

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

Table of Content

1. NAME AND DESCRIPTION OF TRADE.....	2
1.1.1. Graphic Communication Design	2
2. SCOPE OF WORK FOR THE COMPETITIONS.....	3
2.3 PRACTICAL TASKS	3
2.4 SCHEDULE OF ASSESSMENT	4
3. SKILL MANAGEMENT PROCEDURES (SM).....	4
3.2 PRE-COMPETITION RESPONSIBILITIES	5
3.3 SKILL MANAGEMENT PROCEDURES FOR THE CHIEF EXPERTS.....	5
3.4 HONESTY AND TRANSPARENCY	9
3.5 INFORMATION POLICY	10
4. TEST PROJECT MARKING.....	11
4.1. MARKS:.....	12
5. COMPETITION PROCEDURE.....	12
6. JUDGING PROCEDURAL REQUIREMENTS.....	13
7. GENERAL SAFETY REQUIREMENTS.....	13
8. GLOSSARY	14

NATIONAL SKILLS COMPETITION
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NATIONAL SKILLS COMPETITION
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INTRODUCTION

WorldSkills Jamaica , by a resolution of the National Organizing Committee and in accordance with the Constitution, the Standing Orders and the Competition Rules, has adopted the following minimum requirements for this skill for the National Skills Competition.

The Technical Description consists of the following:

- Section 1 – Technical/Competition Description (TD)
- Section 2 – Project Design Criteria (PD)
- Section 3 – Skill Management Procedures (SM)
- Section 4 – Workshop Setup (WS)
- Section 5 – Infrastructure List (IL)
- Section 6 – Appendices

Effective 01.04.07

Grace Mclean (GM)
Chairman, Competition Committee
01.04.07

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NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

The National Skills Competition Sub-Committee has adopted the following minimum requirements for applicants' entry in the WorldSkills Jamaica Competition.

The effective date will be that date on which this document is issued, and is subject to change by the National Skills Competition Steering Committee.

1. NAME AND DESCRIPTION OF TRADE

1.1 The name of the trade is:

1.1.1. Graphic Communication Design

1.2 The trade covers every form of graphic interpretation, including 2D.

2D design may include all kinds of printed matter; non web-connected web pages and basic animation for the internet (see section 9).

1.3 The trade involves any graphic communication design utilizing skills and techniques applicable to all phases of graphic communication design: conception/idea, design, digital preparation of images, typography, auxiliary artwork, layout and final art, final processing and output and presentation of the final design.

1.4 The competition shall be carried out on a PC by means of relevant software.

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

2. SCOPE OF WORK FOR THE COMPETITIONS

2.1 The test project consists of only practical work and shall not include any theoretical questions.

2.2 The theoretical knowledge is limited to that necessary to carry out the practical work.

2.3 PRACTICAL TASKS

2.3.1 Briefing

- All projects shall begin with a briefing each day, prior to the start of the competition time.
- During the briefing the projects are to be read and understood before the working time is started.
- All competitors and experts shall be present at the briefing session.
- Any general questions, doubts or confusions regarding the project should be asked during the briefing.
- Any general questions, doubts or confusions must not be discussed with an expert during the briefing.

2.3.2 Idea and concept

Ideas and concepts may be developed on the computer or by means of thumbnails or rough sketches according to the competitors' own preference. Neither sketches nor any other form of preliminary produced material shall be submitted for evaluation or marking.

2.3.3 Layout

The design shall be electronically developed using specific software programs of the individual competitor's choice.

2.3.4 Final design

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

The final result of the design and layout process shall be presented for marking and evaluation within the allotted time.

2.3.5 Presentation and storing

- When the project is completed, the competitors shall print the results and mount it on boards for evaluation and exhibition purposes as stated in the written project description.
- The final and preliminary files are also to be saved onto the desktop of the PC in a suitably named folder according to instructions in the given project papers.
- The final and preliminary files are to be stored on a CD by the competitor, according to instructions in the given project papers.

2.4 SCHEDULE OF ASSESSMENT

Day one and Two

AM - Graphic Design

PM - Graphic Design

2.4.1 Test Project Marking

3. SKILL MANAGEMENT PROCEDURES (SM)

3.1 DOCUMENTS REQUIRED

3.1.1 The Chief Expert will have available a current copy of all documents associated with this skill for the Competition.

3.1.2 The documents required are:

- Technical Description
- Competition Rules
- Health and Safety documents
- QAMS – all documents
- Any other documents referred to in the documents listed above.

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

3.1.3 While it is understood that the Chief Expert will have a copy of these documents in there shall also be a complete set that is available for the experts and other competition workers.

3.1.4 The Chief Expert is expected to have a sound knowledge of the requirements and procedures specified in the documentation.

3.1.5 The Jury President is expected to have a thorough knowledge and understanding of the requirements and procedures specified in the documentation.

3.2 PRE-COMPETITION RESPONSIBILITIES

3.2.1 In the period between one National Skills Competition and the next, the elected Chief Expert is responsible to ensure that the requirements of Section 2 – Project Design Criteria are complied with.

