
DSBN REGIONAL GRAPHIC DESIGN PRESENTATION SKILLS CHALLENGE 2020 SECONDARY LEVEL SCOPE

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PURPOSE OF THE CONTEST:

You are to design and produce material promoting the 2020 Skills Ontario Competition as an exciting event where competitors will put their skills on display during the competitions. Your theme should reflect the diversity and excitement of the competition day to students aged 14 - 18. **Please Note: All work is to be completed prior to attending the DSNB Skills Competition.** For more information about the provincial level competition - OTSC, visit: www.skillsontario.com/index.php/en/competitions/otsc

EVENT DETAILS:

Date: Wednesday, Feb. 26th, 2020

Time: Presentation - Morning Appointments TBD • On-site video challenge late morning/early afternoon (depends on the number of competitors)

Location: Niagara College • Welland Campus, **RM:** TBD

SKILLS AND KNOWLEDGE TO BE TESTED:

Competitors will be required to design graphics and use layout skills to create promotional material and a powerpoint presentation. Participants will develop a theme and visual concept that will be applied to the following promotional pieces.

Elements to be completed PRIOR to the competition:

1. Poster 2. Business Card 3. Instagram ads (3) 4. Powerpoint

Created on the day of the competition:

5. On-site Video Challenge

1. Poster: 2020 Skills Ontario Competition Where the Future Performs **May 4 – 6, 2020**
Skills Ontario logo Additional copy, text, and images can be included to support your concept/theme. Include one social media key influencer who you feel would be the perfect brand ambassador for Skills Ontario. (Example: In the past Skills Canada has used Mike Holmes, so a student could come forward with a female/male fashion, food, photography or home design influencer or use someone they follow and admire and feel would be a relatable personality to attract and influence the youth of today to choose Skilled Trades as a career path.)

2. Personal Business Card: Each competitor must also provide a **personal business card** to each of the judges. A standard business card measures 2 x 3.5 inches but competitors may explore other design options which express their personality. Only the competitor's personal logo and name must be on the business card. All other elements are of the competitor's choice. **All designs must reflect a consistent theme and demonstrate a sense of continuity across all three pieces.**

3. Social Media Campaign featuring Instagram Ads (3): A series of three Instagram ads, including a graphic that would attract and encourage students to enter the Skilled Trades. This could be in the form of an illustration or a key influencer who would assist in generating interest. Ads should be compiled as a series to complement one another and drive awareness around the competition. Be mindful Instagram sizing and provide a mock-up of the post in a screen format.

4. Presentation: Each competitor will be required to prepare a **visual presentation in PowerPoint**. Oral presentation must outline to the judges their design (thought) process for the theme and finished design concepts. **(artwork for poster and instagram ads must be represented in the final power point presentation.)** The title slide must include the competitor's name. • The **competitor** must provide a printout version of their power point presentation to each of the 2 judges.

The graphic design and powerpoint layout presented must be the individual competitors own original and creative work. The use of some Stock photography and illustration is acceptable however the use of student original work is encouraged. Design and illustrations may be generated by hand or by using electronic equipment and appropriate software.

SPECIFICATIONS:

Poster: Full colour may be used on the poster design only. The poster dimensions should be 10 x 16 The poster is required to be printed in full color and mounted on an 11x17 piece of foam core in a

standard vertical (portrait) format, leaving a 1/2 inch border around the edges. NO competitor name, school or labels should appear on the front of the display board. Competitor's name and school MUST be on the back of the board.

NEW – ON-SITE DESIGN CHALLENGE: Each competitor must come prepared to complete a short made-for-social-media promotional video of the Skills Ontario Competition. Recording and editing devices or apps will be needed. (iphone, ipod, ipad) On site project instructions will be supplied at competition briefing. Your final edited video must be able to be downloaded to the judges computer, either PC or Mac. Please bring cables with you.

The Skills Ontario logo is available at www.skillsontario.com under the Graphic Design – Presentation Scope.

SAFETY REQUIREMENTS:

Safety is a priority at the Ontario Technological Skills Competition. At the discretion of the judges and technical chairs, any competitor can be removed from the competition site for not having the proper safety equipment and/or not acting in a safe manner.

EQUIPMENT, MATERIALS, TOOLS, AND SUPPLIES:

Competitors must show competence in the use of tools and/or equipment outlined in this scope and can be removed at the discretion of the judges and technical chairs if he/she does not display tool and/or equipment competency.

Equipment Supplied by the Contest Coordinator:

Screen, projector, and computer (for presentation)

Equipment Supplied by the Competitor:

- Recording and editing devices/apps (eg. iPhone, iPod, iPad, camera, laptop) used for the new on-site promotional video challenge
- Video must be downloadable to a PC or Mac
- Bring cables for transfer (USB)
- Poster project mounted as outlined in the scope
- A USB loaded with the PowerPoint presentation as outlined in the scope
- Printouts of digital presentation and business cards for judges as outlined in the scope
- Refillable water bottle and snacks (optional)

CLOTHING REQUIREMENTS:

Competitors are to be dressed in a clean and appropriate manner. (Business Casual) Competitors are not permitted to wear clothing with logos or printing.

JUDGING CRITERIA:

Presentation: Proper attire, digital and printed version of the powerpoint presentation, verbal and physical communication, design research, business card.

Design: Physical poster, electronic instagram ads, design consistency, following design and colour restraints, design execution.

Questions: Each competitor will be asked 5 questions regarding their design concepts.

NEW On-site design: Promotional video

ENTRY: Students must register online at <http://teched.dsbns.org/skills> with all of the required information completed to be eligible to participate.

TRANSPORTATION: Students are responsible for their own transportation to and from the competition.

TEACHER'S ROLE:

Instructors are expected to acquaint their student participants with all of the enclosed guidelines. Teachers may accompany their students or visit any time during the competition, but may not assist the competitors during the challenge.

Include one social media key influencer who you feel would be the perfect brand ambassador for Skills Ontario. (Example: In the past Skills Canada has used Mike Holmes, so a student could come forward with a female/male fashion, food, photography or home design influencer or use someone they follow and admire and feel would be a relatable personality to attract and influence the youth of today to choose Skilled Trades as a career path.)