Regional Scope Document

Trade 40 – Graphic Design

Updated February 12, 2025

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 any graphic design technology utilizing skills 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 master 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
- Correcting proofs
- Applying print prepress standards (trapping, resolution/line screen, bleed, etc.)
- Managing colours to produce a correct PDF separation
- Printing proofs
- Project assembly for presentation

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

- Software
  - Minimum Adobe Creative Suite 5.5 (Photoshop, Illustrator and InDesign)
  - Font management software (suitcase fusion, linotype font explorer, or equivalent)
  - limited quantity of fonts (competitors can not bring their own fonts)
- Macintosh (Apple) computer running on OSX
- Paper for preliminary sketches
- Keyboard & mouse
- Printer paper
- Laser printer
- Work table
- Chair

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

- Competitors who wish to bring other software in addition to those provided, need to contact the Technical Chair one month prior to the competition to ensure compatibility with the provided equipment. This software must be installed on the computers prior to the competition. The competitor will be responsible for the quality of that software, and for technical problems
- Personal keyboard (optional)
- Basic tools including software manuals, swatches, personal mouse, mouse pad or tablet
- Exacto knife
- Cutting mat
- Pencil
- Eraser
- Glue stick or double-sided tape (spray adhesive not permitted)
- Ruler that measures at least 18"
- USB flash drive
- External music devices with headphones is permitted (SIM cards will be removed from cell phones)
- Additional fonts or any reference materials other than hardware manuals is not accepted

5. ASSESSMENT

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

6. TECHNICAL COMMITTEE

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