

Graphic Design

Post Secondary

Practice Project DAY 1

Day 1

Projects for Day 1:

Logo Design

Social Media Carousel

Promotional Brochure

Please Note: This Practice Project is NOT the project for the 2026 competition. It is intended to be used as a training resource to help prepare for this year's competition.

Graphic Design 2025 Trade #40

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 7) and 3 ½ hours on day two (May 8). The Day 1 logo rebrand must be finished, mounted, and handed in to the Graphics committee by 10:30. If you finish the Day 1 projects before 3:30 on the first day of competition (May 7) 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 but once you leave the area you will not be allowed back in to do additional work. This same procedure applies to Day 2.

NOTE: There will not be time extensions granted after time is up for each project of the competition.

PURPOSE OF CHALLENGE

To 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:

Using industry standard software for illustration page layout and image manipulation; Adobe Illustrator, Photoshop, and InDesign (Used at National and International Competitions)

- Reading and understanding technical specifications
- Implementing time management and workflow planning
- Understanding and utilizing basic design fundamentals
- Understanding Photoshop techniques
- Digitizing images, and colour corrections
- Exporting to final formats (jpeg, pdf, eps)
- Applying print pre-press standards (resolution/screen ruling, bleed, etc.)
- Printing black & white proofs, and colour proofs

The competition will be done on the competitor's own device, and 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 (*for software and printing*

only). All marks are based on graphic design skills and the ability of the competitor to use graphic design applications (**Adobe Illustrator, Photoshop, and InDesign**) which operate the same within PC and Macintosh environments.

Day 1 project consists of 3 parts:

- Part 1: Logo—to be completed, printed, mounted and submitted by 10:30 on Day 1.
- Part 2: Social Media: created to advertise Cirque de Soleil
- Part 2: Booklet outside cover (2 pages) and Interior information spread (4 pages, 2sided)

DAY 1 COMPETITION INSTRUCTIONS

1. INTRODUCTION

Background

Cirque du Soleil (CDS) is a Canadian entertainment company. The company's theatrical, character driven style and the absence of performing animals has helped define it as a contemporary circus, and the largest of its kind globally. It was established in 1984 and just celebrated its 40th anniversary.

Unlike traditional circuses, Cirque du Soleil took a modern, theatrical approach by removing animal acts and focusing on artistic and acrobatic performances. This innovation brought a new type of circus experience, blending dance, music, and drama into their acts.

Cirque du Soleil quickly gained popularity and began expanding internationally. By the 1990s, they were performing in major cities worldwide and had established permanent shows in Las Vegas, as well as touring productions on every continent.

The company has become a cultural phenomenon, known for pushing the boundaries of circus arts and introducing high-level artistry, elaborate costumes, and intricate set designs. Cirque du Soleil's shows often explore themes of human emotion, nature, and fantastical worlds, inspiring audiences globally.

2. Description of Project and Tasks

For this project, you are asked to complete three tasks for Cirque de Soleil;

1. Logo rebrand,
2. Social media post,
3. Four page spread using a dieline.

3 Instructions to the Competitor

3.1 Folder Structure

- Create a folder on your Desktop called YY_CirqueDuSoleil_Day1 (where YY represents your competitor number).
- The folder structure will be as follows:
- Final Folder
 - Logo Design
 - Social media
 - Cover and 4 page spread

3.2 File Submission

- Copy the YY_CiirqueDuSoleil_Day1 folder onto the supplied USB drive once you have completed ALL TASKS. Marking will **only** be done from the contents of this folder.

3.3 Time Limit

- Time limit for this entire project is 6.5 hours
 - Logo re-brand – 2 hours
 - To be completed, printed, mounted and handed in 2 hours after start time on the first day of competition.
 - The rest of Day 1 will be used to complete a social media advertising project, and a 4page spread for a promotional brochure.

3.4 Printing/Project Identification

- Use **only** PDF when printing! The working files will be large and will take too long to print!
- You must include your competitor number (as directed in the Tasks) and printouts for marking and delivery to your workstation (the number should be included outside of the artwork area whenever possible).

