



Skill India
कौशल भारत - कुशल भारत



Sample Test Project

Regional Level Skill Competitions – Level 3

Skill 40 - Graphic Design Technology

Category: Creative Arts and Fashion

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SAMPLE

Section - A

A. Preface

Skill Explained:

Graphic Designers typically work in advertising agencies, corporate advertising departments, reproduction plants or Digital companies. Graphic Designers can be called Art Directors (AD), Production ADs, Assistant ADs, Advertising Assistants and Graphical Designers.

The skill covers every form of graphic interpretation, including 2D design, graphic for 3D format and image manipulation.

- Two-dimensional objects may involve any kind of printed material.
- Three-dimensional design may include both the technical construction of the 3D element (such as packaging) and visual design of the surface.
- Image manipulation may include the use of technical manipulation in preparation for printing

Eligibility Criteria (for IndiaSkills 2018 and WorldSkills 2019):

Competitors born on or after 01 Jan 1997 are eligible to attend the Competition.

Total Duration: 6 Hrs

- **Task 1 : 3 Hrs**
- **Task 2 : 3 Hrs**

Section - B

B. Test Project

This Test Project proposal consists of the following documentation/files:

Text Doc: Module_2_Advert_Display_Design – You must use one the text given in this document. Image files: images given in this folder. Only these images should be used. TEXT_Module_Advert_Display_Design.rtf. – use the

Description of project and tasks:

Task 1: Poster Design

Time: 3 Hours

7th International Festival of Art on Billboards

ART MOVES 2015

Tagline: The Festival of art on billboards

Date: 05.01 - 07.02

Place: Torun

The 7th international Art Movies Festival, this year devoted to freedom, begins on 5 January in Toruń!

566 artists from 67 countries entered the contest “More or less freedom?”. We received 1007 artworks from Europe, Africa, North and South America, Australia and Asia!

Artists:

In this edition of the festival, we will exhibit the works of 16 artists from 7 countries:

1. Henrik Plenge Jakobsen / Denmark
2. Paweł Susid / Poland
3. Paweł Jarodzki / Poland
4. Ryszard Gorecki / Germany
5. Anna Orlikowska / Poland
6. Robert Rumas / Poland
7. Vlad Nanca / Romania
8. Joanna Gorska / Poland)
9. Rafal Goralski / Poland)
10. Rirkrit George / India
11. Peter Liversidge / Great Britain

12. Susan O'Malley / USA
13. Alicia Eggert / USA
14. Christine Wong Yap / USA
15. Taber Calderon / USA
16. Joanna Górska / Poland

The task will be automatically collected at the end of two hours

Instructions to save the file

Create a folder with proper first name underscore and surname underscore DD/MM/YY (Date of Birth).

Ex:- manisha_mehta_02/06/1998 this folder must include the following subfolders "Task1, Task2, Those subfolders contain two folders with:

Original folder: work file, font and native files.

Final folder: All pdf and Jpeg

Subject:

The Poster needs to embody the ideas of Bill Board and all its various facets. Go beyond stereotypes and try to achieve simple and direct communication without limitations. Think creatively and artistically. You can see the last year posters in images folder for your inspiration. Also you can play around with the size/color/ of "Art Moves" without changing its original glyphs.

Description:

1. Create the Poster in Adobe Illustrator/photoshop.
2. The Poster should contain 'embody the ideas of Bill Board'
3. The poster should be in CMYK colors.
4. Use the Given Text in 'TEXT_Module_Advert_Display_Design.rtf'
5. Must include all the texts.

Technical Specifications:

1. Size: A3 size in a portrait layout
2. Color: CMYK Colors
3. Printing: Offset Printing
4. Bleed: 3.5 mm
5. Images: Only Vectorized images are allowed for the poster

You must deliver:

1. 1 A4 PDF.
2. Folders as specified in "Instructions to the Competitor" on page 3.
3. Only files from these folders will be assessed.
4. One colour printout on A4 size paper

Task 2: Dangler Design

Time: 3 Hours

7th International Festival of Art on Billboards

ART MOVES 2015

Tagline: The Festival of art on billboards

Date: 05.01 - 07.02

Place: Torun

The 7th international Art Moves Festival, this year devoted to freedom, begins on 5 January in Toruń!

566 artists from 67 countries entered the contest “More or less freedom?”. We received 1007 artworks from Europe, Africa, North and South America, Australia and Asia!

Any shape of Dangler. They want the Dangler in an interesting shape. Look for inspiration in images folder.

