27th ANNUAL SKILLS MANITOBA COMPETITION
CONTEST SCOPE
APRIL 10, 2025

CONTEST NAME: Graphic Design

CONTEST NO: 40

LEVEL: Secondary & Post-Secondary
(Up to 3 competitors allowed per school)

CONTEST LOCATION: Room 207
Manitoba Institute of Trades and Technology
130 Henlow Bay
Winnipeg, MB

CONTEST START TIME AND DURATION:
Orientation: 8:00 am
Contest Start Time: 8:15 am
Contest End Time: 1:00

PURPOSE OF CHALLENGE:
Assess the contestant's ability to perform duties relating to document graphic design and pre-press

SKILLS AND KNOWLEDGE TO BE TESTED
The projects focus on practical work. Theoretical knowledge is limited to that required to perform practical work:

• Reading and understanding technical specifications

• Implementing time management and work flow planning;

• Understanding and utilizing basic design fundamentals;

• Producing preliminary sketches;

• Editing pixel based digital images and colour correction;

• Using industry standard software for vector illustration & page layout software;

• Working with copy and applying typography principles;

• Ability to design for both print and digital display;

• Applying print pre-press standards (resolution/screen ruling, bleed, etc.);

• Exporting to final formats (pdf, eps);

Last Update: March 24, 2025

PROJECT RELEASE INFORMATION

On the day of competition, a 15 minute briefing will be given, this will be the competitor's opportunity to ask questions and gain a full understanding of the project.

Competitors are encouraged to follow the Technical Requirements video playlist which has been supplied by Skills Canada to help competitors achieve technical proficiency.

Watch the playlist here:
https://www.youtube.com/playlist?list=PLADNqcX8Ic4VTR0ZFe6rnvbEXwxSVmtnA

POINT BREAKDOWN / 100% TOTAL
Technical elements (objective marking) 60%

Correct resolution of images

Correct colour mode of images

Correct file saving format of images

Correct document sizes

Appropriate utilization of bleed, trim lines, fold lines, etc

Collecting for archiving

Production of press ready PDF

Use of the appropriate application

Following project instructions

Final printed output of project pieces

Aesthetic and creative elements (subjective marking) 40%

Overall quality of design

Ideas and originality

Understanding the target market

Suitability and legibility of typography

Suitability and use of colours

Quality of image manipulation and effects

NATIONAL COMPETITION ELIGIBILITY:
- A mark of **70% or higher** must be scored by the gold medalist in order to attend the National Skills Competition

EQUIPMENT, TOOLS, MATERIALS TO BE PROVIDED BY COMMITTEE:
Macintosh Computers with Adobe Design Suite Installed

Paper for preliminary sketches

Printer paper

Cutting mat

Work table and chair

Printer for proofing

Supplied Software: *Available versions of*
Acrobat, Illustrator, InDesign, Photoshop
Students may download additional fonts from the internet
(note: no additional software will be added to this contest)
Competitors may download fonts to use in addition to those available on their computer.

EQUIPMENT, TOOLS, MATERIALS TO BE SUPPLIED BY COMPETITOR:
Outside reference material and/or templates are strictly prohibited.
USB Stick to transfer final project, pencil, eraser, glue stick or double-sided tape, ruler that measures at least 18"

WORKSITE SAFETY RULES / REQUIREMENTS:
No food or beverages at workstations

SPECIAL CONDITIONS / ADDITIONAL INFORMATION:
No outside resources, computers, tablets, books, webpages, data storage devices allowed.
Portable audio players allowed, subject to inspection. No devices of any kind may be connected to workstations.
No headwear, no logos or trademarks on clothing. See provincial competitor guidelines.

THE IMPORTANCE OF SKILLS FOR SUCCESS FOR CAREERS IN THE SKILLED TRADES AND TECHNOLOGY:
In response to the evolving labour market and changing skill needs, the Government of Canada has launched the new Skills for Success (former Essential Skills) model defining nine key skills needed by Canadians to participate in work, in education and training, and in modern society more broadly. SCC is currently working with Employment and Social Development Canada (ESDC) to bring awareness of the importance of these skills that are absolutely crucial for success in Trade and Technology careers. Part of this ongoing initiative requires the integration and identification of the Skills for Success in contest descriptions, projects, and project documents. The following 9 skills have been identified and validated as key skills for success for the workplace: 1.Numeracy, 2.Communication, 3.Collaboration, 4.Adaptability, 5.Reading, 6.Writing, 7.Problem Solving, 8.Creativity and Innovation, 9.Digital

FOR MORE INFORMATION PLEASE CONTACT:
Trish Goldrup
Technical Vocational High School
(431) 338-4933
Tgoldrup@wsd1.org