2027 Provincial Skills Canada Competition

Contest Description
Edmonton Expo Centre, Edmonton
May 5 & 6, 2027

EVENT: Graphic Design Technology	**LEVEL:** Post-Secondary
WORLDSKILLS TRADE #: 40	**LOCATION:** Hall E, Edmonton EXPO Centre, Edmonton
DURATION: 10 Hrs. (Two Days)	

COMPETITION SCHEDULE:

MAY 4:

MANDATORY ORIENTATION, EQUIPMENT DROP OFF, SET-UP & TESTING	4:00PM – 5:30PM

MAY 6:

ORIENTATION/ COMPETITION	8:30AM-9:00AM
BREAK (Optional)	10:15AM-10:30AM
COMPETITION	10:30AM-12:00PM

MAY 5:

ORIENTATION/ COMPETITION	8:00AM-8:30 AM
BREAK (Optional)	10:15AM-10:30AM
LUNCH	11:30AM-12:00PM
COMPETITION	12:00PM-2:00PM
BREAK (Optional)	2:00PM-2:15PM
COMPETITION	2:15PM-3:30PM

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 channel 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/#9SsV5eoOOSqI
https://speckyboy.com/the-principles-of-typography-back-to-basics-2/
https://www.smashingmagazine.com/2015/04/design-principles-compositional-flow-and-rhythm/

WorldSkills Glossary Website
https://glossary.worldskills.org/skills/208
Competitors interested in Graphic Design may test their skills by designing logos or other designs based on a given 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 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 and layout 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 (e.g. 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 <u>Must:</u>**

- Use a Mac or Windows operating system.
- Have the ability to transfer files via USB. 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.

Equipment and Materials Supplied by the Committee:

Printers	Cutting board	USB Memory Stick

Bring Your Own Device (BYOD) Information
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 so that 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.

Note: Computers must remain inside the competition area for the duration of the competition from orientation to when the competition ends on Day 2 (including overnights). Competitors may supply their own locking cables if they wish.

Equipment Set-up and Testing (for BYOD events)
After the Competitor Registration and Welcome Event, competitors must attend a mandatory orientation that includes equipment drop off, set-up & testing, ensuring all equipment is fully functional and networked (where required).

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.

Competition Specific Rules
The following Competition Specific rules along with SCA's overall Policies and Procedures provide specific details in competition areas that may vary from one another. Any additional contest rules will be reviewed during the Competitor Orientation.

Topic/Task	Contest Specific Rule
Use of Artificial Intelligence (AI)	Competitors **cannot** use AI to develop/generate any of the submitted work for any aspects of the competition.
Use of Other Technology	No iPads or secondary devices with memory capabilities will be allowed at your workstation.
	iPhone for music only
	Competitors must use their own computers and software. Competitors may use their own two button mouse, mouse pad, or graphics tablet.

JUDGING CRITERIA

Includes the following elements

- Competitor followed all 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
- Use of underlying grid
- Design skills
- Ability to use hardware and software
- Care and attention to detail

MARKING CRITERIA

MEASUREMENT - 50%

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 dyelines /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, dyelines, 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, and final print files.

Final Presentation

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

JUDGEMENT - 50%

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

ADDITIONAL INFORMATION

Questions?

Please click the below link for all questions related to this Contest Description.

https://skillsalberta.jotform.com/262295335905967

All questions will be forwarded to the Provincial Technical Committee (PTC) for review and response. Responses will be compiled into a Q&A document, which will be posted on the Skills Alberta website alongside this Contest Description.

Please check the Q&A document regularly for updates and responses to submitted questions.

Any additional questions, please contact Taylor Marko TaylorM@SkillsAlberta.com
Skills Canada Alberta Regional and Provincial Rules and Regulations
Regional and Provincial Rules and Regulations

Skillz & Thrillz Podcast
Check out our podcast – Skillz & Thrillz: Alberta's Trade & Tech Youth Podcast. Our talented alumni share tips and tricks on how to succeed in competitions and your career! Their insights can help you prepare for your Skills journey, and who knows, you might just be a future guest! https://skillsalberta.com/student-resources/skillz-thrillz-albertas-trade-tech-youth-podcast/

Practice Projects for the Competition
Competitors will be able to access two previous years Skills competitions on the Skills website to use as practice work to prepare for this year's competition.

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

Parking & Venue Maps
Parking is FREE for all attendees.
Attendees **MUST** register for FREE parking by clicking the below link. Attendees can pre-register their vehicle at anytime prior to the PSCC or register onsite at the PSCC.
https://www.offstreet.io/events/N6D61P2N

Competitor Onsite Registration
Competitor registration will take place on Tuesday May 4th from 12:00 PM-4:00 PM at the Edmonton Expo Center.

Competitor Welcome and Registration Event
In lieu of Opening Ceremonies, all competitors and teachers are invited to attend the Competitor Welcome and Registration Event from 3:00pm to 4:00pm at the Edmonton Expo Center.

Awards Ceremony
The Awards Ceremony will take place on Thursday May 6, 2027, 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 26- May 29, 2027, in Calgary, AB. It is recommended that competitors review and become familiar with the SCNC contest description and project at https://www.skillscompetencescanada.com/en/event/scnc2027/

During the PSCC Awards Ceremony on Thursday May 6, 2027, 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 highest-ranking individual will be asked to participate. If a student is not able to attend the Awards Ceremony an email confirming the student's interest in Team Alberta participation must be emailed to javierad@skillsalberta.com prior to the start of competition on May 5, 2027.

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/

COMMITTEE MEMBERS:

Lyle Cruise – JKL Graphic Design - Chair	Laina Vanderwell – Skills Alumni
Bella Kehoe – Skills Alumni	Robin Albright - Industry
Jordan Olthuis – Skills Alumni	Kelly Shimp – Specialist
Michelle Clayton - Specialist	