**Graphic Design**

### Assessment Summary

### Practice & Preparation

* Successful competitors are able to read and understand a written brief, think around a problem and develop solutions quickly. This usually involves a good understanding of the Adobe CC Suite of programmes. In particular competitors should be well versed in the use of Photoshop, InDesign and Illustrator. They will be adept at finding reference material quickly and relating such research to the design problem at hand.
* Technically by the final stage you should be comfortable with designing page layouts and generating CMYK PDF files for proofing, effectively selecting and manipulating typography and illustration for a range of outcomes.
* Prepare using the online tools available at: <https://worldskillsuk.org/>
* Where possible practice the tasks you don’t use in your everyday work or course.

* Speak to your employer or lecturer to ask for help with learning or equipment where needed.

### Example Marking Criteria

These vary according to the stage and tasks being undertaken in the competition but as a general guide we follow the following type of criteria.

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| --- | --- | --- |
| Criterion ID | Description | Max. Marks |
| A | Ideas and originality for the design demonstrating understanding the target market. | 20 |
| B | Visual Impact and Communication effectiveness for the designs.  | 30 |
| C | Quality of the typography for the designs (choice of type, legibility and formatting)  | 20 |
| D | Spot and CMYK colours, folding lines, trim and registration marks supplied as specified in the task. | 20 |
| E | Client branding guidelines have been adhered to.  | 10 |
|  |  |  |  | Total Marks | 100 |

### Task Breakdown

The competition is held in three stages:

Passive Round: you will be set a conceptual brief to design at least two outputs for normally one will be a simple screen based graphics exercise like a short animation. The other tasks are more conventional print based work like posters, flyers or possibly logo design. You are further tested here by the need to use digital transmission media.

Live Heat: The best 20 entries are invited to a Live Heat competition. This is normally held as part of a pubic event so you will be expected to work both to a time constraint but also with a live audience. This normally lasts approximately 4 hours.

Finals: The best 8 competitors are invited to stay at the NEC to battle it out over three days in November. The final tasks are both conceptually and technically challenging. The actual production normally involves product design and physical production of artifacts. You will be asked to explore concepts in sketchbooks before producing work to a tight schedule in front of an audience of thousands.

### Further sources of information and websites

<http://www.iamcreative.org.uk/>

<https://helpx.adobe.com/uk/photoshop/tutorials.html>

<https://helpx.adobe.com/uk/illustrator.html>

<https://helpx.adobe.com/uk/indesign.html?promoid=ZXL8F59B&mv=other>

<https://helpx.adobe.com/uk/acrobat.html>

<https://helpx.adobe.com/uk/animate.html>

<https://helpx.adobe.com/uk/after-effects.html>

<http://www.digitalartsonline.co.uk/>

<http://www.creativebloq.com/tag/graphic-design>