Regional Scope Document (Lower Fraser Valley)

GRAPHIC DESIGN (Secondary) 2023
Contest Length: 5 consecutive hours

Check-in time: 8:30am
Contest Start: 9:00am

CONTEST INTRODUCTION

1.1 Purpose of the Challenge
- Students are to demonstrate their overall ability and knowledge of Graphic Design. They must submit 1 LOGO/MACSOT and 1 PROMO POSTCARD DESIGN (2-sided) concept within the given time frame.

1.2 Time
- The competition will run for a maximum of 5 hours plus half hour for lunch (9am - 2:30pm) Check in time 8:30.

1.3 Skills & Knowledge to be tested.
- Use of Graphic Design Programs
- Understanding of TEXT use and COLOUR use
- Creativity
- Understanding of layout and design concepts

1.4 Submissions
- Each competitor will create a folder with his/her name on it:
  "SkillsBC2023_RegionalGRAPHIC_FirstnameLastname
  INSIDE PLACE:
- 1 LOGO/MASCOT design in JPEG form.
- 1 POSTCARD FRONT design in JPEG form
- 1 POSTCARD BACK design in JPEG form
- 1 PDF of the LOGO/MASCOT placed on an 8.5" x 11" (letter) with all applicable crop marks and registration information. Saved as a PDF.
- 1 PDF of a 11" X 17" (tabloid) sheet with the FRONT and BACK designs placed in the centre with all applicable crop marks and registration information. Saved as a PDF
- The students FOLDER will be uploaded to their OneDrive and SHARED with Mr. Pahal (pahal_p@surreyschools.ca)

CONTEST DESCRIPTION

THEME: CHILDRENS FESTIVAL

THE BRIEF:

The Surrey International Children's Festival would like to introduce:

ELLY the Elephant. Our new mascot for the next five years of the Children's festival held at Bear Creek Park.

We would like you to design a GRAPHIC/MASCOT of 'ELLY' to use on multiple items (graphic material, buttons. Stickers, T Shirts, and other promotional items). The design should be simple, playful, and only contain 3 simple colours. This mascot will be placed somewhere on all materials used to promote the festival.

We also would like you to design a 5" X 7" POSTCARD to promote the festival. The postcard should be FULL colour for the front and include ELLY, and the festival name. Add any other fun items that you think should be included to make a colourful invitation to the event that represents Surrey.

For the back, again please use ELLY and add other information such as location and date. Also, for the back we would like it to be a duotone simplified concept with white and only one other colour (BLU)E be used. Remember you can use a variety of shades of BLUE. We will just be using one INK for the back.

STUDENTS ARE SUPPLIED WITH A FOLDER:

- Project Regional Scope and additional project information required.
- Assets FOLDER - Project assets to be used in the project

REQUIRED PROJECT INFORMATION FOR THE POSTCARD

FRONT: **FULL COLOUR (5" X 7")**

- Include ELLY the mascot/logo
- Surrey Children's Festival (festival name)
- Optional – the use of ELLY for her name

BACK: DUOTONE (white/blue)
- ELLY (the mascot)
- Surrey Children's Festival
- July 13th to 16th
- Surrey Arts Centre
- Bear Creek Park
- Performers & Performances
- TWEET TWEET (circus entertainment for age's 6 month – 6 years)
- ROD BOSS (a comic and magician)
- SHEREE FITCH (Canadian children's author)

EQUIPMENT

3.1 Equipment that the Competitor must supply
- Computer
- Adobe Creative Suite

3.2 Optional Equipment (if requested)
- Drawing Tablet & Pen
- Paper for rough idea design
- Pencil crayons for rough idea design

EVALUATION / JUDGING CRITERIA

4.1 Scoring (total 10 marks)
- Each submission will be judged on:
- Mascot Design & Creativity (2 marks)
- Front Postcard Design (2 marks)
- Back Postcard Design with all applicable information (3 marks)
- Correct placement on the hand-in sheets with all applicable requirements (2 marks)
- Overall postcard design (1 mark)

Paul Pahal Tech Chair
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