

Skills Canada

2013

Trade 40

Graphic Design

Project: Poster and Brochure

Duration: 4 Hours

## Candidate Project Book

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Station number

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Level

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Date

Mark

# Instructions

**Note:** Be sure to read all instructions prior to commencing.

Competitors work alone. This is not a team event. The suggested time for this contest is four (4) hours.

The purpose of the Graphic Design & Prepress Production competition is to assess the competitors' knowledge and skill in graphic design by utilizing programs for page layout (eg. InDesign), illustration (eg. Illustrator) and image manipulation (eg. Photoshop).

- Competitors must work independently throughout the contest period
- The contestant will produce a specified project to acceptable standards as determined by the judges
- 15 minutes of the competition period should be used as a Contest Problem Review Meeting. Competitors will be able to ask questions regarding the contest problem, approximately 30 minutes for process and completion of written rationale, then the remainder to complete the practical project. This is not a set time: if competitors choose to spend more time on their process they are allowed to, but the minimum is 30 minutes. They are also allowed to work on their rationale up until the end of the four (4) hour limit
- At the conclusion of the quiz all competitors will be given the practical component
- Coaches will not be permitted to offer advice to their competitors once the contest materials have been distributed
- Once work on the project begins competitors are to work by themselves and not discuss the project with anyone but the judges
- Competitors may ask questions during the project, but if the answer would provide you with an advantage over your fellow competitors, then such an answer shall not be given, unless the answer is given to everyone
- All work to be done on site

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## Instructions (continued..)

### **The Practical Project: (85% of total)**

You have about 4 hours to complete the project, at which time all work must stop. Time yourself accordingly. Please leave all your final files open on the computer, as we may need to access them for judging purposes. If you need to print files after the deadline, the co-ordinator will print them out for you. Remember to put your competitor number on each page of your work (in the actual file, so it can be identified as it comes out of the printer), and to save your work early and frequently. To avoid an overload of files queued at the printer, we suggest that you print only at major stages of your project, and to check the printer queue before sending your files. If you need help, ask the co-ordinator. You may ask questions during the project, but if the answer would provide you with an advantage over your fellow competitors, then such an answer shall not be given, unless the answer is given to everyone. We understand that you may not all have the same ability and training, therefore, you are only expected to do your best.

### **Process: (10% of total)**

Brainstorming, sketches, drafts, written ideas on separate sheets of blank paper. Judges should be able to at least see considerations made for the target audience, idea exploration, and a relation between the competitor's process and the competitor's final solution.

### **Rational: (5% of total)**

A brief statement (approx. 150 words) describing your choices for your design solution. For example, why you choose a certain colour theme, a certain typeface, images, etc. Also state why you think your choices are the best in this situation.

# Project Description

## **Background:**

David T Cho is a Vancouver based painter who paints oil on canvas portraits depicting individuals from professional boxing, mixed martial arts (MMA), and the wrestling world, such as Mike Tyson and Hulk Hogan.

After receiving global recognition from media for his delightful work, the curator at the Art Hub Gallery offered him an exhibition opportunity. The Art Hub Gallery is located on Granville Island and is a contemporary art gallery focusing on bold artists.

For this project, your objective is to create two (2) pieces of collateral:

1. A Poster for his upcoming exhibition
2. A Brochure to introduce the artist, his work, and brief information about the gallery

## **Poster:**

The main purpose of the Poster is to get attention and provide information to passers-by.

Criteria for the Poster:

- **Size:** 10 inches by 14.5 inches – Orientation of poster is up to you
- **Goal:** Encourage pedestrians to seek out further information
- **Style:** Suitable for the Art Hub Gallery
- **Fonts:** You can use anything you think is appropriate
- **Target market:** A diverse audience, including youth, young urban professionals, current members of the gallery and serious art enthusiasts

## **Brochure:**

The main purpose of the Brochure is to capture the attention of people who receive the brochure from gallery agents as they walk by.