3.5 Image/Graphics Marking for All Tasks

- The colour mode, file formats, and final resolution will be assessed in Photoshop.
- No upsampling/upscaling of images. Images must be used at their original size or smaller.

- Embedded images are NOT ACCEPTED in InDesign.
- **.jpg / .png / .svg** file formats are NOT ACCEPTED for images/graphics.
- Only **.tif / .psd** are ACCEPTABLE file formats for images.
- Only **.eps / .ai** are ACCEPTABLE file formats for graphics.

No RGB vector graphics permitted.

Day 1

Project Description

Logo Parameters (Information)

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 a brand has to offer, and words are difficult to memorize. A picture is worth 1000 words, and a brand's visual identity needs to be unique so it can be quickly & easily identified.

Target Market

Families of all ages, tourists and travelers, and art and theater enthusiasts who appreciate the excitement a live performance, live theater, dance, music, and acrobatics. Those who may be more inclined to view their entertainment online or those unable to attend a live performance also may find Cirque de Soleil high-caliber entertainment.

1. Logo Rebrand

You are to create a distinctive logo that includes three identified elements:

- Text
- Graphic
- Spot colour

Required Elements

- Text from the identified Text file
- Graphics from the identified Graphics folder
- CMYK colour of your choice.

Supplied Elements

- Text – See ***Text file in Student Folder***
- Graphic images – See ***Images folder in Student Folder***

Technical Specifications

- Vector based
- Must be created in Adobe Illustrator
- All text must be converted to outlines
- Must contain vector-based graphics (not just text-based logo)
- Colours: Must be 100% CMYK 100% with NO gradient
- Must use 1 spot colour
- Black and white at 100%
- Spot colour must be identified as “Spot Colour²”
- Black & White Logo must be created in three sizes (small – 1" largest dimension, medium – 2" largest dimension, large – 4" largest dimension) on 1 letter size sheet
- Colour Logo must be created in three sizes (small, medium, large) on 1 letter size sheet

Production

You must deliver for the Logo:

- Concept development created on sketch paper prior to design creation on computer
- 1 Black & White printout in three sizes (small – 1" largest dimension, medium – 2" largest dimension, large – 4" largest dimension) on 1 letter size sheet
- 1 Colour composite printout in three sizes (small – 1" largest dimension, medium – 2" largest dimension, large – 4" largest dimension) on 1 letter size sheet with colour information, page information, cut lines included, including spot colour printed

- 1 Colour printout must be mounted on art board; competitor number must be included
- 1 Black & White document saved as a PDF/X-1a:2001
- 1 Colour document saved as a PDF/X-1a:2001
- 1 final **Logo folder** on your memory stick for archiving which must include: final Black & White document, final Colour document, text used, fonts, and PDF file.
- **Only files in this folder will be marked.**

2. Social Media Project

TASK

Cirque du Soleil needs your help to promote their upcoming show, Crystal. The marketing department has tasked you with creating an inspiring Instagram carousel that keeps viewers engaged and creates a flow from image to image, giving the target audience information about the performance. Each panel must be distinct and show connection and flow from one to the other to drive the viewer to keep scrolling. **The carousel MUST have exactly five panels.**

REQUIRED ELEMENTS

- Instagram text
- Modification of an image is required
- Cirque du Soleil Redesigned Logo (that you created in the first task)

