



world **skills** uk

Graphic Design
Higher

Competition Brief

Enter online by 28 February 2008

entry requirements

Who can enter?	<p>The higher level competition is intended for individuals aged 18 and over who is either following a graphic design training programme at university or are working within the design industry.</p> <p><i>*Competitors will be competing for a chance to represent the UK in Calgary, Canada WorldSkills 2009.</i></p>
Individual and/or team event?	Individual
What type of competition 'live' or 'mixed'?	<p>This is a 'mixed' competition. The competition is judged at two stages:</p> <p>Stage one: competitors submit their entry for short-listing to stage two, by post.</p> <p>Stage two: short-listed competitors are invited to the UK final to compete in a 2 day live UK final.</p> <p><i>(UK Skills will cover the accommodation expenses for the short-listed higher level competitors).</i></p>
How many competitors can enter?	No more than 3 competitors per college, university or organisation (colleges, universities or organisations who are considering participating should run an 'in house' competition and select the finalists to enter this national competition).
Competition structure	<p>Step 1 Register for this competition at www.worldskillsuk.org by 28th February 08</p> <p>Step 2 Submit stage one by 25th April 2008 to: WorldSkills UK Graphics competition 5 Portland Place London W1B 1PW</p> <p>Step 3 Stage two: winners and short-listed competitors will have their work exhibited at the Cultural and Creative Arts Exhibition 11 June 2008 at the Lighthouse in Wolverhampton</p> <p>Stage 4 Short-listed competitors are invited to participate in a 2 day live competition in May 2008 (dates and venues to be confirmed)</p> <p><i>*Please note that winners of the UK Final (stage 2) are not automatically selected for WorldSkills. Competitors must go through</i></p>

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rigorous training to be selected for the UK squad.

For those wishing to be selected for the WorldSkills competition in 2009, competitors must be born on or after 1 January 1987

contact details

For technical advice about the competition please email:

competition.info@ukskills.org.uk

For registrations, cancellations, contact

WorldSkills UK Contact Centre:

Phone: 0800 612 0742

Email: worldskillsuk@ukskills.org.uk

competition description

The competition reflects particular Graphic Design tasks within the work role, such as:

- Identity and image application
- Pre-press production
- Packaging design
- Printed media

Stage one - passive

Identity and Image Application

An architectural company called 'James & Co Architects' which was established in 1980 would like to modernise their corporate image to reflect the work they do. In recent years they have specialised in modern, eye-catching corporate buildings and have been very successful in creating designs for the 21st century.

They would like you to produce:

- A brand logo for '**James & Co Architects**'
- A double sided business card
- A letterhead
- Compliments slip
- A presentation folder

Technical Specifications:

- Bleed – min 3mm

Requirements:

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Brand Logo

- The name should be readable & clear. It is '**James & Co Architects**'
- 2 spot colours (you are to use Pantone spot colours that are the closest match possible to the CMYK equivalent to avoid colour mismatching if/ when converting to CMYK process colours).
- All the elements of the logo must be vectorized (i.e. should not include any bitmapped or raster images)
- This logo should be designed to remain legible if reduced to fit in a space of 20mm x 20mm. This is not necessarily the size it should appear on the stationary.

Business Card

- Trim size 55mm x 85mm (*portrait or landscape*)
- Printing process – Sheet Fed Offset Lithography: double sided, 2 spot colours + black (the 2 spot colours used on the logo must be used)
- Printing stock: Ultra white Graphite 180 gr/m2 (*information for commercial printing*)

Letterhead

- Trim size 210mm x 297mm (*portrait*)
- Printing process – Sheet Fed Offset Lithography: 2 spot colours + black (the 2 spot colours used on the logo must be used)
- Printing stock: Ultra white Graphite 120 gr/m2 (*information for commercial printing*)

Compliments Slip

- Trim size 210mm x 99mm (*landscape*)
- Printing process – Sheet Fed Offset Lithography: 2 spot colours + black (the 2 spot colours used on the logo must be used)
- Printing stock: Ultra white Graphite 120 gr/m2 (*information for commercial printing*)

Presentation Folder

To hold A4 paper successfully

- Must have a business card holding area/slots.
- Printing process – Sheet Fed Offset Lithography: 2 spot colours + black + cutter/ dieline (the 2 spot colours used on the logo must be used)
- Printing stock: Ultra white Graphite 200 gr/m2 (*information for commercial printing*)

Requirements elements:

Business Card (front)

- 'James & Co Architects' brand logo
- Supplied text

Business Card (back)

- An element of 'James & Co Architects' brand logo

Letterhead

- 'James & Co Architects' brand logo
- Supplied text

Compliments Slip

- 'James & Co Architects' brand logo
- Supplied text

Presentation folder

- 'James & Co Architects' brand logo (*on front of folder*)
- Supplied text (*on the back of the folder*)

Supplied Text (*for Business Card, Letterhead, Compliments Slip and Presentation folder*)

