



Sample Test Project

India Skills 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: 6 Hrs

- Task 1 : 3 Hrs
- Task 2 : 3 Hrs

- B

B. Test Project

Description of project and tasks:

Task 1: logo Design

Time: 3 Hours

Task 1: logo

The ShowTime needs you to create a logo for their web application. The logo needs to embody the ideas of presentation, talk and people.

The logo should have a compact shape.

It should adapted in multiple platforms like Printing, Web, promotional material, on the merchandising items. Etc..

The logo must include the complete name "ShowTime".

Technical specifications:

Colours: Two versions of the same logo: a) CMYK b) Web Version

Include the name of the CMYK Values and RGB Values with a colour swatches Trapping: 0.5 points

Images: Only vectorized images are allowed for the logo

You must deliver:

1 final folder of your working files for archiving

1 Illustrator (ai) file showing CMYK colours as well as the RGB on the same Art board (All 2 on same page)

1 PDF/X-3:2002 file of your logo in CMYK (NO SPOT COLOUR INCLUDED)

1.

Task 2: letter head & business card

Time: 3 Hours

Section

Required elements for both – letterhead and business card:

Use the given text:

Text

ShowTime (logo)

15 Crosby St, New York, NY 10055, United States

+

1

3

2

1

-

3

4

5

-

6

4

5

4

Technical specifications LETTERHEAD:

Colours: CMYK

Trim size; A4 (297 X 210 mm)

Printing: offset printing

Bleed: 3 mm

ICC profile: PSO_Uncoated_ISO12647_eci.icc

Grayscale and colour images resolution: Only vectorized images are allowed for the letterhead

Technical specifications Business Card:

Trim size business card: 85 x 55 or 55 x 85 mm

Design: Both side (front and back)

Printing: Letterpress

Colours: 2 spot colours

Bleed: 3 mm

Trapping: 0.5 points

ICC profile: PSO_Uncoated_ISO12647_eci.icc

Bitmap, grayscale and colour image resolution: Only vectorized images are allowed for the Business Card

You must deliver:

1 Letterhead final composite PDF/X-3:2002 file (including bleed, crop marks and specified output profile)

1 Business Card final composite PDF/X-3:2002 file (including bleed, crop marks and specified output profile)

2 final folders for archiving and printing (including PDF, native files, fonts,)

Task 3: Mobile Web Page Design

Create a landing page for the ShowTime for handheld devices. You just need to create a landing page with following required elements.

Required elements

Main Menu: for hand held devices

Explore
Features
Pricing
Sign In

Content in the Landing Page

ShowTime Logo
Any relevant Image/design in the background
Get Started Button
Learn More button
Twitter and Facebook Icons

Use the given Text:

'Present your Ideas'

ShowTime is a place for creating, presenting, managing and viewing your presentation analytics.

Font: no specification

Technical specifications:

Colours: RGB
Size: 1136 x 640 Pixels
Images resolution: 72 ppi

Note: They are inspired by few designs which is available in the folder called 'Mobile Web Inspiration'. You can take that as reference for your design.

You must deliver:

- 1 Final file of your Mobile Web Page in PNG format
 - 1 Mockup of your mobile web page placed as a screen of any handheld (images given in Images folder) as PNG format.
- 1 final folder for archiving and coding (including PDF, native files, fonts)

Section

INSTRUCTIONS TO THE COMPETITOR

Create a folder on your Desktop called WSCXX_YY_DAY01_Name (where XX represents your ID number) (YY Represents your location first 2 letters (eg : Chennai CH, Mumbai MU, Kolkatta KO). Name : Your full name.

The folder must include the following subfolders "Task1, Task2, Task3. Those subfolders contain two folders within:

Original folder: It should contain all the files used for the development of your project, properly organized (fonts, links, etc.).

Final output: it should contain all the files you are supposed to deliver to print as mentioned in the tasks (PDF, Jpeg, PNG etc.).

Any file saved out of its respective folder WILL NOT BE EVALUATED.

Marks are allocated for the folder structure and the proper file naming. Therefore please be aware fo the same.

Images must **not** be embedded in Adobe Illustrator or In Design.

The color mode and file formats of your images will be evaluated in the press ready PDF files; EXCEPT in Task 3 Mobile Web design will be evaluated in the used software such as Photoshop, In Design or Illustrator.

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.

- F

F. Health, Safety, and Environment

Section

- 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.

