



Our Hands...Building Our Future

Regional Skills Competition

Regional Skills Competition 2009 • Graphic Design • Scope

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imagination at work



Media Sponsors:



Competition:

Graphic Design

Date:

Monday, May 11, 2009

Location:

Fleming College, Frost Campus,
200 Albert St. South, Lindsay

Schedule:

9:00 - 9:15am	Registration & Orientation
9:15 - 10:45	Pre-Production and Design Report
10:45 - 12:00	Production and Interviews
12:00 - 12:30	Lunch
12:30 - 1:45	Production and Interviews
1:45 - 2:00	Break
2:00 - 3:15	Production and Interviews
3:15 - 4:00pm	Printing and Assembly

Purpose of Competition:

Allow students to express their knowledge and abilities in the field of Graphic Design. Build the student's confidence in the knowledge they already have and promote a healthy attitude toward discovering and managing future challenges. To evaluate each competitor's ability to complete a project designed by experts from industry in consultation with educators using industry standards. Elevate self-esteem by applying knowledge, skills and learning ability. Promote friendly competition and a healthy positive attitude by providing a fair contest environment that measures and recognizes success, ability and effort.

Skills & Knowledge:

Creation of a Design Report to allow students the opportunity to relay their communication, thinking and inquiry skills. The ability to communicate in written form, clearly and legibly and expression of ideas through mock-ups will be assessed.

Design, graphics and layout skills used to create a variety of graphic projects geared towards a specific client and their needs. Finished designs will be judged based on the Principles of Design (See attached Appendix C), ability to meet client needs, project specifications, creativity, consistency, and overall composition.

Components of Competitions:

Practical Project:

Students will be given a fictitious client with specific design needs. The background information and specifications will be provided as well as any support material needed.

Project Description:

The students will be given the task of designing a logo and applying the logo to a supplementary design project. The project details will be provided at the orientation session on the day of the competition. All mandatory elements will be supplied to the student. Any necessary text files and supporting graphic files will be pre-loaded onto the computers and supplied as hardcopy.

Project Specifications:

Final logo and final design project will each be printed in colour (CMYK) on a 8.5"X11" page.

Part One ... Pre-Production (Time 1.5 hours)

No computer design work is allowed until the Pre-Production is complete, only the use of a word processing program.

Design Report Criteria: *(to be typed and printed)*

Considerations

Read the client information thoroughly. With every project there are important factors that need to be considered to meet the needs of the client. List a minimum of 3 considerations that will determine the designs. These must be directly related to the project as described. Provide detailed explanations of each of the considerations. Be careful not to choose things that are factors to do with this competition. For example the time frame for completing this project is not a consideration that affects the client.

Brainstorming

The client requires two design projects (a logo creation and a design application) that must be completed by the end of the day. Spend time creating at least 2 distinct concepts and sketches to support each project. Use colours, descriptions and rough sketches that will act as the blueprint for the final product. Present the brainstorming process in a neat, legible, and professional manner.

Solution

Choose the best concept design for the client. In one paragraph explain why the concept was picked and how it relates to the pre-determined considerations.

Assembly

All pre-production reports will be compiled together and time-stamped at the end of part one. Sketches can be used during phase two. Include all rough work to demonstrate how the ideas developed.

Part Two ... Production (Time 3.75 hours)

The remaining time will be used to produce the designs. Using the available software and mock-ups, stay focussed and complete the two projects. All production work will end at 3:15pm and the final copies will be printed in colour and included at the end of the design report. Do not print multiple copies or make changes and reprint. Make sure the design is finalized before it is sent to the printer.

Software list:

Many students from different schools have been learning on a variety of software. On each of the computers the following software packages will be loaded:

- Adobe Creative Suite2
(includes Illustrator, PhotoShop and In Design)
- Macromedia Freehand
- Corel Draw 12 and Corel PhotoPaint 12
- Word processing program ie. MS Word

Interview:

To assist competitors in preparing for their eventual job searches and to become valued employees, there will be a job interview incorporated into this competition. It is expected that the competitors arrive prepared WITH A RÉSUMÉ and be ready for interview questions and discussion (see Appendix A).