TECHNICAL SPECIFICATIONS

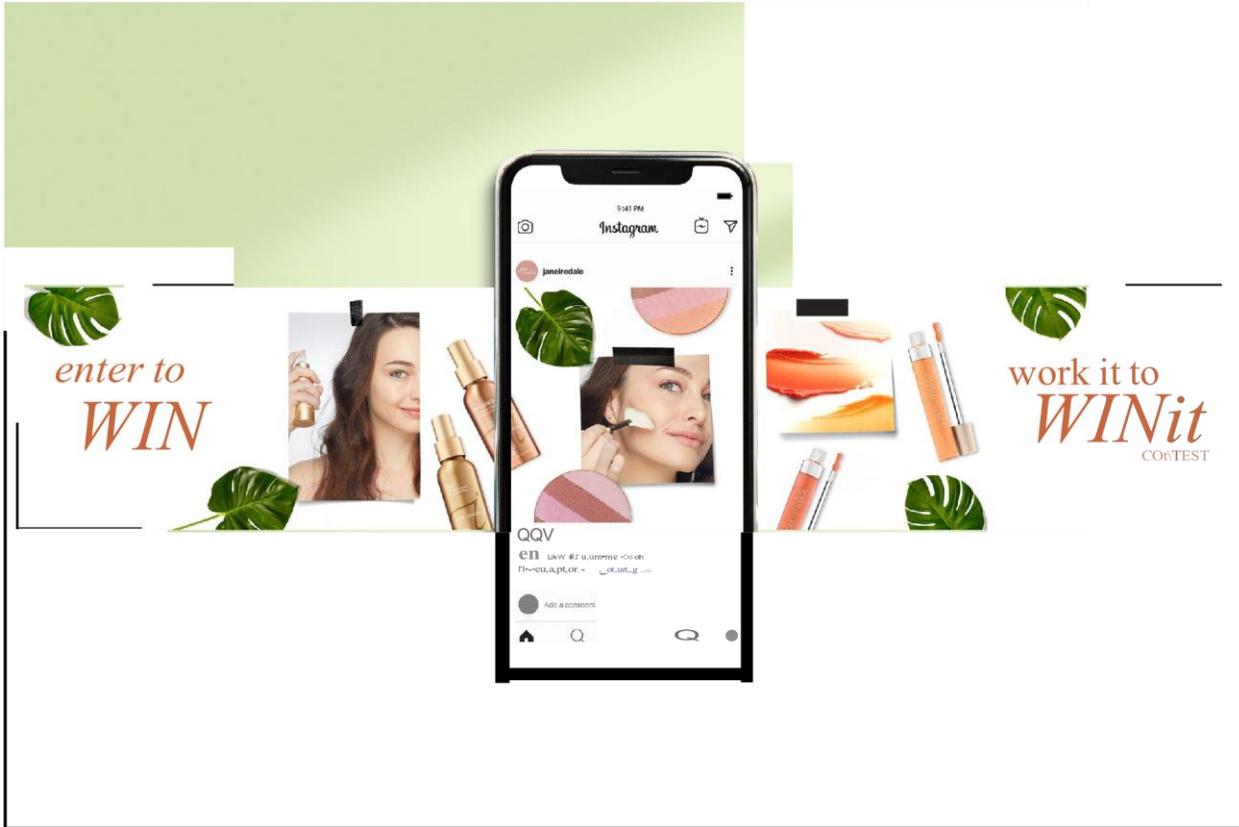
- Software: Illustrator or InDesign (photoshop may be used for image manipulation only)
Working File: .ai or .indd
- Final File: .jpg or .png Colour Mode: sRGB
- Size: 5 panels, each panel must be exactly 1080px by 1080px Resolution: 72ppi

