



world**skills**  
New Zealand

# 2016 Regional Competition

## Graphic Design Technology

### Competitor pre-competition information

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Regional Designer/Judge/Skill Manager  
National Designer/Judge/Skill Manager  
International Expert/Judge

## REGIONAL COMPETITION GRAPHIC DESIGN TECHNOLOGY

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### General information for Competitors

Congratulations on entering a WorldSkills New Zealand regional competition. The pathway to success includes a **careful study of these instructions**. Please read these instructions fully and retain them for the competition day. If at the end of reading this you wish to enter, please fill out the online registration form.

A WorldSkills New Zealand competition will give you a ranking against your peers according to the skills you demonstrate on the day. You are judged according to your ability to achieve set goals and are awarded marks according to how well you achieve those goals. Unlike standard competency assessments, if you perform better than the industry standard demands, then you will be rewarded for that effort.

### A Introduction

WorldSkills New Zealand (WSNZ) is part of WorldSkills International – A vocational skills competition that is held every two years. There are over 50 categories to compete in. WSNZ currently has 21 categories for young New Zealanders to compete in.

Entrants must hold a New Zealand citizenship or residency and be 21 years old or younger as at 31/12/16. You must be either working in the industry or studying in the skill industry at tertiary level in 2016 or 2017 to be eligible to enter. Regional competitions will be held on Saturday 28th May 2016. There are three regional competitions for Graphic Design Technology, held at ACG Yoobee School of Design campuses in Auckland, Wellington and Christchurch.

This is a seven hour competition, testing a number of skills within the Graphic Design industry, with a Test Project that has a number of tasks and hand in times throughout the day. .

As the test itself is a mystery test (which is revealed to you at the start of the competition) no copy of the brief is available until then. However, attached on page 3 is a list of skills/tasks that have appeared in past competitions. Please note that you may not be tested on all of the things at this regional competition.

The bigger picture for the WSNZ regional competition winner/s is as follows:



WorldSkills is a commitment with training for the successful winner/s, but the skills, networks and personal growth you gain from it all is unique. The successful winner/s of the regionals will need to be available to go to the nationals and international, as well as fulfil the training requirements. There are options to work some of the training into your industry work to help successful competitors that make it to the next round.

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## **B** Competition Day

8.00am	Arrival, Sign in, Welcomes, a draw for workstations
8.30am	Familiarisation and briefing
9.00am	Commence work on competition project
Tbc	Morning break 5–10 minutes
	Continue work on competition project
12.45pm	Lunch break
1.15pm	Continue work on competition project
Tbc	Afternoon break 5–10 minutes
	Continue work on competition project
4.45pm	Competition finishes for GD
5.00pm	Competition Debrief GD (10+ minutes)
5.15pm	Free to go, officially finished.

**Note: As the schedule is tight, please ensure you arrive on time.**

## **C** Tools/equipment required

Competitors are responsible for their own tools/equipment. At the discretion of the officials any suspect piece of equipment may be prevented from being used.

Tools competitors are expected to bring to the competition:

- Pencils, pens and rubber (optional).
- Craft knife (optional – some knives will be provided if competitors don't have one).
- Metal ruler 300mm or longer and a cutting mat (if you have one), there will be some provided to share on the competition day, though having your own will save you time.
- MP3 player with headphones (if you wish to listen to music).  
NOTE: no phones can be used during the competition nor can they be used to listen to music during the competition. No internet is to be accessible during the competition.

## **D** Materials/equipment provided

A listing of the materials and equipment that the competitor will be working with during the competition which is supplied by the organisers:

Individual Items:

- Mac computers
- Software Adobe CC2015
- Pen
- Paper
- Craft knife

Shared items:

- Metal ruler 300mm or longer
- Cutting mats
- First Aid Kit on site.

## E Marking Schedule Summary

All competitors who compete in this skill category will be judged according to the same criteria. A summary of the different project sections and the number of marks allocated to each section is shown below.

	Section	Maximum Possible Mark
A	Job organisation and management (10%)	10
B	Communication and interpretation skills (10%)	10
C	Typography, layout and problem solving (25%)	25
D	Innovation, creativity and design (30%)	30
E	Technical pre-press (25%)	25
	<b>TOTAL</b>	<b>100</b>

### Description of Marking Systems

The following marking systems will be used by the Judges in their assessment of your project.

#### Objective Marking

Judges will carry out objective marking in areas of the project where it can clearly be seen that a task has or has not been completed. A full mark will be rewarded to a correct answer, zero to an incorrect answer.

eg. Bleed of 5mm, if the design is found to be close to it but not exact, no point is rewarded.

#### Judgement Marking (Subjective)

Judges will carry out judgement marking in areas of the project where a visual assessment needs to be made.

eg. Quality of typography.

Description of Judges marking scale where judgement marking is to be used.

#### Judges Marking Scale 0–3

Extremely good (full marks)	3
Above standard	2
Standard level (but nothing extra)	1
Not acceptable/Not attempted	0

## What next?

If you wish to enter this competition, please confirm by registering using the **online form**.

You will be sent a confirmation email once your registration is processed.

\*If you do not hear back within three (3) days of entering, please email [worldskills@acgedu.com](mailto:worldskills@acgedu.com) or phone 0800 66 55 44 extn 3.

Test Projects fit into one of the four categories below and normally have 2–3 main tasks within a Test Project.

Category lists below

- Corporate information
  - > Infographics
  - > Document layout
  - > Identity design
  - > Tables & Graphs
  - > Pre-press
- Advertising & Display
  - > Branding
  - > Posters
  - > Graphics
  - > Flyers
  - > Magazine advert
  - > Newspaper advert
  - > Adshel & Billboard
  - > Displays
  - > Signage
  - > Car wraps
  - > Pre-press
- Package
  - > Dielines
  - > Exterior structure
  - > Interior structure
  - > Graphics
  - > Instructions
  - > Pre-press
- Editorial & New Media
  - > Layout
  - > Bulk text
  - > Forms
  - > Brochures
  - > Catalogue
  - > Interactive PDF
  - > Pre-press

Note: Though the internet is not accessible during the competition, competitors will be given a selection of images that they can use for the tasks as well as reference material.

Thank you for entering  
a WorldSkills  
New Zealand Regional  
Competition.  
**Good luck with the  
competition!**