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**DSBN REGIONAL GRAPHIC DESIGN - STUDIO PRODUCTION SKILLS  
CHALLENGE 2019  
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, 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. 27th, 2019

**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 a Vector Drawing application such as Adobe Illustrator
- Practical skill and knowledge in the use of a Bitmap Editing application such as Adobe PhotoShop
- Practical skill and knowledge in the use of a Page Layout application such as Adobe In-Design

**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
- Colour Printer
- Adobe Creative Suite (PhotoShop, Illustrator, In-Design)
- All bitmap images to be used in the competition

**Equipment Supplied by the Competitor:**

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

**CLOTHING REQUIREMENTS:**

Casual business attire.

**JUDGING CRITERIA:**

| TECHNICAL ELEMENTS        |  |
|---------------------------|--|
| Correct resolution images |  |

|   |             |
|---|-------------|
| Correct colour mode of images   |             |
| The correct size of raster images                                       |             |
| Correct file saving format images                                       |             |
| Correct document size   |             |
| Appropriate utilization of bleed, trim lines, fold lines                |             |
| Collecting digital files for archiving                                  |             |
| Production of press-ready PDF   |             |
| Printing of colour composite  |             |
| Assembly of the final product   |             |
| Use of appropriate application  |             |
| Vector line quality   |             |
| Type management - tabs, indents, rules, text wrap, and paragraph styles |             |
| Following verbal and written instructions                               |             |
|   | /75         |
| <b>CREATIVE ELEMENTS</b>  |             |
| Pre-Production thumbnails/ideas   |             |
| Overall quality of the final design                                     |             |
| Ideas and originality   |             |
| Understanding the target market   |             |
| Suitability and legibility of typography                                |             |
| Suitability and use of colour   |             |
| Quality of image manipulation and effects                               |             |
|   | /50         |
| <b>TOTAL SCORE</b>  | <b>/125</b> |

**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: ( Fill in as you see fit and appropriate for your challenge)**

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