



# TECHNOLOGICAL SKILLS CHALLENGES

EXPLORE  
YOUR INTERESTS.

DISCOVER  
YOUR FUTURE.

CREATE  
YOUR CAREER.

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## DSBN REGIONAL **GRAPHIC DESIGN PRESENTATION** SKILLS CHALLENGE 2024 SECONDARY LEVEL SCOPE

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### **PURPOSE OF THE CONTEST:**

You are to design and produce material promoting the 2024 Skills Ontario Competition as an exciting event where competitors will put their skills on display during the competitions. Your theme should reflect the diversity and excitement of the competition day to students aged 14 - 18.

**Please Note: All design work is to be completed prior to attending the DSBN Skills Competition. Presentations will occur on the morning of the competition.**

For more information about the provincial level competition - OTSC, visit:  
[www.skillsontario.com/index.php/en/competitions/otsc](http://www.skillsontario.com/index.php/en/competitions/otsc)

### **EVENT DETAILS:**

**Date:** Wednesday, February 28, 2024

**Time:** Presentation - Morning Appointments TBD (depends on the number of competitors)

**Location:** Niagara College, Welland Campus – RM V105

**ENTRY:** Students must register online at [2024 Skills Challenge Registration Form](#) with all the required information completed to be eligible to participate.

## **SKILLS AND KNOWLEDGE TO BE TESTED:**

Competitors will be required to design graphics and use layout skills to create promotional material and a PowerPoint presentation. Participants will develop a theme and visual concept that will be applied to the following promotional pieces.

### **Elements to be completed PRIOR to the competition:**

1. Poster (digital + 1 printed copy) 2. Media Campaign (2 items) 3. PowerPoint Presentation

#### **1. Poster:** (Please include the following information)

- **2024 Skills Ontario Competition**
  - **Where the Future Performs**
  - **May 6-8, 2024**
  - **Skills Ontario logo**
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- Additional copy, text, and images can be included to support your concept/theme.
  - Include a call to action
  - Full colour may be used on the poster design.
  - The poster is required to be printed in full colour (10 x 16) and mounted on a 11x17 piece of foam core in a standard vertical (portrait) format, leaving a 1/2-inch border around the edges.
  - No competitor name, school or identifying labels should appear on the front of the display board. Competitor's name and school **MUST** be on the back of the board.

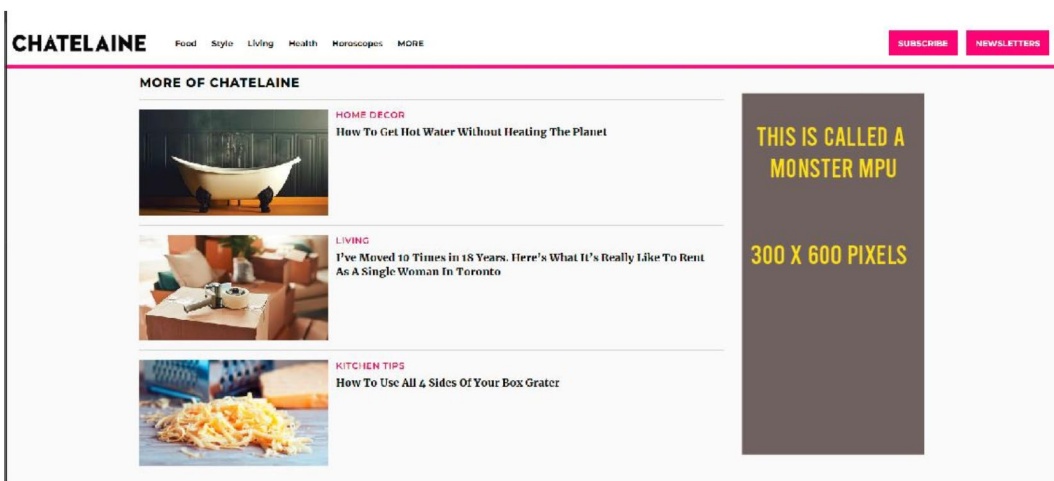
#### **2. Media Assets:**

**Two (2) Media Assets to be selected and created from the list below:**

- Facebook Ad
- Instagram Ad
- Out of Home: Bus Shelter
- Out of Home: Transit Ad
- Out of Home: Street Billboard
- Digital Ad Unit: Digital Billboard 970 x 250 pixels

- Digital Ad Unit: Monster MPU: 300 x 600 pixels

Examples to refer to for Digital Ad units: (This is the website of a major magazine brand.)



