

## 2023 North West Lower Mainland Regional Scope Document

# Trade 40 – Graphic Design

*Updated March 3, 2023*

<b>Competition Date:</b>	<b>Saturday, April 1, 2023</b>
<b>Location:</b>	<b>Eric Hamber Secondary</b>
<b>Check-in &amp; Orientation:</b>	<b>8:30am - 9:00am</b>
<b>Contest Duration:</b>	<b>9:00am - 1:00pm</b>
<b>Contest Length:</b>	<b>4 Consecutive Hours</b>

### 1. PURPOSE OF THE CHALLENGE

Assess the competitor's ability to perform duties relating to graphic design and prepress.

### 2. SKILLS & KNOWLEDGE TO BE TESTED

This skill involves utilizing graphic design knowledge, concepts and techniques applicable to all phases of Graphic Design Technology such as: Conception/idea, Design, Digital preparation of images, Typography, Supportive artwork (illustrations, typefaces etc.), Layout, Final processing and output, Presentation of the final design.

### 3. TASKS THAT MAY BE PERFORMED DURING THE CONTEST

- Reading and understanding technical specifications
- Implementing time management and work flow planning
- Understanding and utilizing basic design fundamentals
- Manipulating and colour correcting images
- Using parent pages, style sheets and dieline
- Using industry standard software for illustration, page layout and image manipulation
- Exporting to final formats (EPS, TIF, PSD, PDF) and in native applications
- Applying prepress standards
- Printing proofs
- Project assembly for presentation

#### 4-1. EQUIPMENT & MATERIAL PROVIDED BY **COMMITTEE**

- Software
  - Adobe Creative Suite (Photoshop, Illustrator and InDesign)
  - Limited quantity of fonts (competitors cannot bring their own fonts)
- Macintosh (Apple) computer
- Keyboard & mouse
- Paper for preliminary sketches
- Printer paper
- Laser printer
- Work table
- Chair

#### 4-2. EQUIPMENT & MATERIAL PROVIDED BY THE **COMPETITOR**

- Pencil
- Eraser
- Scissors
- Glue stick or double-sided tape (spray adhesive not permitted)
- Additional fonts or any reference materials are not accepted

### 5. ASSESSMENT

Point Breakdown	100%
Technical Elements	60% – Objective Marking
Computer Images	
Computer Layout	
Saving & File Format	
Final Presentation	
Aesthetics & Creative Elements	40% – Subjective Marking

*Note: This list is subject to change.*