Subject:

Danglers are a very effective **POP (Point of Purchase) Materials**. **Danglers** help to highlight your products in the clutter of products when the customer is on a verge of making decision to purchase. **Danglers** have been used since many years in the industry to **promote product sales** on POP basis and still **danglers** are equally effective as they were years back. **Best quality and economical danglers** can help boost the sales of various FMCG products as well as OTC products in FMCG, Cosmetics, Pharmaceuticals, Food, Spices, and other industries

Description:

1. Design a captivating “Dangler
2. Create the Dangler in Adobe Illustrator/photoshop
3. Your poster design from Task 1 must be incorporated into the dangler design include a vector element in your design. Apply supplied text to the dangler (State Test Advertising > Text).

Technical specifications

1. **Trim size : Maximum A4 Size**
2. **Printing: Letterpress**
3. **Colors: Two PMS Uncoated Colors**
4. **Bleed: 3 mm**
5. **Trapping: 0.5 points**
6. **Bitmap, Grayscale and Color image resolution: Only Vectorised images are allowed.**

You must deliver:

1 Final folder of your working files for archiving.

**1 psd file of a poster with only used CMYK colors in swatch panel.
1 PDF/X-3:2002 version of the Poster (including all the printing marks and specified output profile).**

Text for inclusion:

SAP Labs & India Design Council present, The Best Designer Awards 2018

For students & working professionals under 25 years in the field of Graphic Design and Visual Communication

Acceptable formats: Working link of website or online portfolio or PDF (under 10 MB)

Deadline: 30-12-2018

SAMPLE

Section – C

C. Marking Scheme

The Assessment is done by awarding points by adopting two methods, Objective and Subjective.

- Measurement - One which is measurable
- Judgmental - Based on Industry expectations / Standard

Marking Scheme

50% marks for technical skills
50% marks for conceptual skills

Marking Scheme

50% marks for technical skills
50% marks for conceptual skills

The Section Criteria is the total of Subjective and Objective

Mark Sheet is attached as Appendix

Section - D

D. Infrastructure List

IT Equipment:

- iMac, 10.12.6 OS X, 2.7GHz Intel core i5 processor, 12GB ram
- (can use Windows system with same specifications)
- Adobe CC Design Suite (Mac/ Windows; latest)
- A3 Size -HP Color LaserJet Enterprise M750dn(Printer)
- Mouse & mousepad
- Adapter
- Network Cables
- Network port switch (16 port)
- Extension Board
- Power Cables

Materials and Consumables:

- A3 250 A3 250 gsm matte card/paper
- A3 200 gsm matte paper (box)
- A3 115 gsm matte paper (box)
- A4 115 gsm matte paper (box)

General Requirements:

- Good quality Color printer A3 with double sided printing. (please check registration)
- 130 Gsm A3 paper and A4 paper
- Pencil
- Eraser
- Pencil Sharpener
- 18-inch steel scale
- Cutting Mat
- Cutters
- Long reach stapler for center stapling

Section – E

E. Instructions for candidates

General Rules

- Competitors should inform the officials on duty regarding the malfunctioning of their computers, tools and equipment.
- Competitors should be mindful of loose computer wires and electrical outlets on their workstations and throughout the competition area.
- Competitors to make sure that any rulers, cutting blades or other workstation equipment are not left hanging over the edge of the bench.
- Competitors are not allowed to walk around the graphic areas with cutting blades, rulers or other workbench tools.

Section – F

F. Health, Safety, and Environment

- All accredited participants, and supporting volunteers will abide by rules and regulations with regards to Health, Safety, and Environment of the Competition venue.
- All participants, technicians and supporting staff will wear the required protective Personnel clothing.
- All participants will assume liability for all risks of injury and damage to property, loss of property, which might be associated with or result from participation in the event. The organizers will not be liable for any damage, however in case of Injury the competitor will immediately inform the immediate organizer for medical attention.
- Proper covered shoes are to be worn.

Annexure - 1

Skill Name: Graphic Design **Competitor Name:** _____

Task	Criteria	Mark
A	Creative process and final design	50.00
B	Computer usage and knowledge of the print process	50.00
	Grand Total	100.00

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judge Score	Judgement Score Description	Max Mark
A	Advertising design					
		J	POSTER DESIGN - Ideas and originality			3.75
				0	not suitable, unoriginal, lacks creativity	
				1	are suitable for the brief (minimal creativity)	
				2	are creative and innovative	
				3	are exceptional, creative and innovative (including use of additional elements)	
		J	Unity and relationship between both tasks			3.75
				0	complete mismatch	
				1	some elements are unified	
				2	most elements are unified	
				3	all elements are unified	
		J	POSTER - Quality of the visual composition (aesthetic appeal and balance)			2.50
				0	Poor visual composition, client	

					would not be satisfied	
				1	Minimal elements used appropriately	
				2	Effective layout, aesthetics, typography, image usage	
				3	Strong consideration of layout, aesthetics, balance, flow, image usage, composition, typography, colour	
		J	POSTER - Visual Impact & Communication effectiveness			5.00
				0	Poor visual impact and does not communicate effectively	
				1	Sufficient visual impact and communication	
				2	Effective visual impact and communication	
				3	Strong visual impact and communication	
		J	POSTER - Quality of the typography (choice of type, legibility and formatting)			2.50
				0	Not suitable	
				1	Typeface choice, legibility, formatting	
				2	Typeface choice, colour, unity, legibility, appropriateness, formatting	
				3	Typeface choice, colour, unity, legibility, appropriateness, formatting, style choice, kerning/leading, alignment	
		J	POSTER - Quality of the colours (choice, balance, harmony)			2.50
				0	Colours not appropriate	

