AM</td></tr> <tr> <td>LUNCH</td><td>11:30AM–12:00 NOON</td></tr> <tr> <td>COMPETITION</td><td>12:00 NOON–2:00PM</td></tr> <tr> <td>BREAK (Optional)</td><td>2:00PM–2:15PM</td></tr> <tr> <td>COMPETITION</td><td>2:15PM–3:30PM</td></tr> </table> </div> <div> May 8: <table> <tr> <td>COMPETITION</td><td>8:30AM–10:15AM</td></tr> <tr> <td>BREAK (Optional)</td><td>10:15AM–10:30AM</td></tr> <tr> <td>COMPETITION</td><td>10:30AM–12:00 NOON</td></tr> </table> </div> </div> | | ORIENTATION/ COMPETITION | 8:00AM 8:30AM | 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–3:30PM | COMPETITION | 8:30AM–10:15AM | BREAK (Optional) | 10:15AM–10:30AM | COMPETITION | 10:30AM–12:00 NOON |
| ORIENTATION/ COMPETITION | 8:00AM 8:30AM | | | | | | | | | | | | | | | | | | |
| 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–3:30PM | | | | | | | | | | | | | | | | | | |
| COMPETITION | 8:30AM–10:15AM | | | | | | | | | | | | | | | | | | |
| BREAK (Optional) | 10:15AM–10:30AM | | | | | | | | | | | | | | | | | | |
| COMPETITION | 10:30AM–12:00 NOON | | | | | | | | | | | | | | | | | | |

Please Note: This document is subject to change as competition information is updated. Competitors are responsible for staying up to date with the most recent information. Check the footer for last updated date. Changes will be highlighted in **yellow**.

CONTEST INTRODUCTION

The following YouTube playlist contains pertinent information dealing with techniques to correctly complete the technical aspects of the Graphic Design competition. Review this to properly prepare for this year's competitions at the provincial and national levels.

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

Supporting Links

<https://www.davidairey.com/resources>

<http://mashable.com/2014/04/30/logo-design-tips/#9SsV5eoOOSql>

<https://speckyboy.com/the-principles-of-typography-back-to-basics-2/>

<https://www.smashingmagazine.com/2015/04/design-principles-compositional-flow-and-rhythm/>





Competitors interested in Graphic Design may test their skills by designing logos or other designs based on a 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 an illustration to accompany a written piece or in a pamphlet. The competitors will use modern design software such as Adobe Creative Cloud or 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 principles.
- Understand and use fundamental graphic design 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 color 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.

EQUIPMENT & MATERIALS

Equipment and Materials Competitors Must Supply:

| | | |
|---|--|-------------------------------------|
| Computer & Software (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) |
| Drawing Tablet or Display Tablet (optional) | Dongle for USB/ethernet connection (if required) | Double sided tape |

Note:

- Competitors must use their own computers and software. Competitors may use their own two button mouse, mouse pad, or graphics tablet.
- 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.
- Adobe Creative Cloud is used in the International Skills Competition
- **NO IPADS OR SECONDARY DEVICES WITH MEMORY CAPABILITIES WILL BE ALLOWED AT YOUR WORKSTATION.**
- **THE USE OF ARTIFICIAL INTELLIGENCE DURING THE COMPETITION IS STRICTLY PROHIBITED. USE OF AI WILL RESULT IN DISQUALIFICATION FROM THE COMPETITION.**

Each Computer MUST:

- Use a Mac or Windows operating system.
- Have the ability to transfer files via USB or USB-C. If the computer does not have USB ports, the competitor must supply a transfer device
- Ethernet access or ethernet dongle device for printer access
- The competitor and/or advisor will be responsible for the installation of appropriate printer drivers during orientation

Bring Your Own Device (BYOD) Information

IMPORTANT: Competitors are required to bring their own device and software that meets or exceeds the stated requirements for their competition. Each competitor can choose their own device and software so their workflow and process are what they are familiar with. If competitors are bringing a computer or laptop from their school (instead of their personal computer), please ensure that the computer is unlocked allowing for USB sticks, documents and possibly software to be saved/installed to the hard drive and IT support can be properly provided onsite. **This may require administrator privileges to access the CMOS settings.** All USB sticks provided for competition use will be cleared and inspected prior to being used. 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 device at a time during the competition. A drawing tablet may be used in conjunction with the one computer device.