3.3 SKILL MANAGEMENT PROCEDURES FOR THE CHIEF EXPERTS

The following speaks to the procedures prior to and during the Competition

3.3.1 The procedures specified below must be adhered to.

3.3.2 On arrival at the Competition site for the first time, the Chief Expert must:

- Welcome the experts and ensure introductions are made
- Inform them of their duties and responsibilities in terms of the Competition Rules and Standing Orders
- Ensure that the project is endorsed by all the experts and that a copy is signed by all the experts

3.3.3 The Chief Expert will then divide the experts into teams for the following activities:

- Verify that the material on site is appropriate and sufficient

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

- Verify again that the quantities of material as specified on the material list is accurate
 - Develop a program for the competitors to complete the modules
 - Develop timetables for activities
 - Set up equipment
 - Confirm that the layout, work areas and equipment are in accordance with the workshop setup requirements
 - Confirm that all machinery/equipment is in a safe working order
 - Confirm that all workstations/machinery/equipment are in accordance with the plan, and that they are numbered
 - Confirm that there is sufficient illumination
 - Confirm that there is sufficient space for the competitors to work efficiently
 - Confirm that the barriers are far enough removed from the competitors to ensure that there will be no interference, and if they are not, set up a roster among the experts to police the area during the Competition
 - If necessary, set up duty rosters for activities during the Competition – e.g. keeping watch during lunch, preventing access of unauthorised persons, etc
- 3.3.4 The Chief Expert will then divide the experts into teams for purpose of marking and setting up marking schedules in accordance with the requirements.
- 3.3.5 Suggestions and comments for the revision and improvement of the Technical Description are to be provided to the Deputy Chief Expert in writing. The Deputy Chief Expert will reduce the information to a single typed document ready for discussion by all experts. Prior to leaving the

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

Competition site, the Chief Expert, the Deputy Chief Expert and the Jury President will facilitate the discussion and revision of the Technical Description.

- 3.3.6 At any time that a unanimous decision is not achieved within a reasonable time, the Chief Expert will put the matter under discussion to the vote. A majority will be 50% of the experts present plus one. This decision will be final. In the event that an expert is absent at the time that the vote takes place, he/she has the right to be informed of the decision but the matter will not be raised again or voted upon again. The exception to this majority rule will be in the case of approval of the changes to the Technical Description, where the majority of 80% is required.
- 3.3.7 In the event that an extension of time is requested for the Competition to exceed the allotted hours, the matter must be discussed with the Jury President. All possible alternative solutions must be investigated before approval of an extension of time is requested, or will be approved.
- 3.3.8 Prior to the end of the Competition, the Jury President will facilitate the selection of the Chief Expert and Deputy Chief Expert for the next national Skills Competition.
- 3.3.9 Experts are eligible for selection as a Chief Expert if they:
- Have attended the National Skills Competition at least twice before (if less than 4 experts have been to the National Skills Competition before, this criterion may be relaxed at the discretion of the Jury President)
 - Demonstrate a high degree of expertise in the skill
 - Demonstrate leadership qualities.
 - Are competent using a computer and the Internet – specifically to facilitate the Discussion Forum for their skill category.
- 3.3.10 The process by which selection will take place is by secret ballot and is as follows:

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

- Each expert present will list their choice of three experts in order of preference • The Jury President will allocate a score of three (3) points to each experts first preference, two (2) points to the second preference and one (1) point to the third preference
 - The Jury President will then calculate total scores and announce the three highest scoring experts
 - The expert with the highest score will be appointed Chief Expert for the next National Skills Competition
 - If the first choice cannot attend, then the second choice will be Chief Expert
 - If the first and second choice cannot attend, then the third choice will attend
 - If none of the choices can attend, then the jury president will appoint, or facilitate the appointment of a Chief Expert
 - The names of the selected experts will be entered into the provided documentation and signed by the Jury President and returned to the co-chair of the competitions committee.
- 3.3.11 Changes to the method of Competition design or suggestions offered for the next Competition design process or tasks must be written down and signed by 80% of the experts.
- 3.3.12 The Deputy Chief Expert's primary role is to ensure that the Technical Description is updated to reflect the technological advances of the skill category and include overall improvements for the preparation and running of the Competition. He/she will ensure that all changes to the Technical Description are entered, that all experts sign it, and that it is delivered to the co-chair of the competitions committee as a hard copy and digitally.

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

3.3.13 The Deputy Chief Expert also assists in the distribution and collection of the QAMS Audit Questionnaires and assists the Chief Expert where necessary.

3.4 HONESTY AND TRANSPARENCY

3.4.1 The competitors that attend the National Skills Competition have the right to expect fair and honest treatment during the Competition in terms of the following:

- Instructions that are clear and unambiguous
- Marking schedules that provide no advantage to an opposing competitor
- All necessary equipment and material specified within the skill documentation that are required to complete the Competition
- The assistance necessary from judges and officials to ensure that he is able to complete the project. (The assistance deemed necessary will be provided equally and at the same time to all competitors present)
- No undue interference by officials or spectators that may hinder them in the completion of their project

3.4.2 Every competitor has the right to expect and demand that no opposing competitors will receive undue or unfair assistance or intervention that may provide that opposing competitor with an unfair advantage.