				1	Some consideration of colour harmony and balance	
				2	Effective colour harmony and balance (images considered)	
				3	Very effective colour harmony and balance (including images)	
		J	DANGLER - Ideas and originality			3.75
				0	not suitable, unoriginal, lacks creativity	
				1	are suitable for the brief (minimal creativity)	
				2	are creative and innovative	
				3	are exceptional, creative and innovative (including use of additional elements)	
		J	DANGLER - Quality of the visual composition (aesthetic appeal and balance)			2.50
				0	Poor visual composition, client would not be satisfied	
				1	Minimal elements used appropriately	
				2	Effective layout, aesthetics, typography, image usage	
				3	Strong consideration of layout, aesthetics, balance, flow, image usage, composition, typography, colour	
		J	DANGLER - Visual Impact & Communication effectiveness			5.00
				0	Poor visual impact and does not communicate effectively	
				1	Sufficient visual impact and communication	

				2	Effective visual impact and communication	
				3	Strong visual impact and communication	
		J	DANGLER - Quality of the typography (choice of type, legibility and formatting)			2.50
				0	Not suitable	
				1	Typeface choice, legibility, formatting	
				2	Typeface choice, colour, unity, legibility, appropriateness, formatting	
				3	Typeface choice, colour, unity, legibility, appropriateness, formatting, style choice, kerning/leading, alignment	
		J	DANGLER - Quality of the colours (choice, balance, harmony) (poster)			2.50
				0	Colours not appropriate	
				1	Some consideration of colour harmony and balance	
				2	Effective colour harmony and balance (images considered)	
				3	Very effective colour harmony and balance (including images)	
		J	DANGLER - Quality of image manipulation (retouch, masking, cloning, blending, colour adjustment, etc.)			5.00
				0	Not acceptable standard	
				1	basic and acceptable standard	
				2	of a high quality	
				3	high quality and complexity	

		J	DANGLER - Effectiveness and creativity of Image Manipulation			7.50
				0	not effective	
				1	basic	
				2	suitable and effective	
				3	creative, suitable, effective	
		J	DANGLER - Quality of the printout presentation			1.25
				0	Not acceptable standard	
				1	neat, straight, may have some marks, tape, glue	
				2	neat, straight, aligned, minimal marks	
				3	Free from marks, neat, straight, aligned	
						50

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Measure J = Judge	Aspect - Description	Judging Score	Measurement Aspect Description	Requirement or Nominal Size	Max Mark
B1	Advertising design						
		M	Printout of Poster on A4 paper		1 printout at 100% (poster);	Yes or no	2.50
		M	Printout of Dangler on A4 paper reduced to fit.		1 printout trimmed (Dangler);	Yes or no	2.50
		M	Final production folder saved as required in the task - Poster		1 folder on Desktop called "NAME_GDTEST_ddmmyy " with subfolder Task 1	Yes or no	2.50
		M	Final production folder saved as required in the task - Dangler		1 folder on Desktop called "NAME_GDTEST_ddmmyy " with subfolder Task 2	Yes or no	2.50
		M	Poster Size correct in printout			120 mm min . (emblem)	
			Poster in two colours			Yes or no	2.50
		M	Two logos + Dangers included in the Poster			Yes or no	2.50

		M	Two logos + Poster included in correct proportions - (not stretched or compressed horizontally or vertically)			Yes or no	2.50
		M	Final dimensions of layout as specified in the task	A4 (poster)		Yes or no	2.50
		M	All required text is present in the task for Logo			Yes or no	2.50
		M	All required text is present in the task for Poster			Yes or no	2.50
		M	All required elements are present in the task (poster)	3 logos; at least 2 masked images, poster		Yes or no	10.00
		M	Bleed value applied in layout file in PDF as specified in task (poster)			3 mm	2.50

		M	CMYK colours used in layout in PDF file as specified in the task		CMYK (poster)	Yes or no	7.5 0
		M	All files saved in the correct format specified in the task for Poster		1 .ai file + 1 PDF	Yes or no	2.5 0
		M	All files saved in the correct format specified in the task for Dangler		1 .ai file + 1 PDF	Yes or no	2.5 0
		M					
							50.00