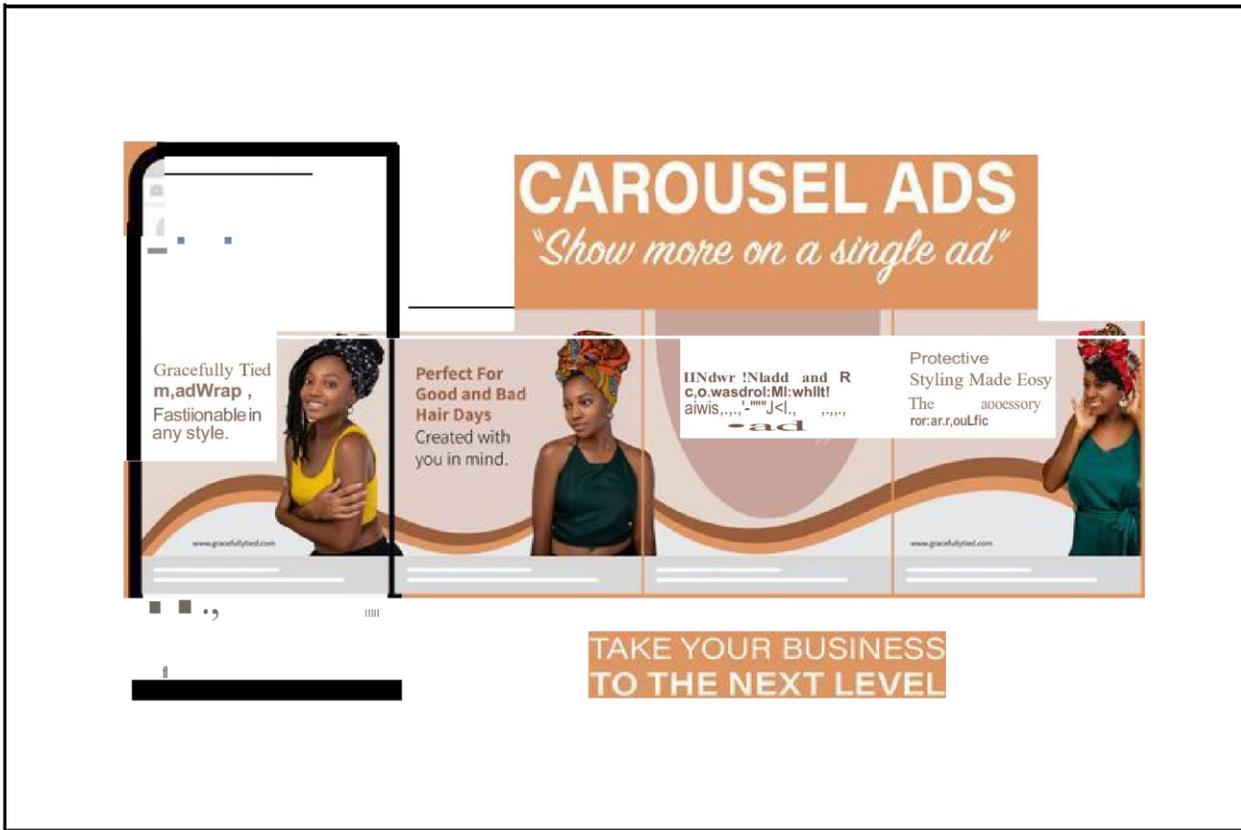
PRODUCTION

1 final folder for archiving that includes:

- Your packaged working file (Illustrator or InDesign file)
(YY_carousel_working.indd_Day1) Final file JPG or PNG

(YY_carousel_final.jpg/.png_Day1) (where YY represents your competitor number).





CIRQUE du SOLEIL PROMOTIONAL BROCHURE

INTRODUCTION

To present the expanding scope of Cirque du Soleil, the organization wants to publish a booklet that outlines their new approach to entertainment. Your job will be to create this document, using the information provided in the Brochure folder of assets for this project. You will be provided with images, and text that you will use.

TASK 1: DESCRIPTION OF PROJECT AND TASKS

For this project you will be required to design the outside Cover with a spine, and a 4-page internal spread for the 2025-26 Cirque de Soleil rebrand.

About Image/Graphics Marking for All Tasks

- The colour mode, file formats, and final resolution will be assessed in InDesign/Photoshop.
- No upsampling/upscaling of images. Images must be used at their original size or smaller.
- Embedded images are NOT ACCEPTED in InDesign. Images are NOT ACCEPTED in Illustrator.
- .jpg / .png / .svg file formats are NOT ACCEPTED for images/graphics.
- Only .tif / .psd are ACCEPTABLE file formats for images.
- Only .eps / .ai are ACCEPTABLE file formats for graphics.
- No RGB vector graphics permitted.