Criteria for the Brochure:

- **Size:** Bi-fold brochure, 4 inches by 9 inches when folded – Orientation of brochure is up to you
- **Goal:** Pique the curiosity of the pedestrian to take the brochure from the gallery agent and read the entire brochure
- **Style:** Suitable for the Art Hub Gallery – It is recommended that you focus heavily on visuals by incorporating images, and effective typography
- **Fonts:** You can use anything you think is appropriate
- **Target market:** A diverse audience including youth, young urban professionals, current members of the gallery, and serious art enthusiasts

## Required Elements

### Poster

- Supplied text
- Supplied images – choice of yours  
(keep in mind that captions for used images must be presented)
- Supplied logos: gallery and sponsors  
(depending on your design, you can use either colour or reversed version)

### Brochure

- Supplied text
- Supplied images – choice of yours  
(keep in mind that captions for used images must be presented)
- Supplied logos: gallery and sponsors  
(depending on your design, you can use either colour or reversed version)
- Vectorized map – you can choose appropriate colours for your design

## Supplied Elements

- Images
- Texts – poster, brochure and captions
- Logos – colour and reversed version
- InDesign Templates
- JPEG map(low-res) for vectorizing

## Technical Specifications

### Poster

- Colours: CMYK color model
- Artwork dimension: 10 x 14.5 inches
- Single sided
- Bleed: 0.125 inches
- Resolution: 300 DPI

### Brochure

- Colours: CMYK color model
- Artwork dimension: 8 x 9 inches (4 x 9 inches when it is folded)
- Bi-Fold
- Double sided
- Bleed: 0.125 inches
- Resolution: 300 DPI

## Acceptable Image Saving Formats

- PDF
- Unflattened PSD
- Unflattened TIFF
- EPS

## Production

### **You must provide for the Poster:**

- 1 untrimmed colour composite printout (including bleed, trim marks, registration marks)
- 1 trimmed colour composite printout
- 1 press ready PDF (including bleed, trim marks, registration marks)
- Final folder for archiving including fonts, linked images, final layout, and PDF file

### **You must provide for the Brochure:**

- 1 untrimmed colour composite printout (including bleed, trim marks, registration marks)
- 1 trimmed and assembled colour composite printout
- 1 press ready PDF (including bleed, trim marks, registration marks, dieline)
- 1 final folder for archiving including fonts, linked images, final layout, and PDF file

# Marking

## **Technical elements: 45 %**

### **1. Computer: Images**

	<i>Poster</i>	<i>Brochure</i>	<i>Total</i>
1.1 Colour mode	2	2	
1.2 Correct resolution of all used images	2	2	
1.3 Saving format	2	2	
			/12

### **2. Computer Layout**

2.1 Document size	2	2	
2.2 Vectorized map	0	3	
2.3 Bleed	1	1	
2.4 Required elements	4	4	
			/17

### **3. Saving Abilities**

3.1 Save for archiving (all fonts, images, files)	2	2	
3.2 Save in press ready PDF format (with bleed and all colours)	2	2	
			/8

### **4. Final Presentation**

4.1 Colour composite (printed, trimmed and assembled)	4	4	
			/8

Sub total

/45

### **5. Creative and Aesthetic Elements: 40%**

5.1 Overall quality of design – legibility and harmony	10	10	
5.2 Ideas and originality for the target market	10	10	

Sub total

/40

### **6. Process & Rational: 15 %**

6.1 Process	10		
6.2 Rational	5		

Sub total

/15

**Total**

**/100**

Worked 30 minutes or less past deadline

**- 10 pts**

Worked over 30 minutes

**NO MARKS**

## Content for Poster

**Note:** text in the brackets does not need to be put on the poster.

You are required to have the following on the poster:

(Artist's name) David T Cho

(Title of the exhibition) Fighters

(Date) May 23<sup>rd</sup> to July 23<sup>rd</sup>, 2013

Opening Reception: May 22<sup>nd</sup>, 2013, 8pm – 11pm

Art Hub Gallery

1987 Johnston Street

Vancouver, BC V6Y 3C5

Telephone: 604-733-5882

Gallery Hours

Daily 10am – 5pm, Thursdays until 10pm

More Information

[info@arthubgallery.bc.ca](mailto:info@arthubgallery.bc.ca)

[www.arthubgallery.bc.ca](http://www.arthubgallery.bc.ca)



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GALLERY

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## Content for Brochure

**Note:** text in the brackets does not need to be put on the brochure.

You are required to have the following on the brochure:

(Artist's name) David T Cho

(Title of the exhibition) Fighters

(Date) May 23<sup>rd</sup> to July 23<sup>rd</sup>, 2013

(Title) Introducing an Artist

I have always been a fan of martial arts, from wrestling to MMA. Even before becoming serious with art, I collected fight videos and photographs as a fan for over a decade. Now I'm using them as a reference for my art, and I still collect fight media that inspires me.

I strive to make art that entertains the audience and to create a connection between the viewer and my work. One of the reasons why I paint fighters is because I see the fight scene as a metaphor for the life we are living; it reflects the momentousness and the ambivalence, or complex sentiments that we experience.

