



Contest Description

1. Contest Area: Graphic Design Poster

Post-Secondary

Schedule:

March 26 2025		NSCC Ivany Campus	
TIME		TASK	
8:30 AM – 9:00 AM		Welcomed by PTC, project overview, work back schedule.	
9:30		Competitors begin design process	
4:00		Printed Projects and process collected from competitors	
4:00 -5:00		Judges complete marking.	
March 27 2025		NSCC Ivany Campus	
TASK			
4:30 – 5:30		Medals Ceremony and Winners Announced	

2. Purpose of the Contest

The purpose of this competition is to provide participants with an engaging and supportive opportunity to demonstrate their visual communications skills, creativity, and professionalism. Competitors will design and present a visually appealing and meaningful poster aimed at a specific target audience. This event is designed to encourage participants to showcase their knowledge of design principles, gestalt, visual communication, typography hierarchy, and layout while maintaining a clean and organized workflow. A strong focus on tone, clarity, target audience and accessibility is expected.

3. Criteria

Participants will include their work back schedule, design process, thumbnails, sketches and final poster. The task is to prepare a creative poster that meets the needs of the client as well as the tone of the target audience.

4. Number of Stations / Allocations



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Contest Description

We can accommodate up to 12 competitors. All competitors must supply their own laptop and software. Colour printer and paper will be provided.

5. Skills & Knowledge to be Tested

Participants will be evaluated on the design process as well as the visual impact of their poster, specifically:

- **Basic Design Process**
- **Design Principle**
- **Composition & Layout**
- **Typography, Hierarchy**
- **Concept**
- **Use of colour**
- **Technical Skill & Craftsmanship**
- **Clear Visual Communication**
- **Industry Standard (professional design quality)**

6. Prerequisites

Be a member of NSCC Graphic Design, Imany.

7. Equipment

Competitors supply Laptops

Competition supplies colour printer and paper



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Contest Description

8. Evaluation & Judging Criteria

POINT BREAKDOWN	/ 100
Basic Design Process	10
Design Principles	<u>10</u>
Typography	<u>10</u>
Hierarchy	<u>10</u>
Concept	<u>10</u>
Use of Colour	<u>10</u>
Technical Skills and Craftsmanship	<u>10</u>
Clear Visual Communication	<u>10</u>
Composition and Layout	<u>10</u>
Total	

No ties are permitted

9. Additional Information

A snack during the break and lunch will be provided by SCNS. If you have any questions do not hesitate to reach out to PTC.

10. PTC Contact Information

Name	Employer	Email
Crystal McManus	NSCC Ivany	crystal.mcmanus@nscc.ca