Cover and Spine

- Must be created in InDesign
- Varnish content must be on its own layer, above all layers, set to overprint, with specific colour to separate it from other artwork (eg: lime green)
- Must use all supplied elements in the correct locations
- Must use your logo design created in part 1, no variations allowed

Technical Specifications

- Document format: Adobe InDesign and Adobe Photoshop
- File naming: YY_Brochure_Cover.indd_Day1 (& YY_Brochure_Cover pdf_Day1
(YY represents your competitor number)
- Document size: 7.5" wide × 9.5" high with 0.3" spine
- Pages: 2 pages + Spine, in 1 spread
- Colours: CMYK + varnish
- Bleed: 0.125" exact value (if needed)
- ICC profile: U.S. Sheetfed Coated v2
- Resolution: 300 PPI at 100% in InDesign
- Paper: 11" × 17", 20 lb., Copy Paper

You must deliver

- Folders as specified in “Instructions to the Competitor”. Only files from these folders will be assessed.
- 1 × PDF/X-4:2010 compliant PDF spread of the Covers/Spine with artwork and bleed, named YY_Brochure_Cover.pdf (YY represents your competitor number).
 - PDF must include crop marks (no bleed marks), fold marks (dashed or solid lines, placed outside the bleed area), colour bars for CMYK, page information, PDF layers exported/intact, and your competitor number outside the artwork area.
- 1 × printout on 11” × 17” at 100% of the Covers/Spine Artwork.
 - Printout must include crop marks (no bleed marks), fold marks (dashed or solid lines, placed outside the bleed area), colour bars for CMYK, page information, and your competitor number outside the artwork area.
- 1 × trimmed printout at 100%, mounted on an 18" × 12" presentation board.
 - Printout must be trimmed accurately, and mounted in the center of the presentation board, with your competitor number identified on the front of the presentation board. Varnish should NOT be present on this printout
- 1 x Trimmed printout at 100% to be used in Task 2 of this project

TASK 2: DESIGN 2 INSIDE SPREADS (4 PAGES)

Requirements

- MUST have layout created in Adobe InDesign.
- MUST have 2 spreads with pages 6-7 on the 1st spread, and pages 10-11 on the 2nd spread.
- MUST use master pages headers/footers for the automatic page numbers, and the section name.
- MUST have automatic page numbers, and the section name visible above all other content on one page of each spread, but CAN be visible on both if desired.
- MUST use **Paragraph** styles for at least the following: Body Heading, and Body. Additional styles permitted.
- MUST use all the supplied elements (in the correct locations when identified).
- CAN include other/additional/original vector elements.

