

| DATE | | LOCATION | |
|-----------------------|---------------------------------|-------------------|--|
| Friday, April 5, 2024 | | NSCC Ivany Campus | |
| TIME | TASK | | |
| 8:30 am – 8:45 am | Orientation | | |
| 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/ideas, 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

- Post-Secondary competitors must meet the following criteria in the current school year:
- Be enrolled in a community college, university, private school OR be a registered apprentice with the Department of Labour and Advanced Education (Apprenticeship Agency);
- Be registered as a competitor with Skills Canada – Nova Scotia;
- The competitor cannot be a certified journey-person;
- Possess Canadian citizenship or Permanent Resident (Landed Immigrant) status and be a resident of Nova Scotia; or be a registered International Student. Competitors are responsible for verifying this information if requested;
- Have been earning post-secondary credits in a sector relevant to the one in which they wish to compete (i.e. to compete in carpentry, the student would be earning credits in any construction-related trade) at any time during the academic school year (September to June);
- 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 Skills Canada – Nova Scotia.
- Have completed and submitted a signed release form

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 OSX or PC computer running Adobe Suite
- USB Stick (minimum 4GB) for personal archiving files;
- Personal keyboard/mouse (optional);
- Personal tablet (optional). Drivers installed before the competition begins and must be provided by the 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 |
| TOTAL | _____ / 100 |

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 use.

9. PTC Contact Information

| Name | Employer | Email |
|-----------------|-------------------|--|
| Crystal McManus | NSCC Ivany Campus | crystal.mcmanus@nsc.ca |
| Tracey DeWolfe | QEII Foundation | traceyilandry@gmail.com |