

WorldSkills Jamaica National Skills Competition
Graphic Communication Design
April 23 to 25, 2008

Graphic Communication Design

Final Test Project



WorldSkills Jamaica National Skills Competition
Graphic Communication Design

WorldSkills Jamaica Competition April 24 to 25, 2008

General Instructions

1. Each competitor will be required to carry out the test project as specified and will be available on the website three months before the competition.
www.worldskillsjamaica.org
2. Each competitor will be required to carry out the test project as specified on the schedule to be handed out two days before the competition.
3. The time will be specified according to the test project.
4. 20% change will be made to the test project on the day of the competition where a new test project will be issued to the competitor.
5. All materials, ingredients, large equipment and specialized hand tools will be provided.
- 6. Please note that all competitors should provide their own small tools and utensils.**
7. Competitors are expected to identify all equipment/ materials/ingredients needed and submit list to the competitions committee no later than March 7, 2008.
8. Debriefings will also be conducted for all competitors on April 22, 2008.
9. All competitors will get an opportunity to arrange work areas the day before the competition. Where applicable competitors for the second day will arrange their work areas on the evening of day one. Competitors who fall in the second shift will get an opportunity to do their preparation at offsite locations (to be decided) where necessary.
- 10. Competitors and coaches are expected to find their way to the competition village on April 22, 2008 and to depart back home on April 26, 2008**
- 11. Transportation will be provided at designated times for all competitors and coaches to and from the competition venue.**
- 12. All coaches will play the role of experts (judges) for the competition**

- 13. Accommodation and meals will be provided for all competitors**
- 14. Accommodation will be provided for coaches only.**
- 15. All other persons that support the competitors will need to make their own accommodation arrangements.**
- 16. Lunch and light refreshment only will be provided for coaches, (experts), workshop supervisors, national trade managers and volunteers.**

17. All competitors should be present for the opening ceremony along with their coaches.
18. Rehearsal for the opening ceremony will be held on the evening of April 22, 2008 in the Indoor Sports Centre.
19. Competitors are not allowed out of the competition village unless permission is granted by the dorm master.
20. All competitors are required to register at the competition village to qualify for entry into the competition.
21. Special permission must be granted if competitors need to reside off campus.

SOFTWARE USED

- Adobe Photoshop
- Corel Draw

Time: 5hrs.

WorldSkills Jamaica National Skills Competition
Graphic Communication Design

- Project Task:** Design a Logo and Business card for Silicon Island Technologies (SIT)
- Type of Business** SIT is involved the development of Information Technology Solutions namely Software Development, Website Development and Network Solutions
- Colours** Choose any combination of the following colours (dark blue, green, red, silver, black, gold)

Text for the Business Card:

John Parker
Manager
4 Waterloo Road,
Kingston 10

Phone: (876) 977-4554

Email: jparker@sit.org

Additional Instructions:

- This should be a vector drawn image
- Business card size: 55 x 85 millimeter
- Produce one colour printout of both the logo and business card

Marking Scheme

Logo	Max. Score
Design concept reflects the image of the company	5
Well balanced	3
Good rhythm	3
Good use of colour	3
Correct colours used	3
Good use of shapes	3
Good use of line	3
Tone	3
Choice of fonts	2
Fonts converted to vector paths	2
	30

OBJECTIVE MARKING

FORM 5

WORLDSKILLS JAMAICA 2008

Skill Area: Graphics

Competitor # _____ Competitor Name _____

Criterion #	Aspect of Criterion Description	Mark allotted for objective marking	Total Mark received for objective Marking	Total Mark received for Subjective Marking	Overall Mark Awarded
1					
2					
3					
4					
5					
6					

Total Mark awarded _____ Type of Medal _____

Signatures

Judge 1	Judge 2	Judge 3	Judge 4

Chief Judge
Date

CIS scoring

All competitors will be scored using the Computer Information System (CIS) – (400 to 600 possible points)

500 – Medallion of excellence

Top three scores will receive gold, then silver, then bronze

OBJECTIVE MARKING

FORM 5

WorldSKILLS JAMAICA 2008

Skill Area: Graphics

Competitor # _____ Competitor Name _____

Graphics
Marking Scheme

	Maximum marks	Assigned marks
NAVIGATION		
Links are easily identifiable and their use is intuitive. Users can move easily both forward and backward through the site.	5	
Path to desired information is clear. Use of menus , image maps , input types etc direct visitors to relative information.	6	
Sub-total =	11	
LAYOUT		
Content (text and graphics) is organized in a way to promote readability. White space and other devices are used to make the page easy to read or view.	4	
Page format is appropriate. Pages are not inordinately long. Scrolling is kept to an acceptable level. Use of tables or frames does not 'clutter' the site.	3	

Sub-total =	7	
AESTHETICS		
Site is aesthetically appealing. Use of background and foreground color promotes readability.	5	
Graphic size and positioning	4	
Site visual theme is consistent. There are no jarring changes in layout , font usage , color , etc. as the visitor moves from page to page.	4	
Visual design is creative. The visual design has a high level of originality.	5	
Sub-total =	18	
CONTENT		
Purpose of site is clearly identified . Titles , logos , headings , etc. communicate site intents and objectives.	5	
Site content is organized in a logical and useful manner. Site content moves from introductory or general content to specific or detailed content.	3	
Site content supports the intension of the site. The information is useful.	3	
Spelling, grammer , syntax , vocabulary , etc. are used properly. Language levels and usage are appropriate for the target audience.	3	
Graphic and text work together to realize the objectives of the site. Graphics are not used for their own sake.	3	
Content is creative. The content is presented in an interesting and original manner.	3	
Sub-total =	20	
FUNCTIONALITY		
Animations - Attractiveness	3	
Applying stylesheets	3	
Use of frames	2	
Feedback form structure	3	
Right click disabled on images	3	
Pop up window	3	
About Us page	3	
Javascript validations	6	
Bulletin board functionality	15	
Database Design, Database connection	2	
Naming & Folder management	1	
Sub-total =	44	

TOTAL MARKS	100	
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Total Mark awarded _____

Type of Medal _____

Signatures

Judge 1	Judge 2	Judge 3	Judge 4

Chief Judge
<i>Date</i>

CIS scoring

All competitors will be scored using the Computer Information System (CIS) – (400 to 600 possible points)

500 – Medallion of excellence

Top three scores will receive gold, then silver, then bronze

SUBJECTIVE MARKING

FORM 5A

WORLDSKILLS JAMAICA 2008

Skill Area: Graphics

Competitor # _____ **Competitor Name** _____

Criterion #	Aspect of Criterion - Description	Judge score (Out of 10)					Mark Awarded
		1	2	3	4	5	
1	Preparation						
2	Selection of material						
3	Use of equipment						
4	Job Knowledge						
5	Material Usage						
6	House Keeping						
7	Safety						
8	Presentation						
9	Creativity						
10	Originality						

Formula for Subjective Marking total score:

Exclude the highest and the lowest score and find the average of the remaining three.

Total Mark awarded _____

Signatures

Judge 1

Judge 2

Judge 3

Judge 4

Chief Judge
<i>Date</i>

Score for subjective marking should be entered on form 5 for total score.