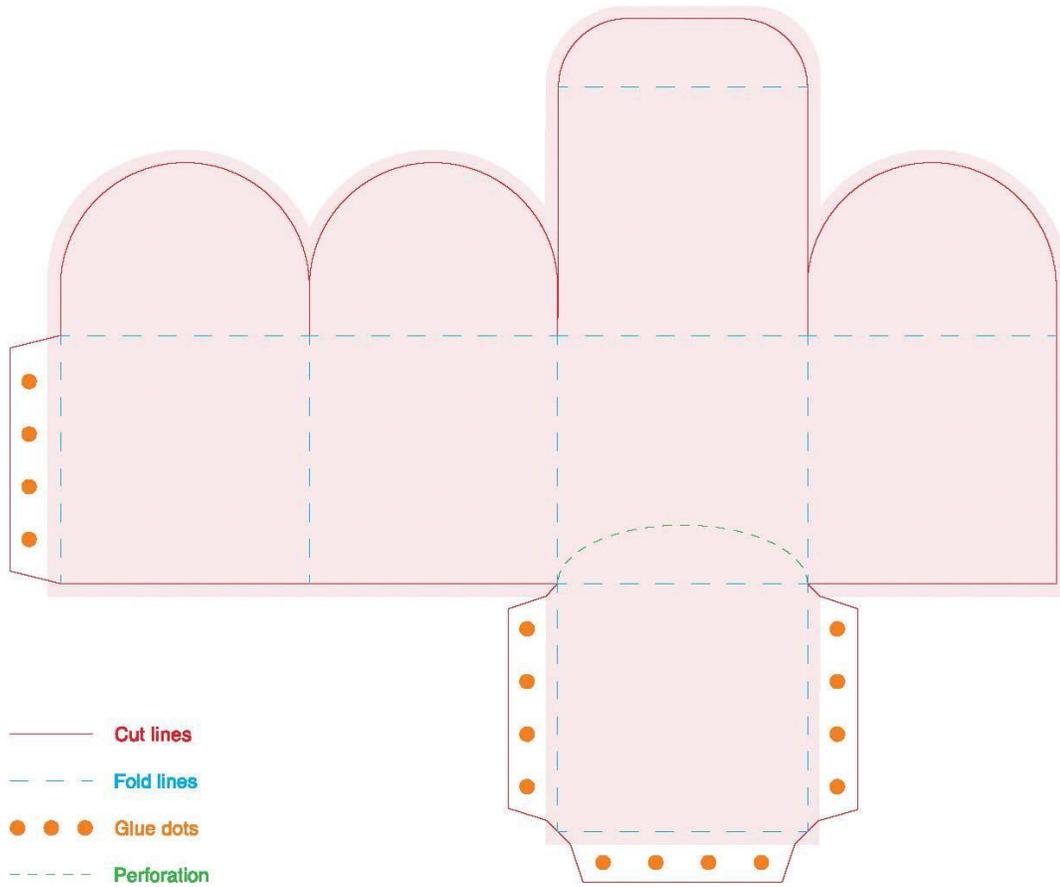
Technical Specifications

- Document format: Adobe InDesign
- File naming: YY_Brochure.indd_Day1, YY_Inside_Spread_Text.pdf_Day1 (case-sensitive, YY represents your competitor number)
- Document size: 7.5" wide × 9.5" high
- Pages: 4 pages / 2 Spreads (Pages 6-7, Pages 10-11)
- Colours: CMYK
- Bleed: 0.125" exact value (if needed)
- ICC profile: U.S. Sheetfed Uncoated v2
- Resolution: 266 PPI at 100% in InDesign
- Paper: 11" × 17", 20 lb. Copy Paper

You must deliver

- Folders as specified in "Instructions to the Competitor". Only files from these folders will be assessed.
- 1 × PDF/X-4:2010 compliant PDF with spreads of the text pages (6-7, 10-11) with artwork, and bleed, named YY_Report_Spread_Text.pdf_Day1 (YY represents your competitor number).
- PDF must include crop marks (no bleed marks), fold marks (dashed or solid lines, placed outside the bleed area), colour bars for CMYK, page information, and your competitor number outside the artwork area.
- Printout must include crop marks (no bleed marks), fold marks (dashed or solid lines, placed outside the bleed area), colour bars for CMYK, page information, and your competitor number outside the artwork area.
- 4 × printouts (2 of each spread) on 11" × 17" at 100%.
- One set of prints is to be handed in as printed for marking
- Trim the second spread to create the final booklet. Fold the cover page and glue or two-sided tape them to form the booklet. Using the second copy of the cover, fold the cover, insert the booklet, secure the inside pages to the cover using 2-sided tape to prepare to be handed in.

Example of proper identification of Glue marks, Cut lines, Fold lines, Perforation lines



Supplied Images :





Supplied Icons :



Supplied Texts :

Logo

- CDS
- Crystal

Instagram Copy

- Cirque du Soleil (CDS): A place where magic happens High Flying Spectacles
- Inventive Storytelling Breathtaking Stunts Step into the story
- Rogers Place, January 9 &10, 2026, Edmonton, AB
- cirquedusoleil.com

Brochure

What is Cirque Du Soleil CRYSTAL? (Page 6)

Cirque du Soleil CRYSTAL ventures into a new creative realm for the first time in the company's 40-year journey. This innovative production transcends the limits of circus arts by fusing breathtaking skating and acrobatic performances that challenge the imagination. In **Cirque du Soleil CRYSTAL**, performers showcase their skills on both ice and in the air, effortlessly blending various disciplines to create a top-tier experience for audiences. The show highlights synchronized skating, freestyle figures, and extreme skating alongside classic circus acts like swinging trapeze, aerial straps, and hand-to-hand routines.