- Ads should include a graphic that would attract and encourage students to enter the Skilled Trades.
- Ads should be compiled as a series to complement one another and drive awareness around the competition.
- Place all ads in a real-world environment/mockup - ie: billboards as seen on a street, ad units as seen on a site (select a website, do not design a website)
- All ads should have the Skills Ontario logo and the Tagline: *Where the Future Performs* and refer to the date: May 6-8, 2024.
- **All designs, including the poster, must reflect a consistent theme and demonstrate a sense of continuity across all three pieces, but should not be exactly the same.**

### 3. Presentation:

#### WRITTEN/ VISUAL COMPONENT:

Each competitor will be required to prepare a **PowerPoint presentation in pdf format.**

- The title slide must include the competitor's name.
- Explain your design decisions from concept to execution. (ie: why certain colours, layouts, research of concepts and in progress design sketches. We want to see your thinking and your process work.)
- Explanation of your selection of media choices: why did you select what you did and how does it best reach your target audience. (*Example: Yonge & Dundas square because a lot of young students are there. Note - the location does not need to be in Toronto, it can be located in your local community as long as there is a rationale for your selection.*)
- All graphic design and pdf layout presented must be the individual competitor's own original and creative work.

#### TECHNICAL DETAILS:

- All graphic design and pdf layout presented must be the individual competitor's own original and creative work.
- An ai (illustrator) or psd (photoshop) mockup for the billboard or transit shelter ad may be used.
- The use of some Stock photography and illustration is acceptable however the use of student original work is encouraged.
- Design and illustrations may be generated by hand or by using electronic equipment and appropriate software.
- Presentation Submission: Bring a USB with your PowerPoint presentation and have it uploaded to your google drive

## JUDGING CRITERIA:

<b>PRESENTATION SKILLS:</b>	<b>/40</b>
- Overall Presentation: (Prepared, polished, knows materials, can answers confidently)	/10
- Research: Data supported decisions , well thought-out research, intelligent well supported media choices.	/10
- Balanced presentation of Insights and Graphic Design elements	/10
- Creative Process: Show us your visual design process (show us how your idea came to life)	/5
- Originality: Is this new? (Explain or show how this idea is original)	/5
<b>Graphic Design Professionalism</b>	<b>/40</b>
- Professional caliber of Graphic Design in physical poster (execution quality)	/15
Professional caliber of Graphic Design in Media Design (execution quality)	/15
Design consistency: following design and colour palette	/10
<b>Presentation Readiness:</b>	<b>/10</b>
- On time arrival day of competition	/5
- Proper attire (business or creative casual)	/2
- USB Backup	/2
- Mounted Poster specs are followed	/1
<b>Questions</b>	<b>/10</b>
Each competitor will be asked up to 5 questions regarding their design concepts	/10
<b>TOTAL</b>	<b>/100</b>

• There can be no ties – if the score is even after the contest, the design component will be used as the tie breaker.

• Rule infractions will result in appropriate mark deductions at the discretion of the Judge. Any disqualifications will be reviewed by the Director of Competitions.

#### **4. VERIFICATION:**

- The competitor will have approx. 5 minutes to set up and take down their work. Each competitor must be prepared to participate in a question-and-answer session after they present their concepts. The power point presentation portion of the competition requires the student to describe their theme / design concept and design thought process (approx 10 min).
- The question/answer portion conducted by the judges will give them the opportunity to better understand and clarify a competitor's design direction and thought process. (5 min)
- The Skills Ontario logo is available at [www.skillsontario.com](http://www.skillsontario.com) under the Graphic Design – Presentation Scope.

#### **5. EQUIPMENT, MATERIALS, TOOLS, AND SUPPLIES:**

##### **Equipment Supplied by the Contest Coordinator:**

Screen, projector, easel and computer (for presentation)

##### **Equipment and Presentation Material Supplied by the Competitor:**

- Poster project mounted as outlined in the scope
- A USB loaded with the PowerPoint presentation as outlined in the scope. Presentation shall also be uploaded to competitors google drive and ready to share if necessary.
- Printouts of digital presentation for judges as outlined in the scope

##### **PROJECTS:**

After the completion of the DSBN Skills Competition, projects will be judged. Competitors interested in keeping his/her printed poster must speak directly with the Challenge Coordinator in regards to project availability and the option to have the poster returned to his/her school following the challenge.

##### **CLOTHING REQUIREMENTS:**

Competitors are to be dressed in business attire in a clean and appropriate manner.

##### **TEACHER'S ROLE:**

Instructors are expected to acquaint their student participants with all of the enclosed guidelines. Teachers may accompany their students or visit any time during the competition but may not assist the competitors during the challenge.

**\*\* Each competitor will be given a number by their coordinator upon registration at the location and will be judged anonymously during the competition.**