## 2025 DSBN REGIONAL
# GRAPHIC DESIGN PRODUCTION
## SKILLS CHALLENGE SECONDARY LEVEL SCOPE

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| **CHAIRS:** | Krista Capes - Sir Winston - krista.capes@dsbn.org |
| | Ryann Scheib - Governor Simcoe - ryann.scheib@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 about a specific target market
- Technical competence in 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:** Wednesday February 26, 2025
**Time:** 9:00 am to 3:00 pm (8:30 am for orientation)
**Location:** Niagara College, Welland Campus

**ENTRY:** Students must register online at DSBN Technological Skills Challenges 2025 Registration with all the required information completed to be eligible to participate.

**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 design programs

- Technical knowledge of the format and requirements of "press-ready" files.

- Practical skill and knowledge in using the desktop publishing application Adobe InDesign for your finished project – Adobe InDesign, Adobe Photoshop, or Adobe Illustrator can be used for components for your design.

- Practical skill and knowledge demonstrating the correct use and saving of files in Adobe InDesign, Adobe Illustrator, and Adobe Photoshop

**SAFETY REQUIREMENTS and SUPERVISION**
Competitors are required to follow all industry safety standards during the competition. The provided lunch is NOT PEANUT FREE.

**EQUIPMENT, MATERIALS, TOOLS, AND SUPPLIES**:
- 2017 21" iMac, OS 10.14
- Mouse
- Adobe Creative Suite (Photoshop, Illustrator, In-Design)
- Bitmap images to be used in the competition
- Refillable water bottle

**Material Supplied by the Individual Site**
You will need:
- A ruler, pencil, pencil sharpener, & 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 by your technology teacher

**JUDGING INSTRUCTION:**
1. Collect all files needed for submission in a folder identified only with the competitor number assigned to you ie GraphicsDesign_Competitor234
2. All required files should be uploaded to Google Drive which will be shared with you on the day of the competition. Package your InDesign file and include all images and fonts.
3. Judging will be completed after the event.

**JUDGING CRITERIA:**

| TECHNICAL ELEMENTS | |
|---|---|
| Correct program (application) used for all files – InDesign main platform for Poster, Illustrator for vector graphics and package | /10 |
| Correct colour mode of images – CMYK, Greyscale | /5 |
| Correct file saving format images – jpg, pdf, eps, psd, png etc. | /5 |
| Correct document sizes | /5 |
| Appropriate utilization of bleed (0.125"), trim lines, fold lines | /5 |
| Collecting digital files for archiving – packaging of project – all fonts, links included | /10 |
| Production of press-ready PDF bleed crop marks included | /10 |
| Type Management - tabs, indents, rules, text wrap and paragraph styles | /5 |
| Following verbal and written instructions | /5 |
| Assembly of the final products | /10 |
| | **/70** |
| CREATIVE ELEMENTS | |
| Overall design of logo & proper format - vector pdf or eps, fonts created as outlines | /10 |
| Overall quality of the final design | /10 |
| Ideas and originality, use of fonts and graphics in the design | /10 |
| Understanding the target market | /5 |
| Suitability of typography – use of fonts, legibility, design | /5 |
| Suitability and use of colour | /5 |
| Quality of image manipulation and effects | /10 |
| Brand continuity throughout 2 elements of project | /5 |
| | **/60** |
| **TOTAL SCORE** | **/130** |

**TEACHER'S ROLE:**

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