What can I expect from a show?

Cirque du Soleil CRYSTAL features a performance lasting 125 minutes, including a 25-minute intermission. This show travels globally, and you can check out the current tour schedule to find out if Cirque du Soleil CRYSTAL will be visiting your city!

Cirque du Soleil CRYSTAL features flashing lights, which may pose challenges for individuals with photosensitive epilepsy. To determine if the arena is equipped to assist those with disabilities, please contact our customer support team.

As with most Cirque du Soleil productions, **Cirque du Soleil CRYSTAL** is designed for family enjoyment. However, it includes loud sounds and some darker scenes.

Small, handheld cameras without lenses, as well as mobile phones, are permitted. For the safety of our performers and the comfort of our audience, we allow only non-flash photography and brief videos taken below the shoulder.

To stay updated on Cirque du Soleil events near you, consider subscribing to the newsletter for free email notifications!

History of Cirque du Soleil (Page 7)

Cirque du Soleil, meaning "Circus of the Sun" in French, is a Canadian entertainment company founded on June 16, 1984, in Baie-Saint-Paul by former street performers Guy Laliberté and Gilles Ste-Croix. Initially a performing troupe named Les Échassiers, they gained recognition after receiving a government grant in 1983, leading to their first official production, *Le Grand Tour du Cirque du Soleil*, in 1984. This production marked the beginning of Cirque du Soleil's distinct theatrical style, characterized by storytelling without performing animals.

The company rapidly expanded in the 1990s and 2000s, creating numerous shows and employing thousands worldwide, generating around \$1 billion in annual revenue by 2017. Cirque du Soleil became synonymous with contemporary circus arts, establishing permanent shows in Las Vegas, which reached millions of audiences globally.

In 2015, the company underwent significant changes after selling a 90% stake to investment groups. The COVID-19 pandemic impacted operations, leading to the company being acquired by a group of creditors.

Despite challenges, Cirque du Soleil continues to innovate, launching new productions like *Drawn to Life* and *Mad Apple* post-pandemic, while restructuring under new leadership. The legacy of Cirque du Soleil remains influential in the world of entertainment, showcasing the fusion of circus arts and theater.

Show Statistics: (Page 10)

In 1984, 73 people worked for *Cirque du Soleil*. Today, the company hires close to 4,000 employees worldwide, including 1,200 artists.

- At the Montreal International Headquarters alone, there are close to 1,00 employees.
- More than 100 types of occupations can be found at Cirque.

- The company's employees and artists represent more than 80 nationalities and speak 36 different languages
- *Cirque du Soleil* hasn't received any grants from the public or private sectors since 1992.

Shows (Page 11)

Each Cirque du Soleil performance blends various circus traditions from across the globe, featuring a unique central theme and narrative. The shows incorporate continuous live music, with performers taking on the role of changing props instead of stagehands.

The length of each touring performance generally ranges from 2 to 2.5 hours, which includes a break. In contrast, permanent performances typically last between 70 to 90 minutes without a break. Both touring and resident shows usually present a standard schedule of 10 performances per week. Touring productions typically have one "dark day," meaning no performances, while resident shows have two such days.

Notable people

- Criss Angel, magician and frequent collaborator
- Anthony Gatto, juggler
- Guy Laliberté, founder and former CEO
- Mathieu Laplante, producer, director, choreographer, and former circus performer
- Thom Wall, juggler and publisher of academic circus books
- Mason Ryan, former WWE wrestler and current Cirque du Soleil performer

Supplied Template :