Sample Test Project

District / Zonal Skill Competitions

Skill- Graphic Design

Category: Creative Arts and Fashion

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Section - A

A. Preface

Skill Explained:

Graphic Designers typically work in advertising agencies, corporate advertising departments, reproduction plants or Digital companies. Graphic Designers can be called Art Directors (AD), Production ADs, Assistant ADs, Advertising Assistants and Graphical Designers.

The skill covers every form of graphic interpretation, including 2D design, graphic for 3D format and image manipulation.

- Two-dimensional objects may involve any kind of printed material.
- Three-dimensional design may include both the technical construction of the 3D element (such as packaging) and visual design of the surface.
- Image manipulation may include the use of technical manipulation in preparation for printing

Eligibility Criteria (for IndiaSkills 2018 and WorldSkills 2019):
Competitors born on or after 01 Jan 1997 are eligible to attend the Competition.

Total Duration: 4 Hrs
- Task 1 :   2 Hrs
- Task 2 :   2 Hrs

Section - B

B. Test Project

Description of project and tasks:

Task 1: Emblem Design

Time: 2 Hours

Best Designer Awards
You must deliver task in 2 hours

Create a folder called "YY_Task1" on your desktop (where YY represents the number of your workstation).

All of your files must be saved in the folder

The task will be automatically collected at the end of two hours

Subject:
As an event that will work across the country, the Best Designer Awards requires an emblem. This emblem will be launched in New Delhi, India, in March 2018, and used at subsequent events. It should reflect the concepts explained the introduction and should be designed with ease of reproduction across multiple media.

Description:
1. Design a universal emblem for the Best Designer Awards.
2. Create the emblem in Adobe Illustrator
3. The emblem should contain 'Best Designer Award'
4. The emblem should have provision / location for the year of the award – in this case 2018.
5. Save a vector file in the application software format.

Technical Specifications:
1. Size: minimum of 120mm either wide or high – the other side should not be larger than 240 mm
2. Colour Mode: 2 colours must be used

You must deliver:
1. 1 A4 PDF.
2. Folders as specified in "Instructions to the Competitor" on page 3.
3. Only files from these folders will be assessed.
4. One colour printout on A4 size paper

Task 2: Poster Design

Time: 2 Hours

Best Designer Awards – Call for applications poster design

Subject:
The Awards requires a poster to be places in college campuses, studio spaces and other art & design oriented environments to spread the message for submission of applications.

The design should still have a exciting and inviting look to encourage a high number of submissions and should follow a minimum of one concept or keywords from the introduction.

Description:
1. Design a captivating A3 poster
2. Design an A3 poster using images provided (State Test Advertising Images > Images)
3. Your emblem design from Task 1 must be incorporated into the poster design
4. Include a vector element in your design *(Other than the emblem or any other logo provided)*
5. Include the two supplied logos on the poster (State Test Advertising > Logos)
6. Apply supplied text to the poster (State Test Advertising > Text)
7. Save the final poster file in InDesign.

Technical Specifications:
1. Dimensions: 297 mm wide x 420 mm high
2. Bleed: 3 mm (if necessary)
3. Colour Mode: CMYK
4. Resolution: minimum of 225ppi

You must deliver:
1. One PDF for print.
2. Folders as specified in "Instructions to the Competitor" on page three.
3. **Only files from these folders will be assessed.**
4. One final composite printout reduced to fit on A3, trimmed for presentation.

Text for inclusion:
SAP Labs & India Design Council present, The Best Designer Awards 2018

For students & working professionals under 25 years in the field of Graphic Design and Visual Communication

CALL FOR APPLICATIONS
Send in your work at prodesigner@idc.com

Acceptable formats: Working link of website or online portfolio or PDF (under 10 MB)
Deadline: 30-12-2018
Visit us at www.prodesigner.com for further information

Section – C

C. Marking Scheme

The Assessment is done by awarding points by adopting two methods, Objective and Subjective.