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.

Equipment Set-up and Testing (for BYOD events)

Before 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. 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 Set-Up and Testing for all event areas that are Bring Your Own Device will be held on Tuesday May 6, 2025, at 4:00pm (before opening ceremonies/registration).

Equipment and Materials Supplied by the Committee:

| | | |
|----------|---------------|-------------------|
| Printers | Cutting board | USB memory sticks |
|----------|---------------|-------------------|

JUDGING CRITERIA

Includes the following elements

- Competitor followed 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
- Design skills
- Ability to use hardware and software
- Care and attention to detail



MARKING CRITERIA

MEASUREMENT - 40%

Computer Images

- Correct color mode of all images
- Correct color ICC profile in all used images
- Correction resolution of all used images
- Correct saving formats of all images, vector only

Computer Layout

- Correct Measurements
- All required elements are present
- Bleed is done at exact value
- Correct use of dielines /templates/brand standards
- Correct use of Master pages and style sheets
- Correct use of glue area
- Correct use of overprinting inks

Saving and File Format

- PDF for press is correct size
- PDF for press includes trim & registration marks, bleed, fold lines, dielines, document info
- PDF for press is correct colors
- PDF is saved to the correct standard ISO. The final folder is properly packaged with working files, fonts, linked images, layout files, PDF, final print files.

Final Presentation

- Untrimmed color composite saved and printed
- The layout files are printed, trimmed, assembled
- Rough sketches
- Written document

JUDGEMENT - 60%

Understanding the target market

- Quality of image manipulation – retouching, masking, cloning, blending, color adjustments etc.
- Typography – choice, size, color, legibility, impact, formatting
- Concept – originality, idea
- Quality of visual composition – aesthetic appeal, balance, shape, space
- Unity and relationship of all tasks
- Quality of colors
- Impact of design execution



RELATED CAREER AND TECHNOLOGY STUDIES COURSES:

Descriptions of all courses are located at the following website:

<http://www.education.gov.ab.ca/cts/infopro/https://education.alberta.ca/topic-search/?language=English>

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

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.

ADDITIONAL INFORMATION

Skills Canada Alberta Regional and Provincial Rules and Regulations

[Regional and Provincial Rules and Regulations](#)

Project Change at the Competition

Where a Test Project has been circulated to competitors in advance, the PTC can change the project up to a maximum of 30% of the work content for the competition.

Competitor Registration

Registration for Provincial Skills Canada Competition (PSCC) will open online on January 15, 2025 @ 8:30 AM. Please refer to this competitions event page for additional registration and competition information:

<https://skillsalberta.com/competition/>

Lunch

Lunch for accredited competitors will be provided by Skills Canada Alberta.





Parking & Venue Maps

Parking is FREE for all attendees.

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

Opening Ceremonies / Competitor Registration

Opening Ceremonies for the PSCC will take place on Tuesday May 6, 2025, 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 Ceremonies.

Awards Ceremony

The Awards Ceremony will take place on Thursday May 8, 2025, 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 28- May 31, 2025, in Regina, SK. It is recommended that competitors review the SCNC contest description to be familiar with the national contest description and project at <https://www.skillscompetencescanada.com/en/calendars/category/skills-canada-national-competition/>

During the PSCC Awards Ceremony on Thursday May 8, 2025, 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 individual 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 7, 2025.

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

Please see this link for additional Team Alberta information: <https://skillsalberta.com/team-alberta/>

Questions?

Please contact Mike Sury MikeS@SkillsAlberta.com

COMMITTEE MEMBERS:

| | |
|--|----------------------------------|
| Lyle Cruise – JKL Graphic Design - Chair | Laina Vanderwell – Skills Alumni |
| Daniel Cameron – Skills Alumni | Robin Albright - Industry |
| Jordan Olthuis – Skills Alumni | Kelly Shimp - Educator |

