
**DSBN REGIONAL GRAPHIC DESIGN - STUDIO PRODUCTION SKILLS
CHALLENGE 2020
SECONDARY LEVEL SCOPE**

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PURPOSE OF THE CONTEST:

To provide competitors with the opportunity to demonstrate, through the practical and theoretical application, their skill and task knowledge in the industry relevant to:

- Creative problem-solving in relation to a specific target market
- Technical competence of ALL 3-industry standard software (Adobe InDesign (emphasis on), Illustrator, and Photoshop)
- To modify and manage digital imagery and typography
- To gain knowledge and understanding of real-world expectations in this field

EVENT DETAILS:

Date: Wednesday, Feb. 26th, 2020

Time: 9:00 AM to 2:00 PM (8:30 AM for orientation)

Location: Niagara College - Welland Campus, Welland, Ontario

SKILLS AND KNOWLEDGE TO BE TESTED:

To demonstrate the skills and knowledge necessary to complete a typical desktop publishing project.

Students must demonstrate:

- Strong project planning and time management skills.
- Knowledge of design basics and colour theory
- Technical competence with computers, scanners, and printers
- Technical knowledge of the format and requirements of “press-ready” files.

- Practical skill and knowledge in the use of Desktop publishing application Adobe In-Design for your finished project
- Practical skill and knowledge demonstrating the correct use and saving of files in for Adobe Illustrator and Adobe Photoshop

SAFETY REQUIREMENTS:

Competitors are required to follow all industry safety standards during the competition.

The provided lunch is NOT PEANUT FREE.

EQUIPMENT, MATERIALS, TOOLS, AND SUPPLIES:

Equipment Supplied by the Contest Coordinator:

- 2017 21” iMac, OS 10.14
- Mouse
- Adobe Creative Creative Suite (PhotoShop, Illustrator, In-Design)
- All bitmap images to be used in the competition
- Refillable water bottle

Equipment Supplied by the Competitor:

- A ruler, pencil, pencil sharpener, & eraser suitable for preliminary design work
- Blank paper for preliminary design work
- Drawing/graphics tablet (if preferred)
- USB to save artwork at the end of the competition

CLOTHING REQUIREMENTS:

DSBN Skills shirt given to you from your technology teacher.

JUDGING CRITERIA:

TECHNICAL ELEMENTS	
Correct program (application) used for all files	/10
Correct colour mode of images - CMYK	/5
Correct file saving format images – jpg, psd, png, eps etc.	/5
Correct document size	/5

Appropriate utilization of bleed, trim lines, fold lines	/5
Collecting digital files for archiving – packaging of project	/10
Production of press-ready PDF	/10
Type management - tabs, indents, rules, text wrap, and paragraph styles	/5
Following verbal and written instructions	/5
Assembly of the final product	/15
	/75
CREATIVE ELEMENTS	
Pre-Production thumbnails/ideas	/5
Overall quality of the final design	/15
Ideas and originality	/10
Understanding the target market	/5
Suitability and legibility of typography	/5
Suitability and use of colour	/5
Quality of image manipulation and effects	/10
	/55
TOTAL SCORE	/130

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

TRANSPORTATION:

Students are responsible for their own transportation.

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.

COMPETITION AGENDA:

8:00- 8:30 a.m.	Sign in/ Arrival/ Set up
8:30 a.m	Orientation
9:00 a.m	Competition begins
11:00 a.m	**** Lunch ****
11:30 a.m	Competition resumes
2:00 p.m	Competition ends
2:00 p.m	Judging