- Measurement   -   One which is measurable
- Judgmental   -   Based on Industry expectations / Standard

Marking Scheme
50% marks for technical skills
50% marks for conceptual skills

Marking Scheme
50% marks for technical skills
50% marks for conceptual skills

The Section Criteria is the total of Subjective and Objective

Mark Sheet is attached as Appendix

Section - D

D. Infrastructure List

IT Equipment:

- iMac, 10.12.6 OS X, 2.7GHz Intel core i5 processor, 12GB ram
- (can use Windows system with same specifications)
- Adobe CC Design Suite (Mac/ Windows; latest)
- A3 Size -HP Color LaserJet Enterprise M750dn(Printer)
- Mouse & mousepad
- Adapter
- Network Cables
- Network port switch (16 port)
- Extension Board
- Power Cables

Materials and Consumables:

- A3 250 A3 250 gsm matte card/paper
- A3 200 gsm matte paper (box)
- A3 115 gsm matte paper (box)
- A4 115 gsm matte paper (box)

General Requirements:

- Good quality Colour printer A3 with double sided printing. (please check registration)
- 130 Gsm A3 paper and A4 paper
- Pencil
- Eraser
- Pencil Sharpener
- 18-inch steel scale
- Cutting Mat
- Cutters
- Long reach stapler for center stapling

Section – E

E. Instructions for candidates

General Rules

- Competitors should inform the officials on duty regarding the malfunctioning of their computers, tools and equipment.

- Competitors should be mindful of loose computer wires and electrical outlets on their workstations and throughout the competition area.

- Competitors to make sure that any rulers, cutting blades or other workstation equipment are not left hanging over the edge of the bench.

- Competitors are not allowed to walk around the graphic areas with cutting blades, rulers or other workbench tools.

Section – F

F. Health, Safety, and Environment

- All accredited participants, and supporting volunteers will abide by rules and regulations with regards to Health, Safety, and Environment of the Competition venue.

- All participants, technicians and supporting staff will wear the required protective Personnel clothing.

- All participants will assume liability for all risks of injury and damage to property, loss of property, which might be associated with or result from participation in the event. The organizers will not be liable for any damage, however in case of Injury the competitor will immediately inform the immediate organizer for medical attention.

- Proper covered shoes are to be worn.

Annexure - 1

Skill Name: Graphic Design   **Competitor Name:**   _____

Task	Criteria	Mark
A	Creative process and final design	50.00
B	Computer usage and knowledge of the print process	50.00
	Grand Total	**100.00**

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M =Meas J = Judg	Aspect - Description	Judge Score	Judgement Score Description	Max Mark
A	Advertising design					
		J	EMBLEM DESIGN - Ideas and originality			3.75
				0	not suitable, unoriginal, lacks creativity	
				1	are suitable for the brief (minimal creativity)	
				2	are creative and innovative	
				3	are exceptional, creative and innovative (including use of additional elements)	
		J	Unity and relationship between both tasks			3.75
				0	complete mismatch	
				1	some elements are unified	
				2	most elements are unified	
				3	all elements are unified	
		J	EMBLEM - Quality of the visual composition (aesthetic appeal and balance)			2.50
				0	Poor visual composition, client would not be satisfied	

				1	Minimal elements used appropriately	
				2	Effective layout, aesthetics, typography, image usage	
				3	Strong consideration of layout, aesthetics, balance, flow, image usage, composition, typography, colour	
		J	EMBLEM - Visual Impact & Communication effectiveness			5.00
				0	Poor visual imapct and does not communicate effectively	
				1	Sufficient visual impact and communication	
				2	Effective visual impact and communication	
				3	Strong visual impact and communication	
		J	EMBLEM - Quality of the typography (choice of type, legibility and formatting)			2.50
				0	Not suitable	
				1	Typeface choice, legibility, formatting	
				2	Typeface choice, colour, unity, legibility, appropriateness, formatting	
				3	Typeface choice, colour, unity, legibility, appropriateness, formatting, style choice, kerning/leading, alignment	
		J	EMBLEM - Quality of the colours (choice, balance, harmony)			2.50
				0	Colours not appropriate	
				1	Some consideration of colour harmony and balance	

