

**GRAPHIC DESIGN (STUDIO) SCOPE March 24th 2017 @
College**



PURPOSE of the COMPETITION

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

- Creative problem solving in relation to a specific target market
- Technical competence of industry standard software to modify digital imagery with Typography

SKILLS AND KNOWLEDGE TO BE TESTED

- Design basics including, colour theory, page layout and typography
- Technical competence with scanners, printers and computers, including file management
- Utilizing master pages, paragraph styles
- Image manipulation and colour correction
- Using industry standard software for vector illustration, page layout and image enhancement
- Editing copy (tabs, indents, rules and text wrap)
- Applying print production standards (trapping, image resolution, colours and bleeds)
- Final professional work

TASK:

FOR A BUSINESS (TBA):

- PACKAGE DESIGN
- PRINT AD
- TBA

EQUIPMENT SUPPLIED

- PC COMPUTER
- PHOTOSHOP CC, MS Word
- PRINTER for proofing
- IMAGES FOR MANIPULATION
- COPY FOR DESIGN

Supplied by Competitor

- Ruler, pencil, pencil sharpener and eraser suitable for preliminary design work
- Blank paper for preliminary design work
- Scissors, glue stick, tape
- X-Acto Blade and cutting mat

JUDGING CRITERIA

Technical Elements (/5) EACH	
Correct resolution of images	
Correct colour mode of images	
Correct size of raster images	
Correct file saving format of images (Production of press ready PDF)	
Correct document sizes	
Appropriate utilization of bleed, trim lines, fold lines, etc	
Production of built package mock up	
Type management - tabs, indents, rules, text wrap and paragraph styles, etc	
Following verbal and written instructions	
	/ 45
Creative Elements (/5) EACH	
Quality of initial concept drawings (thumbnails)	
Overall quality of 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	
	/ 35
TOTAL	/ 80

As the rules state, there are no ties. If the score is tied after the contest, the creativity elements will be used as the tie breaker

Immediate disqualification may occur at the discretion of the technical chair if a competitor displays any one of the following:

- Acts inappropriately
- Shows disregard for the safety of themselves or those around them
- Breaks the established rules and regulations including:
- Uses equipment, software or material that is not permitted
- Dishonest conduct (cheating, plagiarism)
- Speaks with those outside the contest area
- Arrives to the contest site late

Sign-in for all contests will happen on the contest site the morning of the competition.