



world **skills** uk

**Graphic Design**  
Intermediate

# Competition Brief

Enter online by 28 February 2008

<b>entry requirements</b>	
<b>Who can enter?</b>	This competition is intended for individuals aged 16 and over who are either following a graphic design training programme or associated with the graphic design industry.
<b>Individual and/or team event?</b>	Individual
<b>What type of competition 'live' or 'mixed'?</b>	This is a <b>'mixed'</b> competition. The competition is based on two stages: Stage one: competitors submit their entry for short-listing to stage two, by post. Stage two: short-listed competitors are invited to the UK final to exhibit their work.
<b>How many competitors can enter?</b>	No more than 3 competitors per organisation (colleges, universities or organisations who are considering participating should run an 'in house' competition and select the finalists to enter this national competition).
<b>Competition structure</b>	<p><b>Step 1</b> Register for this competition at <a href="http://www.worldskillsuk.org">www.worldskillsuk.org</a> by <b>28<sup>th</sup> February 08</b> This competition is a two part selection process. In the first round entries will be 'passive' meaning the completed assignment will be sent to UK Skills and assessed.</p> <p>Competitors from the 'passive' competition who have achieved the highest marks across all regionals will be invited to the second round, which is to participate in a 'live' UK final in June 2008. Date and venue TBC.</p> <p><b>Step 2</b> Submit stage one by 25<sup>th</sup> April 2008 to: WorldSkills UK Graphics competition 5 Portland Place London W1B 1PW</p>

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<b>Step 3</b>	Stage two: winners and short-listed competitors will have their work exhibited at the Cultural and Creative Arts Exhibition <b>11 June 2008</b> at the <b>Lighthouse in Wolverhampton</b>
<b>Stage 4</b>	<p>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 <b>not</b> automatically selected for WorldSkills. Competitors must go through rigorous training to be selected for the UK squad.</i></p> <p>For those wishing to be selected for the WorldSkills competition in 2009, competitors must be born on or after 1 January 1987</p>

## contact details

For technical advice about the competition please email:

[competition.info@ukskills.org.uk](mailto:competition.info@ukskills.org.uk)

For registrations, cancellations, contact

WorldSkills UK Contact Centre:

Phone: 0800 612 0742

Email: [worldskillsuk@ukskills.org.uk](mailto:worldskillsuk@ukskills.org.uk)

## competition description – Intermediate

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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 21<sup>st</sup> century.

They would like you to produce:

- A brand logo for '**James & Co Architects**'
- A double sided business card

#### **Brand Logo**

- The name should be readable & clear. It is '**James & Co Architects**'
- You are to use two colours
- 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 colours + black (the 2 colours used on the logo must be used)
- Printing stock: Ultra white Graphite 180 gr/m<sup>2</sup> (*information for commercial printing*)

#### **Technical Specifications:**

- Bleed – min 3mm

#### **Requirement's elements:**

##### **Business Card** (*front*)

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



**Business Card (back)**

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

**Supplied Text**

87 Regent Street

Westminster

London

W1S 1RZ

Tel: +44 (0) 20 7322 9980

Email: [jamesandco@architects.co.uk](mailto:jamesandco@architects.co.uk)

Website: [www.jamesandcoarchitects.co.uk](http://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 foam board leaving a 60mm area of mount media around the edge.

**Business card**

- One colour printout (front and back), mounted onto one sheet of foam board leaving a 60mm area of mount media around the edge.

**Production Assessment (continued)**

*You must deliver the following items for assessment:*

- 1 presentation board with printout of the logo
- 1 presentation board with printout of the business card
- 1 folder of working file/s, which are clearly labelled for assessment

The folder 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.

**Judges will award points for:**

- Creative ability 60%
- Technical ability 40%

## Marking and assessment

**Creative ability (subjective)**

Creative assessments

16%

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Final design and typography	32%
Manual abilities	12%
<b>Technical ability (objective)</b>	
Computer usage/ software knowledge	14%
Knowledge of the printing process	18%
Printouts and file saving format	8%
<b>Total</b>	<b>100%</b>
<p>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.</p>	
<p>The criteria for assessment are as set out on the attached forms. All <b>technical criteria</b> (objective marking) is marked on a 'correct' or 'incorrect' basis per aspect. For all <b>creative criteria</b> (subjective marking) and their aspects the following marking scale will be used:</p>	
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
8	Very good and well executed
9	Excellent but not quite outstanding/ perfect
10	Outstanding/ perfect
<p>Once marks out of 10 have been agreed for each aspect of the <b>creative criteria</b>, for each competitor, these will be converted to obtain a mark out of 60 for each test.</p>	
<b>judging</b>	
<p>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.</p>	

## rules

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

- All work **must** be clearly labelled against each name submitted on the 'Register'.
- You will be notified via email if you have been selected to attend the UK Final.
- Work produced must be solely designed by the competitor.
- Work must be in electronic and printed format.
- Specific presentation instructions should be adhered to.

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.

## what happens next?

<b>Step 1</b>	Register interest
	Receive username and password via email
<b>Step 2</b>	Select competitions to enter.
<b>Step 3</b>	Enter competitions & confirm competitors – enter by 28 <sup>th</sup> February 2008
	Receive receipt after entering competitions.
<b>Step 4</b>	Submit stage 1 by the submission date in the competition brief
<b>Step 5</b>	Winners and selected finalists of Cultural and Creative Arts competitions will be invited to exhibit their work at the Worldskills UK Cultural and Creative Arts exhibition.
<b>Step 6</b>	All competitors will receive either certificates' of participation or winning certificates.
<b>Step 7</b>	The gold winners from the national finals will attend the UK Skills annual awards ceremony.

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