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Tel: +44 (0) 20 7322 9980

Email: jamesandco@architects.co.uk

Website: www.jamesandcoarchitects.co.uk

Production Assessment:

Brand Logo

- One A4 colour printout with two logo sizes: 150mm and 20mm (largest measurements) mounted onto one sheet of board leaving a 60mm area of mount media around the edge. Please include a colour swatch indicating the colours chosen on the printout. The colour swatch can be just a square with the Pantone colour specified included next to it.
- One colour separated PDF file with cutting and registration marks

Business Card/ Letterhead/ Compliments Slip

- One colour printout of business card (front and back), one colour printout of letter head and one colour printout of compliments slip, all mounted onto a single sheet of foam board. There should be no more than 30mm between each element. You may also overlap the elements if you wish. The foam board should be trimmed leaving a 60mm area of mount media around the edge. The final board should be square or rectangular, avoid
- One A4 colour printout of the front of the business card with cutting and registration marks included.
- One colour separated PDF file of the front of the business card with cutting and registration marks
- One colour separated PDF file of the letterhead with cutting and registration marks
- One colour separated PDF file of the compliments slip with cutting and registration marks

Presentation Folder

- One 3D, full colour mock up of the package
- One colour separated PDF file

You must deliver the following items for assessment:

- 1 presentation board with printout of the brand logo
- 1 colour separated PDF file of the brand logo
- 1 presentation board with printout of the business card (front and back), letterhead, compliments slip
- 1 colour printout business card (front - with cutting & registration marks included)

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- 1 colour separated PDF file of the business card
- 1 colour separated PDF file of the letterhead
- 1 colour separated PDF file of the compliments slip
- 1 3D, full colour mock up of the package
- 1 folder of working file/s, which are clearly labelled for assessment
- 1 folder of file/s named appropriately and prepared for press. It should not require any further work from the service bureau or repro house.

The two folders stated above should be placed in a folder named '**your name_passive**' (eg: Sarah Black_passive) and sent on a CD to UKSkills with the completed presentation boards.

Marking and assessment

Marks will be awarded by the judges as follows:

Creative ability (subjective)

Creative assessments	12%
Final design and typography	25%
Manual abilities	23%

Technical ability (objective)

Computer usage/ software knowledge	13%
Knowledge of the printing process	14%
Printouts and file saving format	13%

Total **100%**

Assessment will be by examination of the finished product at the end through blind marking. Each competition test will be assessed and marked independently of the other test. The tests will be assessed and marked in accordance with the general and specific competition rules.

The criteria for assessment are as set out on the attached forms. All **technical criteria** (objective marking) is marked on a 'correct' or 'incorrect' basis per aspect. For all **creative criteria** (subjective marking) and their aspects the following marking scale will be used:

- | | |
|---|---|
| 0 | No participation in this criteria |
| 1 | None of necessary criteria executed |
| 2 | Minimal criteria executed |
| 3 | Limited criteria achieved |
| 4 | Average but criteria not quite achieved |
| 5 | Sufficient criteria achieved |
| 6 | Fairly good criteria achieved |
| 7 | Good and well executed |

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- 8 Very good and well executed
- 9 Excellent but not quite outstanding/ perfect
- 10 Outstanding/ perfect

Once marks out of 10 have been agreed for each aspect of the **creative criteria**, for each competitor, these will be converted to obtain a mark out of 60 for each test.

judging

A panel of judges have been drawn from industry, colleges and training providers. The judges' decisions will be independently moderated and quality assured before being confirmed.

rules

Each competitor must submit his/ her entry by the due date.

- All work **must** be clearly labeled against each name submitted on the 'Register'.
- You will be notified via email if you have been selected to attend the UK Final.

Stage one - Passive competition:

- Work produced must be solely designed by the competitor.
- Work must be in electronic and printed format.
- Specific presentation instructions should be adhered to.

Stage two - Live competition:

- Information to be issued to finalists who are selected to attend a live final.
- Only Apple Macintosh computers will be used to produce work in the Live Final.

Correct Applications:

You will be expected to show proficiency in industry standard design applications. Those being:

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign or QuarkXPress.
- You will also need a working knowledge of Acrobat Professional as PDF files will be required.
- Your PDF files will be checked to correctly separate to show process colours and in some cases spot colour plates.
- The aim of your final files are that they are suitable to send to print with no modification by a service bureau or reprographics house.

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what happens next?

Step 1	Register interest
	Receive username and password via email
Step 2	Select competitions to enter.
Step 3	Enter competitions & confirm competitors – enter by 28 th February 2008
	Receive receipt after entering competitions.
Step 4	Submit stage 1 by the submission date in the competition brief
Step 5	Short-listed finalists will be expected to participate in a Live UK Final over 2 days
Step 6	All competitors will receive either certificates' of participation or winning certificates.
Step 7	The gold winners from the national finals will attend the UK Skills annual awards ceremony.

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