The moments I choose to capture are flushed with serious tension. As life is difficult to define, sometimes it is hard to distinguish if the fighter has won or lost the match through a still image. Their looks belie the result of the fight. The ostensible expression is often stiff and empty but there is a hint of change that can still be found with close observation. This ambiguous expression can raise questions, giving space to the viewers to get involved with the work.

The images are violent and masculine but also project the vulnerable and solitary side of the fighters. The paintings are filled with fast and strong marks of paint layers to create a gruesome and grotesque atmosphere, but I also try to achieve a hollow feeling, like silence underwater.

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## Content for Brochure (continued..)

### (Title) About the Gallery

The Art Hub Gallery features established and emerging local artists from different regions in British Columbia. The gallery carries out a programme of regional, national and international exhibitions that reflect a range of disciplines. Emphasis is on contemporary thematic group of shows that contain an educational and/or critical component, and solo exhibitions that offer in-depth analysis of an artist's production.

Art Hub Gallery  
1987 Johnston Street  
Vancouver, BC V6Y 3C5  
Telephone: 604-733-5882

Gallery Hours  
Daily 10am – 5pm, Thursdays until 10pm

More Information  
[info@arthubgallery.bc.ca](mailto:info@arthubgallery.bc.ca)  
[www.arthubgallery.bc.ca](http://www.arthubgallery.bc.ca)

### (Map)



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## Images & Captions



David T. Cho, Reality Check Series –  
Post Fight of Quinton Jackson, 2011,  
oil on canvas, 60 x 72 in



David T. Cho, Reality Check Series –  
Post Fight of Manny Pacquiao, 2011,  
oil on canvas, 56 x 72 in



David T. Cho, Reality Check Series –  
Post Fight of Emelianenko Fedor III,  
2011, oil on canvas, 60 x 60 in



David T. Cho, Fighters Series –  
Wanderlei Silva, 2010, oil on canvas,  
37 x 46.5 in



David T. Cho, Fighters Series –  
Mike Tyson, 2010, oil on canvas,  
36 x 48 in



David T. Cho, Fighters Series –  
Antônio Rodrigo Nogueira, 2010,  
oil on canvas, 40 x 48 in



David T. Cho, Fighters Series –  
Yoon Heo, 2010, oil on canvas,  
36 x 48 in



David T. Cho, Fighters Series –  
Emelianenko Fedor, 2010, oil on  
canvas, 36 x 48 in



David T. Cho, Fighters Series –  
Tokoro Hideo, 2010, oil on canvas,  
36 x 48 in

## Images & Captions (continued..)



David T. Cho, Fighters Series –  
Minho Choi, 2010, oil on canvas,  
36 x 48 in



David T. Cho, Fighters Series –  
Mirko Crocop, 2010, oil on canvas,  
36 x 48 in



David T. Cho, Fighters Series –  
Emelianenko Fedor II, 2010, oil on  
canvas, 36 x 48 in



David T. Cho, American Series –  
Bret Hart, 2011, oil on canvas,  
30 x 30 in



David T. Cho, American Series –  
Bushwackers, 2011, oil on canvas,  
26 x 24 in



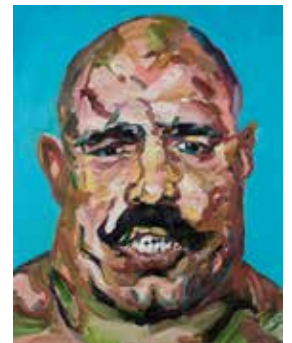
David T. Cho, American Series –  
Hulk Hogan, 2011, oil on canvas,  
36 x 36 in



David T. Cho, American Series –  
Hulk Hogan, 2011, oil on canvas,  
30 x 40 in



David T. Cho, Wrestlers Series –  
Hulk Hogan, 2011, oil on canvas,  
16 x 20 in



David T. Cho, American Series –  
Iron Sheik, 2011, oil on canvas,  
16 x 20 in



## Images & Captions (continued..)



David T. Cho, American Series –  
Jake Roberts, 2011, oil on canvas,  
24 x 36 in



David T. Cho, American Series –  
Macho Man, 2011, oil on canvas,  
36 x 36 in



David T. Cho, American Series –  
Ultimate Warrior, 2011, oil on canvas,  
30 x 30 in



David T. Cho, American Series –  
Ultimate Warrior, 2011, oil on canvas,  
24 x 36 in



David T. Cho, American Series –  
Paul Bearer, 2011, oil on canvas,  
16 x 20 in