Judging Criteria:

The Graphic Design Competition will be judged on the students Design Report, Finished Product, and their Interview/Résumé.

Total possible score is: 100%

Interview and Résumé	10
Pre-Production Design Report	30
Final Logo Design	30
Final Design Project	30
Total	<u>100</u>

Additional Notes:

- Students must begin and complete all work on the day of the competition. No previously created files or notes other than those provided may be used.
- Access to the Internet is prohibited. Anyone using internet or email while participating in this contest will be immediately disqualified.
- The use of built-in templates from the software packages is not permitted. Students are allowed to use the supplied text files that are pre-loaded on the computers but all work must be original.

Equipment And Materials:

Supplied by Committee:

The following materials will be provided for the students on the competition day:

- Duotangs and labels
- Pencils, Erasers
- Pencil crayons
- Sheet protectors
- White out
- Tape
- Paper
- Sharpies
- Markers
- Rulers
- Scissors
- Glue stick

Supplied by Competitor:

All necessary items will be provided by the committee. Graphic Tablets are not permitted.



Appendix A Possible Interview Questions

To help prepare students for a career in Graphic Design, there is a Job Interview component for each competitor. Students will be required to participate in a mock interview. Please be prepared to answer any of the following questions:

- 1) What are your career goals?
- 2) Why are you interested in the field of Graphic Design?
- 3) What leadership abilities do you feel you have and please give examples?
- 4) What practical experience would you bring to a position?
- 5) What would you do if you saw a co-worker break a policy or procedure?
- 6) What are some of the difficulties/hazards that you may encounter in the working environment?
- 7) Tell me about a time you worked with others. Was the experience successful? Why or why not?
- 8) What do you feel it takes to be an expert in the field of Graphic Design?
- 9) What is the most fulfilling project you have worked on and what did you learn from it?
- 10) What is your competitive advantage?

Appendix B Logos

A Logo is a design symbolizing one's organization. It is a design used by an organization on its letterhead, advertising material, and signs as an emblem by which the organization can easily be recognized, also called logotype. A graphic representation or symbol of a company name, trademark, abbreviation, often uniquely designed for ready recognition.

Logos give brand name recognition and add visual appeal to any document or web page. Because your logo is a unique graphic image, your visitors' eyes will naturally be drawn to it both on the web and on your printed materials.

Types of Logos

Text Logos



Words in their purest form ARE images. Type fonts come in all shapes and sizes, which convey different impressions on the audience. A thick font conveys strength and power. A script font conveys elegance and a slanted typeface conveys movement. Your company name thus can be your own logo, provided your type font displays the intended qualities of the organization.

Symbol Logos



A symbol uses an image or images that convey an actual or abstract representation of a business. Because a symbol alone is less direct than text, it leaves itself open to a wider interpretation of what the business is about. Using a symbol in your logo has several possibilities.



Text and Symbol Logos

A brief amount of text, or sometimes just an abbreviation, compliments the symbol and provides that extra bit of clarity of what the business is about.

Things to Remember

- Your logo should be compatible with your image
- Your logo design should be simple
- Your logo should be unique and recognizable
- Your logo must be vector based

The Principles of Design

Whatever design principle you use in your production, good planning is necessary to avoid last-minute problems. It is the designer's responsibility to see that the publication is produced in an acceptable manner. Good design is often the result of trial and error.



The purpose of contrast in design is to create interest in the product. Interest is typically created by change in size, shape, colour, tone, typeface, and direction. Illustrations, photos, and type can individually be varied in size and weight. The use of different text styles (bold, italic, outline, shadow, and underline) and varying font point sizes adds contrast and serves to emphasize areas or words in the message.

Proportion is the size relationship of one part to another. By itself, the size of an object has little meaning. Only by comparing it to something else can we say it's too big or too small. Although some elements may be larger or smaller, the effect should be pleasing. To achieve good proportion in a layout, the designer must regulate the space assigned each element.



