

HALTON SKILLS COMPETITION 2016
Robert Bateman High School
Tuesday, April 5, 2016

GRAPHIC DESIGN – Presentation

Co-Coordinator – Sheri Snook and Becky Haslett

SECONDARY LEVEL

NOTE: There are two parts to this competition, the Design Challenge and the Technical Challenge. All Design Challenge material needs to be completed **PRIOR TO THE COMPETITION DATE** and ready to be presented. On competition day there will be a complex Technical Challenge using design software for a third promotional piece.

DURATION

A. Design Challenge: The student shall be prepared to present their final concepts and respond to questions from the judges. The presentation and question period will be 10 -15 minutes in length.

B. Technical Challenge: This part of the competition will begin at 9:00 am and finish at 2:30pm. However, students will have to leave this competition to give their Design Challenge Presentation (10-15 minutes), and have a Job Interview (5 minutes).

LOCATION

A. Design Challenge: Room 230 – Students will set-up their freestanding display boards, and do their design presentations in this room.

B. Technical Challenge: Room 230 – Students will work at their computers in this room.

PURPOSE OF THE CONTEST:

A. Design Challenge: To design and produce material promoting the 2017 Halton Skills Competition **targeted at students aged 14 – 21**, as a diverse and exciting event for participants and spectators.

B. Technical Challenge: To demonstrate design skills in Photoshop, In Design, Illustrator, or any other layout or layout equivalent graphics software (if you do not have In Design the technical challenge may be done in Photoshop, Illustrator or Photoshop Elements).

SKILLS AND KNOWLEDGE TO BE TESTED:

A. Design Challenge: Competitors are asked to use their design, graphics and layout skills to create a promotional poster, logo and Facebook banner for the 2017 Halton Skills Competition. Participants will create a theme and visual concept that will be applied to the promotional pieces.

1. A poster (including new logo)
2. Facebook Banner

B. Technical Challenge: Students will be required to create a T-shirt design that has continuity to the pre-produced poster and Facebook banner. This is on the day of the competition and can be completed in Photoshop, In Design, Illustrator, or any other layout or layout equivalent graphics software.

Please note that work must be created in an Adobe program, minimum of Adobe Photoshop Elements. Each competitor can bring their own computer loaded with the appropriate software, otherwise, only Photoshop Elements is provided.

SPECIFIC DETAILS and DIMENSIONS:

A. Design Challenge:

All material must reflect the theme and be consistent in content – have continuity. The design used must be the original and creative work of the individual competitor. Design and copy art may be generated by hand or by using electronic equipment and appropriate software. Full colour may be used in the material.

DETAILS:

- ✓ You will create a NEW Halton Skills logo to be used on your poster and Facebook Banner
- ✓ Design or copy art may be generated by hand or by using electronic equipment and appropriate software for the poster and Facebook Banner (stock photography and illustration are acceptable, as well as student originals).
- ✓ Must include the following copy/text:
 - April 6, 2017
 - White Oaks Secondary School, Oakville
 - Halton District School Board **AND** Halton Catholic District School Board logos
- ✓ Additional copy/text/images should be included to support the concept.

Note: All **design challenge** material needs to be completed PRIOR TO THE COMPETITION DATE and be mounted (poster with logo and Facebook banner) ready to be presented.

DIMENSIONS:

- ✓ The poster dimensions: 10" by 16" to allow for full bleed and trim. The poster must be vertical.
- ✓ The Facebook banner dimensions: 8.5" wide by 5" high (you will need to follow the Facebook standard proportions)
- ✓ Both pieces are to be mounted on a black display board: 24" by 20"
- ✓ Your Logo should be included in poster and Facebook banner.

The HDSB and HCDSB logos are available for use in ai/eps format. To get a copy of the logos, email your request snooks@hdsb.ca prior to the competition.

For the participant moving on to Ontario: The Skills Canada – Ontario logo is available for use by Mac or PC file format. Specify your file preference as EPS, TIF or JPEG and what platform you

are using (Mac or PC). To get a copy of the logo go to www.skillsontario.com and navigate to the Graphic Design – Presentation Scope.

NOTE: Winner's going on to Ontario Skills will have to alter their design to represent the Ontario Skills Graphic Design Scope (i.e. Poster, Facebook Banner and T-shirt design for 2017 Ontario Skills).

B. Technical Challenge:

Competitors are responsible for bringing the digital files they need to complete the technical challenge to the competition. The technical challenge will involve creating the T-shirt design to promote the Halton Skills. Competitors can use their own computers.

DETAILS:

- ✓ Dimensions and template for the T-shirt design will be given the day of the competition.
- ✓ Students must bring ALL source material for their brochure on a USB or on their hard drive (images, logo, fonts etc that they used on their poster).
- ✓ Desktop computers must be brought to room 230 on April 5 at 8am, **THE DAY OF THE COMPETITION, 1 HOUR PRIOR TO THE 9AM START.**
- ✓ Laptops can be brought the morning of the competition at 8:50am.

Connections to the Halton District School Board network will be available for public school competitors. Networked computers from other HDSB schools can login at Robert Bateman. Catholic school competitors will need to ensure they can login onto their computers without access to their network. Coaches can provide the Co-ordinator, Sheri Snook, snooks@hdsb.ca, with local passwords if they don't want to give them to students.

JOB INTERVIEW:

To assist competitors in fully preparing for their eventual job searches and to become valued employees, there will be a **5-minute** job interview worth 5% of the competitor's overall mark incorporated into this contest. It is expected that the competitors arrive prepared WITH A RÉSUMÉ and be ready for interview questions and discussion.

Competitor's performance on the interview accounts for 5% of the competitor's overall mark.

JUDGING CRITERIA: Total Possible score is 100%.

Job Interview 5

DESIGN CHALLENGE

Presentation: includes personal and material presentation: 5

Concept: includes verbal explanation, roughs and research: 10

Design: includes overall concept, successful application to each of the three individual elements as well as consistency of design: 50

TECHNICAL CHALLENGE

Continuity, Design and Composition: 30

TOTAL: 100

Verification:

The student shall be prepared to participate in an interview component during which time the student will describe their concepts and how they conform to a theme. The presentation and question period will be approximately 10-15 minutes in length. Students must bring an 8.5" x 11" notebook containing roughs showing concept and layout development.

A letter signed by an administrator certifying that the promotional package was designed and produced by the student will be the first page of the notebook. The letter must identify the school, school board, city and the student competitor.

Students must also provide a CD with both a PDF of their final work as well as their working files of their layouts. The Halton Skills Competition reserves the right to reproduce any of the promotional packages in whole or in part without the permission of the student, but will acknowledge the creator on the reproduction.