

DATE	LOCATION
Monday, April 19 2021	Virtual

1. Schedule

Time	Task
8:30 am – 8:45 am	Virtual orientation – MS Teams
9:00 am – 3:30 pm	Competition in progress
TBD	Mandatory 30 minute lunch break

2. Purpose of the Contest

Assess the competitor's ability to perform duties relating to graphic design and pre-press.

3. Criteria

Tasks that may be assigned during the contest:

- Understanding and developing complex concepts;
- Reading and understanding technical specifications;
- Implementing time management and work flow planning;
- Understanding and utilizing basic design fundamentals;
- Using master pages, style sheets and die-line;
- Using industry standard software for illustration, page layout and image manipulation;
- Exporting to final formats, (.eps, .tif, .psd, .pdf and .jpg);
- Editing copy.

4. Number of Stations / Allocations

There is a maximum of twelve (12) spaces.

5. Skills & Knowledge to be Tested

This skill involves any graphic design technology utilizing skills and techniques applicable to all phases of graphic design technology such as: concept / idea, design, digital preparation of images, typography, supportive artwork (illustrations, typefaces etc.), layout, final processing and output (PDF, crop marks, color separations, etc.) and presentation of the final design.

6. Prerequisites

SCNS Prerequisites

- Enrolled in a community college, university or private school OR be registered as an apprentice with the Department of Labour and Advanced Education;
- Registered as a competitor with Skills Canada – Nova Scotia (SCNS);
- The competitor cannot be a certified journey-person; Contest Description Graphic Design Post-Secondary skillsns.ca
- The competitor must possess a Canadian citizenship or landed immigrant status and be a resident of Nova Scotia. Competitors are responsible for verifying this information if requested;
- Have been earning post-secondary credits any time during the academic school year (September to June); and
- All competitors must be able to show either current apprenticeship status and / or proof of enrollment in a post-secondary institution upon request of the Provincial Technical Committee (PTC) or SCNS.

7. Equipment & Clothing

GRAPHIC DESIGN IS A 'BRING YOUR OWN DEVICE (BYOD) CONTEST. COMPETITORS ARE ENCOURAGED TO BRING THEIR OWN COMPUTERS AND RELATED EQUIPMENT. PLEASE SEE BELOW FOR MORE INFORMATION.

What Competitors Must Supply

- Mac computer running on OSX (please see note above, under 'Equipment & Clothing')
 - Keyboard;
 - Mouse.
- USB stick (minimum 4GB) for personal archiving files;
- Personal keyboard / mouse (optional);
- Personal tablet (optional) Drivers installed before competition begins and must be provided by competitor;
- Exacto knife;
- Pencil / pen, eraser, glue stick or double-sided tape;
- Ruler / straight edge that measures at least 18".

External music devices with headphones are permitted.

Additional fonts or any reference materials are not accepted.

8. Evaluation & Judging Criteria

POINT BREAKDOWN	/100
Technical Elements – Objective Marking <ul style="list-style-type: none"> • Grid and layout; • Document Sizes; • Bleed, trim lines, fold lines, etc.; • Typographical hierarchy • Required elements; • Final presentation; • File format; • Following instructions. 	50
Aesthetics and Creative Elements – Subjective Marking <ul style="list-style-type: none"> • Quality and implementation; • Ideas and originality; • Target audience; • Typography; • Colour; • Image. 	50

9. Additional Information

No ties are permitted. In the event of a tie, the competitor with the highest score in the 'Technical Elements' criteria will be declared the winner. If a tie still exists, the higher score in 'Computer Layout' will be used to declare the winner. If a tie still exists, 'Savings Ability' will be used.

10. PTC Contact Information

Name	Employer	Email
Crystal McManus	NSCC Ivany Campus	crystal.mcmanus@nsc.ca
Tracey DeWolfe (Chair)	Aptitude Digital	tracey.dewolfe@aptitude.digital