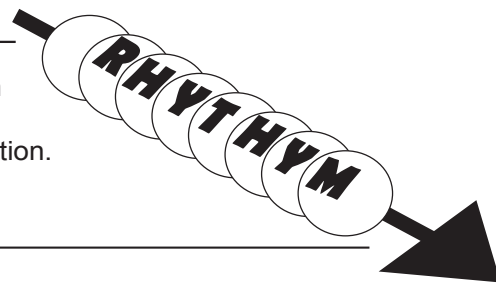
All elements are placed in a way that gives an impression of steadiness.



There are two types of balance: Formal Balance is achieved when a line drawn through the centre of the design would create two halves that are similar to one another or symmetrical. Formal balance gives a sense of dignity, strength, and security.

Informal Balance is a balance of objects that may look different but have equal weight to the eye. It allows for a more flexible placement of message elements in the layout. The elements are not symmetrically centred, but must be placed so that a state of equilibrium exists.

Rhythm is repetition. In graphic design, rhythm occurs when a certain element is repeated. It can add movement to a design. It looks like something is happening and leads the reader's eye in a desired direction. Good rhythm helps the reader maintain interest in the design.



Unity is the most important principle of design. It is the quality that holds the layout together in harmony. A design that effectively and efficiently communicates the message to the audience has good unity. Each element needs to be placed on the page in a pleasing relationship with the other elements.

Variety is difference. Variety in graphic design may add interest and excitement. Good variety should be simple yet creative. One should consider the audience. The design should be appropriate to the subject matter of the printed piece. Age group affects the amount of variety you might use. The younger the audience the more variety you can use while older audiences like a more traditional look.



THE ELEMENTS OF DESIGN

These are the things on your page, that make up the design.

A design is an arrangement, a way of organizing something.

In arts and crafts, even though we use many different materials, the visual appearance (that is what our eye sees and our brain decodes) can be reduced to six elements of design.

They are line, shape, form, space, texture and colour. They are what we organize. They are the tools.

LINE



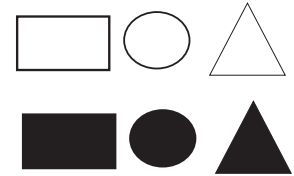
A line is a mark with greater length than width. Lines can be horizontal, vertical or diagonal, straight or curved, thick or thin.

- * straight and curved create a sense of direction and movement
- * characterized by length and direction
- * create contours and form, and are often used to convey a specific kind of feeling or point to an important feature in a design.
- * create perspective, and dominant directional lines are often adopted to create a sense of continuance in a composition.
- * when grouped together often create a sense of value, density or texture

SHAPE

The simplest definition of shape is a closed contour, an element defined by its perimeter.

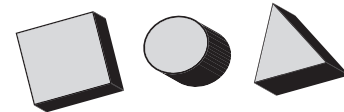
- * three basic shapes are: circle, rectangle (square) and triangle
- * free formed shapes or natural shapes
- * create masses and can be designed to look heavy or light



FORM

Form is the shape and structure of a dimensional element within a given composition.

- * both two-dimensional and three-dimensional and can be realistic, abstract or somewhere in between
- * derived from the combination of point, line and shape
- * also can create masses and can be designed to look heavy or light



SPACE

Space is the area between and around objects.

- * often called negative space or white space
- * negative space has shape
- * carefully designed to harmonize with the solid areas
- * can also refer to the feeling of depth

TEXTURE

Texture is used to create surface appearance, and relates to the physical make-up of a given form.

- * texture often refers to the material that something is made of
- * use different textures so designs are not boring
- * surface quality that can be seen and felt, or imagined
- * can be rough or smooth, soft or hard



COLOUR

Color is light reflected off objects. Color has three main characteristics:

- * hue or its name (red, green, blue, etc.)
- * value (how light or dark it is)
- * intensity (how bright or dull it is)



- * warm colours advance, appear closer
- * cool colours recede
- * bright colours advance
- * dull colours recede