

2010 Provincial Skills Canada Competition

Scope Document

Edmonton Expo Centre, Edmonton

May 12 & 13, 2010

EVENT: Graphic Design	LEVEL: Secondary / Post Secondary
START TIME May 12 th : 8:00 am May 13 th : 8:30 am	LOCATION: Hall B, Edmonton Expo Centre, Edmonton
THEORY EXAM: No	DURATION: 10 hrs

WORLDSKILLS TRADE #: 40

GENERAL DESCRIPTION

Purpose of the Challenge:

To evaluate the contestant's ability, knowledge and understanding of conceptual and practical graphic design and pre-press production.

Skills and Knowledge to be Tested:

- Read, understand and utilize the technical specifications used to describe a graphic communications project.
- 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).
- Reproduce a raster logo in vector form using the pen tool in Adobe Illustrator.
- Proof documents and make necessary corrections.
- Demonstrate practical knowledge of typical pre-press procedures by application and adjustment of bleeds, trim/fold marks, and resolution appropriate to output.
- Print black and white proofs - all fold, bleed, and trim marks must be shown correctly.
- Print colour copies. 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:

- Standard sized stapler
- Ruler (marked in inches and fractions to 1/16")
- Metal cutting edge or straight edge
- Scissors
- Olfa style knife with retractable cutting blade and spare blades
- Various writing implements
- Sketch paper
- Rubber cement, glue, or similar adhesive
- Small box of kleenex tissues,
- Eraser,
- Masking tape
- Pantone colour guide (optional)



Contestants should wear causal office attire.

No portable storage devices (iPods, memory sticks) or cell phones (IPhones or Blackberries). Food and drink will be allowed in the contest area. Factory burned music CDs and personal CD players are permitted.

Equipment and Materials supplied by Committee:

Hardware:

Apple platform computers, keyboard, mouse, CD reader, printers, cutting boards.
Competitors may use their own two button mouse, mouse pad, or graphics tablet.

Software:

Supplied Software

- Creative Suite 3 Design Premium

The use of alternative software requires prior committee approval. Technical support will not be provided for alternative software. Please contact Skills Canada Alberta three weeks in advance for approval.

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.education.gov.ab.ca/cts/infopro/>

JUDGING CRITERIA

Includes the following elements

- 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
- Competitor followed instructions

COMMITTEE MEMBERS

Wayne Boxall
Corey Lansdell
Tami Kane
Tyler Nagel

NorQuest College
Live Pixel Design
Keyano College
SAIT Polytechnic