3.4.3 All officials and judges present on the Competition site are expected to ensure that paragraphs 3.4.1 and 3.4.2 above are complied with and maintained.

3.4.4 It is the responsibility of the Chief Expert or his Deputy to ensure that all competitors, interpreters, officials and judges comply with and maintain the integrity of the Competition, and additionally ensure that all necessary steps are taken to ensure that:

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

- Outside influences do not unduly improve or decrease competitors' abilities to provide a worthy performance.
- 3.4.5 A briefing will be provided to all experts and competitors on the requirements for integrity during the Competition.
- 3.4.6 Additionally, the Chief Expert is expected to identify these and any other factors that may exist on the Competition site that may results in the contravention of paragraphs 3.4.1 and 3.4.2 above, and reduce them to a checklist for continuous reference.
- 3.4.7 In the event that any competitor, judge, official, observer or competitor compatriot is found to be attempting to gain or provide assistance in any form that may result in an unfair advantage, the Chief Expert is to immediately refer the matter to the Jury President.
- 3.4.8 The Chief Expert will receive nominations and appoint a Security Officer whose responsibility it will be to ensure that these requirements are carried out.
- 3.4.9 It will be explained to all experts and competitors that nothing is to come in or out of the site unless specified by the Chief Expert as being allowed after being briefed on this topic.
- 3.4.10 Security checks will be carried out each day on experts and competitors (by experts and competitors) upon entry and exit to the site.

3.5 INFORMATION POLICY

- 3.9.1 During the competition a modified project plan without measurements is to be made available to the public.

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

4. TEST PROJECT MARKING

4.1 The maximum number of points for the whole competition is 100.

- Each subject that is to be evaluated in each project (ie. originality, typography, final design etc.) is given a certain number of points, adding up to 100.
- In the case of subjective marking, the number of points for each part of the project are awarded according to the scale as stated.
- Subjective marking is then calculated using a formula to arrive at the exact final mark as a percentage for that section.
- In case of objective evaluation the whole number of points for each part of the project is either given or not.

4.2 Each project shall be marked on completion of each day's competition.

4.3 Point allocation should be rated at 20% objective and 80% subjective breakdown. The marking should consider the following criteria and weighted with the approximate percentage in brackets.

Section	Item	Maximum
Points		
A	Concept/idea/originality	30
B	Final design/Typography	40
C	Computer Usage/Software Knowledge	5
D	Knowledge of the printing process	10
E	File Format	5
F	Presentation	10

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

4.4 All subjective marking should be carried out along the following set criteria

4.1. MARKS:

Perfect	=	10 points
Very good	=	9 points
Good	=	8 points
Rather good	=	7points
Sufficient	=	6 points
Medium	=	5 points
Weak	=	4 points
Insufficient	=	3 points
Very bad	=	2 points
Zero	=	1 point

Points will also be awarded for creativity, innovation, speed etc. (This will be developed by the judges depending on the nature of the test project).

5. COMPETITION PROCEDURE

14.1 Modules will be completed on each day for all competitors so that the progressive marking can take place, and for results to be made available each day.

14.2 Competitors will have time at their disposal to familiarize themselves with material and processes. Where processes are particularly difficult, assigned personnel will demonstrate the process and the competitors will be given the opportunity to practice.

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

14.3 The competitors will be given all competition documents including the marking criteria prior to the commencement of the competition so that they may study the requirements

14.4 Prior to the start of the competition, each competitor will receive a detailed timetable reflecting the timing for completion of modules.

6. JUDGING PROCEDURAL REQUIREMENTS

15.1 The experts that attend the completion will be divided into marking groups to deal with each section of the marking criteria.

15.2 Every completed module will be marked the same day on which it was completed.

7. GENERAL SAFETY REQUIREMENTS

16.1 All competitors must use ergonomic equipment when:

16.1.1 seated and working at their workstations

16.1.2 reading any relevant documentation

16.2 Competitors must keep their workspace clear of obstacles and the floor space clean of materials and equipments – any items likely to cause the competitor to trip, slip or fall.

16.3 Failure by the competitor to comply with safety directions or instructions may incur a reprimanding from the experts group.

NATIONAL SKILLS COMPETITION
Competitions Sub-Committee
GRAPHIC COMMUNICATION DESIGN
(GCD#1)

8. GLOSSARY

- Prior to the competition both experts and participants should become familiar with the terms in the following glossary.

The following definitions of terms will be considered when experts are assessing the participants' projects.

- Project: The design task that the competitors shall perform
- Conception: The creation of the idea of the design and visual appearance of the product
- Concept: The idea of the design
- Originality: The ability to create an idea and a design that differ from the usual
- Final art: The final files containing the developed concept, ready for printout, publication or uploading
- Layout: The development of the idea on the computer or on paper
- File format: A specified type of digital computer produced document
- Final design: The final printed result of the developed concept/idea and the layout process on the computer
- Presentation: The mounting of prints for exhibition and evaluation/marking purposes.