



2010 SW Regional Skills Canada Competition

Scope Document

Lethbridge College

Thursday, April 29, 2010

EVENT: Graphic Design	LEVEL: Secondary
START TIME Check in : 7:30 – 7:50 a.m. Orientation: 8:00 – 8:15 a.m. Contest: 8:15 – 1:45 p.m.	LOCATION: Lethbridge College Room TE 3217
THEORY EXAM: No	DURATION: 5 hours
WORLDSKILLS TRADE #: 40	REGIONALIZED EVENT: No

GENERAL DESCRIPTION

PURPOSE OF THE CHALLENGE:

To evaluate the competitor's ability, knowledge, and understanding of conceptual and practical Graphic Design related tasks and processes.

SKILLS AND KNOWLEDGE TO BE TESTED:

- Understanding and adherence to technical specifications
- Understanding and utilization of basic design fundamentals such as layout, typography, color and space
- Use of formatting and illustration software

RELATED CAREER AND TECHNOLOGY STUDIES MODULES

INF 2060: Electronic Publishing 1

INF 3060: Electronic Publishing 2

Descriptions of all modules are located at the following website:

http://www.learning.gov.ab.ca/k_12/curriculum/bysubject/cts



EQUIPMENT & MATERIALS

Equipment and Materials supplied by Committee:

Hardware: PC workstation, MS Windows XP operating system, black & white printers, colour printer.

Software: Workstations will be loaded with the following software:

- Most recent versions of:
 - Photoshop
 - Illustrator
- MS Office 2007
- Corel Draw 10
- Microsoft Publisher
- Gimp

Equipment and Materials competitors must supply:

Reference books and guides

Note: No portable storage devices (iPods, memory sticks, etc.) will be allowed in the contest area. No food or drink is allowed in the contest area. Factory burned music CDs and personal CD players are permitted.

JUDGING CRITERIA

Includes the following elements –

- Completion of all items by deadline
- Design skills
- Accuracy of measurements – all items must fit into designated space(s) accurately and correctly
- Page set-up
- Appropriate use of images (images must relate to and support text)
- Logical information flow
- Accurate copy formatting
- Ability to use hardware and software at a production level
- Care and attention to detail
- Competitor followed instructions
- Appropriate use of fonts / type styles

*Please see attached judging score sheet



IMPORTANT GENERAL INFORMATION

Tie Breaking Procedure

In the event of a tie the competitor with the highest marks in design will be determined to be the winner.

Clothing Requirements

Competitors should wear casual office attire.

SCHEDULE (tentative)

*This schedule is subject to change the day of competition.

7:50	Students are escorted from check-in to contest location
8:00	Orientation
8:15	Competition Begins
11:45	Lunch Break – lab locked for 30 minutes
12:15	Competition resumes
1:45	Competition ends – Judging Begins Competitors may proceed to the competitor lounge
3:30	Awards Ceremony (gymnasium) – open to the public

Please Note: Skills Canada Alberta has allocated one spot at the Provincial Competition for the gold medalist from the regional competition. Should the gold medalist choose not to attend the Provincial Competition the spot would be offered to the silver medalist. The provincials are scheduled for May 12 & 13 at the Northlands Agricom in Edmonton, Alberta. Travel expenses and preparation for the provincials are the competitor's responsibility. Please see www.skillsalberta.com for details.

COMMITTEE MEMBERS

Leanne Elias	Lethbridge College
Tanya Weder	Lethbridge College
Gavin Brinsmead	Lethbridge College
Deanna Gonnely	Career Transitions



GRAPHIC DESIGN COMPETITION JUDGING CRITERIA

Competitor # _____

DESIGN

Creativity	1	2	3	4	5	_____
Complexity	1	2	3	4	5	_____
Appropriate for audience	1	2	3	4	5	_____
Consistent throughout	1	2	3	4	5	_____
Creative use of images	1	2	3	4	5	_____

Comments

Sub Total

INFORMATION FLOW

Logical Flow	1	2	3	4	5	_____
Hierarchy of information	1	2	3	4	5	_____

Comments

Sub Total

TEXT

Formatting	1	2	3	4	5	_____
Font Choices	1	2	3	4	5	_____

Comments

Sub Total

TECHNICAL

Accurate completion of Resource List	1	2	3	4	5	_____
Submission of all components in clearly identified folders	1	2	3	4	5	_____
Technical Specifications were followed	1	2	3	4	5	_____

Comments

Sub Total

Total /65