
**DSBN REGIONAL GRAPHIC DESIGN – STUDIO PRODUCTION
SKILLS CHALLENGE 2021
SECONDARY LEVEL SCOPE**

CHAIR: Julie Wiersma (julie.wiersma@dsbn.org)
Heather Dellemonache (heather.dellemonache@dsbn.org)

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 output finished product for Print Ready – CMYK
- To gain knowledge and understanding of real-world expectations in this field

EVENT DETAILS:

Date: Monday, March 1 - March 12, 2021

Time: 4 hour period

Location: Individual Schools

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, Adobe CC print programs

- Technical knowledge of the format and requirements of “press-ready” files.
- Practical skill and knowledge in the use of Desktop publishing application Adobe InDesign for your finished project – All components to be designed using Adobe InDesign – print ready.
- Practical skill and knowledge demonstrating the correct use and saving of files in Adobe InDesign, Adobe Illustrator and Adobe Photoshop

SAFETY REQUIREMENTS and SUPERVISION

Teachers or another designate must supervise the student to ensure that safety is adhered to and to maintain the integrity of the competition. If supply teacher is required, it is preferable to have the supply teacher supervise your student for the Challenge and you can remain with your class, this might not be possible for challenges where safety is a concern.

EQUIPMENT, MATERIALS, TOOLS, AND SUPPLIES:

All Tools and Equipment must be Supplied by the Individual Contest Site

Materials Supplied Centrally:

- Project specs, dimensions, instructions, and all images needed to complete the required project.

Material Supplied by the Individual Site

You will need:

- Access to Adobe Creative Suites (Photoshop, Illustrator, **In-Design**)
- A ruler, pencil, pencil sharpener, and eraser suitable for preliminary design work
- Blank paper for preliminary design work
- Drawing/graphics tablet (if preferred)

CLOTHING REQUIREMENTS:

DSBN Skills shirt given to you from your technology teacher

JUDGING INSTRUCTION:

1. Collect all files needed for submission in a folder identified only with the competitor number assigned to you i.e. GraphicsDesign_Compervisor234
2. Folder should with all required files should be shared with julie.wiersma@dsbn.org and heather.dellemonache@dsbn.org
3. Judging will be completed virtually after March 12 at 3:00pm

JUDGING CRITERIA:

TECHNICAL ELEMENTS	
Correct program (application) used for all files – InDesign main platform	/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.

TEACHER'S ROLE:

Instructors are expected to acquaint their student participants with all of the enclosed guidelines.