



Regional Scope Document

GRAPHIC DESIGN & PRE-PRESS PRODUCTION (Secondary) 2010

Purpose of the Challenge:

To evaluate contestant's ability and understanding of document graphic design and prepress related tasks and information.

Skills & Knowledge to be Tested:

The Computer will be the main tool in the Graphic Design and Pre-press Production contest. All projects shall be carried out by means of computer graphics and utilizing programs for page layout (eg. QuarkXpress, PageMaker, In Design), illustration (eg. Illustrator) and image manipulation (eg. Photoshop).

The Practical exam will allow competitors to demonstrate ability in:

- design and page layout skills
- basic typographic knowledge and font usage
- ability to use supplied text and graphics
- basic technical pre-press knowledge

Specific Requirements:

- *basic word processing functions such as keyboarding, editing and formatting of text matter*
- *importing, manipulation and placement of graphics*
- *design and page layout skills may include multiple columns, text flow and designing headlines*
- *balancing text and graphics*
- *theory exam (no more than 50 questions consisting of true and false and/or multiple choice and/or short answer relating to computer applications, the use of programs, terminology)*

Equipment / Tools / Materials

Supplied by Committee:

Dependent on Regional availability

- computer
- Adobe CS suite (or newer) or
- PageMaker 6.5 (or newer) / Quark Xpress 4x (or newer)
- PhotoShop 4x / 5.0 (or newer)
- Adobe Illustrator 8x (or newer)
- Printer paper, paper for sketches

Supplied by Contestant:

- pens, pencils and eraser
- Competitors may also bring:
 - e-scales and other sizing tools;
 - software manuals for installed software; and
 - earplugs or personal music players with headphones
- The contestant may bring other software (or a graphic tablet) in addition to the provided software, **provided they have contacted a member of the Provincial Technical Committee in advance** of the competition to ensure compatibility with the provided equipment. This software must be installed on the computers the day before competition begins. The competitor will be responsible for the stability of that software. If other hardware is requested please contact a member of the Provincial Technical Committee in advance.
- Contestant may not bring additional fonts or any reference materials other than manuals for installed software.

Judging / Distribution of Marks

/20	Overall Layout & Aesthetics – as specified/completed/pleasing to look at
/10	Typography – accuracy/consistency
/10	Colour – use/application/consistency/CMYK
/10	Photos/Graphics – no distortion
/10	Photos – usage/cropping
/10	Photos - colour mode CMYK
/ 5	Crop Marks
/ 5	Logo – retraced and on the front
/ 5	Bleeds

Practical Exam.....	85%
Written Exam.....	15%
Student Total.....	_____
Final Student Mark (Practical plus written).....	_____ %

Evaluation Definitions

Relevance: each graphic, photo, rule, dingbat, etc. should be appropriate for the theme. Does the design message target a particular audience?

Proportion: each graphic element should fit comfortably into its environment and its size should reflect its relative importance.

Direction: Photos and graphics have their own internal geometry, which create lines of force. Has the page layout effectively employed the natural direction force of the photos along with graphics to control the reader's eye movement?

Consistency: Is there evidence of an integrated style through repetition of typeface, type, size, headlines, subheads, captions, indents, columns, space around photos, graphics, etc.

Contrast: Is some dynamic interest created by using a variety black, gray and white? Is white space used effectively? Is there contrasting sizes in photos or clip art? Is there a visual interest created on the page layout by contrast?

Unity: Do the various parts of the page layout seem to fit harmoniously together; does any part stick out as if it does not belong? Does it look like the two designed pages are part of one well designed concept?

Restraint: Is the page cluttered or does it have an overworked 'gimmicky' appearance. Is there an obvious area on the page that is drawing our attention or are we confused with too many impact areas?

Attention to Detail: Widows, orphans and rivers are avoided. Spacing for copy placement, lines, titles, etc. all carefully done. The smallest points are cleaned up.

Technical Committee

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Technical Chair

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