					2	Effective colour harmony and balance (images considered)	
					3	Very effective colour harmony and balance (including images)	
			J	POSTER - Ideas and originality			3.75
					0	not suitable, unoriginal, lacks creativity	
					1	are suitable for the brief (minimal creativity)	
					2	are creative and innovative	
					3	are exceptional, creative and innovative (including use of additional elements)	
			J	POSTER - Quality of the visual composition (aesthetic appeal and balance)			2.50
					0	Poor visual composition, client would not be satisfied	
					1	Minimal elements used appropriately	
					2	Effective layout, aesthetics, typography, image usage	
					3	Strong consideration of layout, aesthetics, balance, flow, image usage, composition, typography, colour	
			J	POSTER - Visual Impact & Communication effectiveness			5.00
					0	Poor visual imapct and does not communicate effectively	
					1	Sufficient visual impact and communication	
					2	Effective visual impact and communication	

					3	Strong visual impact and communication	
		J	POSTER - Quality of the typography (choice of type, legibility and formatting)				2.50
					0	Not suitable	
					1	Typeface choice, legibility, formatting	
					2	Typeface choice, colour, unity, legibility, appropriateness, formatting	
					3	Typeface choice, colour, unity, legibility, appropriateness, formatting, style choice, kerning/leading, alignment	
		J	POSTER - Quality of the colours (choice, balance, harmony) (poster)				2.50
					0	Colours not appropriate	
					1	Some consideration of colour harmony and balance	
					2	Effective colour harmony and balance (images considered)	
					3	Very effective colour harmony and balance (including images)	
		J	POSTER - Quality of image manipulation (retouch, masking, cloning, blending, colour adjustment, etc.)				5.00
					0	Not acceptable standard	
					1	basic and acceptable standard	
					2	of a high quality	
					3	high quality and complexity	

		J	POSTER - Effectiveness and creativity of Image Manipulation			7.50
				0	not effective	
				1	basic	
				2	suitable and effective	
				3	creative, suitable, effective	
		J	POSTER - Quality of the printout presentation			1.25
				0	Not acceptable standard	
				1	neat, straight, may have some marks, tape, glue	
				2	neat, straight, aligned, minimal marks	
				3	Free from marks, neat, straight, aligned	
						50

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M =Mea J = Judg	Aspect - Description	Judg Score	Measurement Aspect Description	Requirement or Nominal Size	Max Mark
B1	Advertising design						
		M	Printout of Emblem on A4 paper		1 printout at 100% (emblem);	Yes or no	2.50
		M	Printout of Poster on A3 paper reduced to fit.		1 printout trimmed (poster);	Yes or no	2.50
		M	Final production folder saved as required in the task - Emblem		1 folder on Desktop called "YY_MODZ_X" with subfolder Task 1	Yes or no	2.50
		M	Final production folder saved as required in the task - Poster		1 folder on Desktop called "YY_MODZ_X" with subfolder Task 2	Yes or no	2.50
		M	Emblem Sze correct in printout			120 mm min . (emblem)	
		M	Emblem in two colours			Yes or no	2.50
		M	Two logos + Emblem included in the Poster			Yes or no	2.50
		M	Two logos + Emblem inlcuded in correct proportions - (not streached or compressed horizonally or vertically			Yes or no	2.50
		M	Final dimensions of layout as specified in the task		A3 (poster)	Yes or no	2.50
		M	All required text is present in			Yes or no	2.50

			the task for Logo			
		M	All required text is present in the task for Poster		Yes or no	2.50
		M	All required elements are present in the task (poster)	3 logos; at least 2 masked images, emblem	Yes or no	10.00
		M	Bleed value applied in layout file in PDF as specified in task (poster)		3 mm	2.50
		M	CMYK colours used in layout in PDF file as specified in the task	CMYK (poster)	Yes or no	7.50
		M	All files saved in the correct format specified in the task for Emblem	1 .ai file + 1 PDF	Yes or no	2.50
		M	All files saved in the correct format specified in the task for Poster	1 .ai file + 1 PDF	Yes or no	2.50
		M				
						50.00