

Trade 40

Graphic Design

Project: Boarding Pass & Flyer

Duration: 6 Hours

## Candidate Project Book

---

Station number

---

Level

---

Date

Mark

## Project Description

### **Background:**

Air Goose is a newly formed subdivision of a larger parent company. Their goal is to provide low cost/affordable travel option to popular destinations in Canada. Your objective is to create a Boarding Pass for the airline and a promotional Flyer for their first flights to Tofino, British Columbia.

### **Project:**

For this project, your objective is to create following two pieces:

- Boarding Pass
- Flyer

### **Target Market:**

North Americans 25-50 years old with a modest income.

## Required Elements

### **Logo Redraw**

- To be redrawn as a vector image using supplied JPG (Air-Goose-Logo.jpg) as template

### **Boarding Pass**

- Text 1
- Logo – Redrawn as a vector image by competitor
- Barcode
- One Perforation

### **Flyer**

- Text 2
- Any graphics of your choice, use at least five of the supplied images
- Logo – Redrawn as a vector image by competitor

## Supplied Elements

- Text 1 and 2 (.doc)
- Logo – 'Air-Goose-Logo.jpg' to be redrawn
- Barcode (.ai)
- Images (.jpg)
- Boarding Pass Dieline (.ai)

# Technical Specifications

## Logo Redraw

- Colours: 2 PMS (Pantone Matching System) Colours – Pantone 1795C + Pantone Black C

## Boarding Pass

- Colours: 2 PMS (Pantone Matching System) Colours – Pantone 1795C + Pantone Black C
- One-Sided
- Bleed: 0.125 inches (if needed for your design)
- Barcode: 2.15 x 0.5 inches | Pantone Black C
- One perforation required for tearoff section
- Final Trimmed Size: 8 x 3.25 inches

## Flyer

- Colours: Process
- One-Sided
- Bleed: 0.125 inches (if needed for your design)
- Resolution: 133 LPI
- Final Trimmed Size: 8.5 x 11 inches

# Other Specifications

- Accepted image saving formats for print: TIFF (one layer), PSD (one layer), AI, or EPS
- The RGB mode is not accepted in the final output
- The bleed value is the exact value without any tolerance

# Production

## Logo Redraw you must provide:

- One colour composite printout (6 inches width on 8.5 x 11 inches paper)
- One final folder for archiving including working file, final layout and PDF file

## Boarding Pass you must provide:

- One untrimmed colour composite printout (including bleed, dieline, crop marks, registration marks and document info)
- One trimmed colour composite printout
- One press ready PDF (including bleed, crop marks, registration marks and document info)
- One final folder for archiving including fonts, linked images, working files, final layout and PDF file

## Flyer you must provide:

- Same as Boarding Pass

## Text 1 – For Boarding Pass

**Note 1:** Text in the brackets does not need to be put on boarding pass, it is only here to label the segments of information.

**Note 2:** All information is to be repeated in smaller tear-off section with the exception of the Electronic ticket #, Checked luggage, and Internal tracking #

You are required to have the following on the main section:

(Name) Dragon Slayer

(Date) 9 April 2014

(Departure City) Vancouver

(Destination) Tofino, BC

(Flight #) AG 179

(Boarding Time) 3:15 AM

(Gate #) B3

(Seat #) 25A

Electronic Ticket # 273-77617281-0

Checked Luggage: 2

Internal tracking #: 0067-YVR-36287113-F

## Text 2 – For Flyer

Tofino, reigns as the jewel of Canada's west coast!

The stunning beauty and ecological diversity of Tofino's location in the Clayoquot Sound UNESCO Biosphere Reserve is the source of all activities.

Imagine, all in one place, fishing, kayaking, whale watching, bear-watching, bird watching, camping, hiking, storm-watching and First Nations cultural touring. Surfing is big here, and Tofino was named the best surf town in North America in Outside Magazine's 2013 Editors' Choice awards.

For all this glamour, Tofino remains the rough-and-tumble frontier town it has always been, easygoing, outgoing, enterprising, unpretentious and resolutely friendly. Yet it also boasts swank beach front resorts, excellent restaurants and a dynamic arts scene rooted in nature and First Nations culture. Welcome to the end of the road.

---

Lowest airfare guaranteed

We will beat any airfare quote or you fly free!

Call 1-877-588-7942 now to book a flight!

[airgoose.ca](http://airgoose.ca)

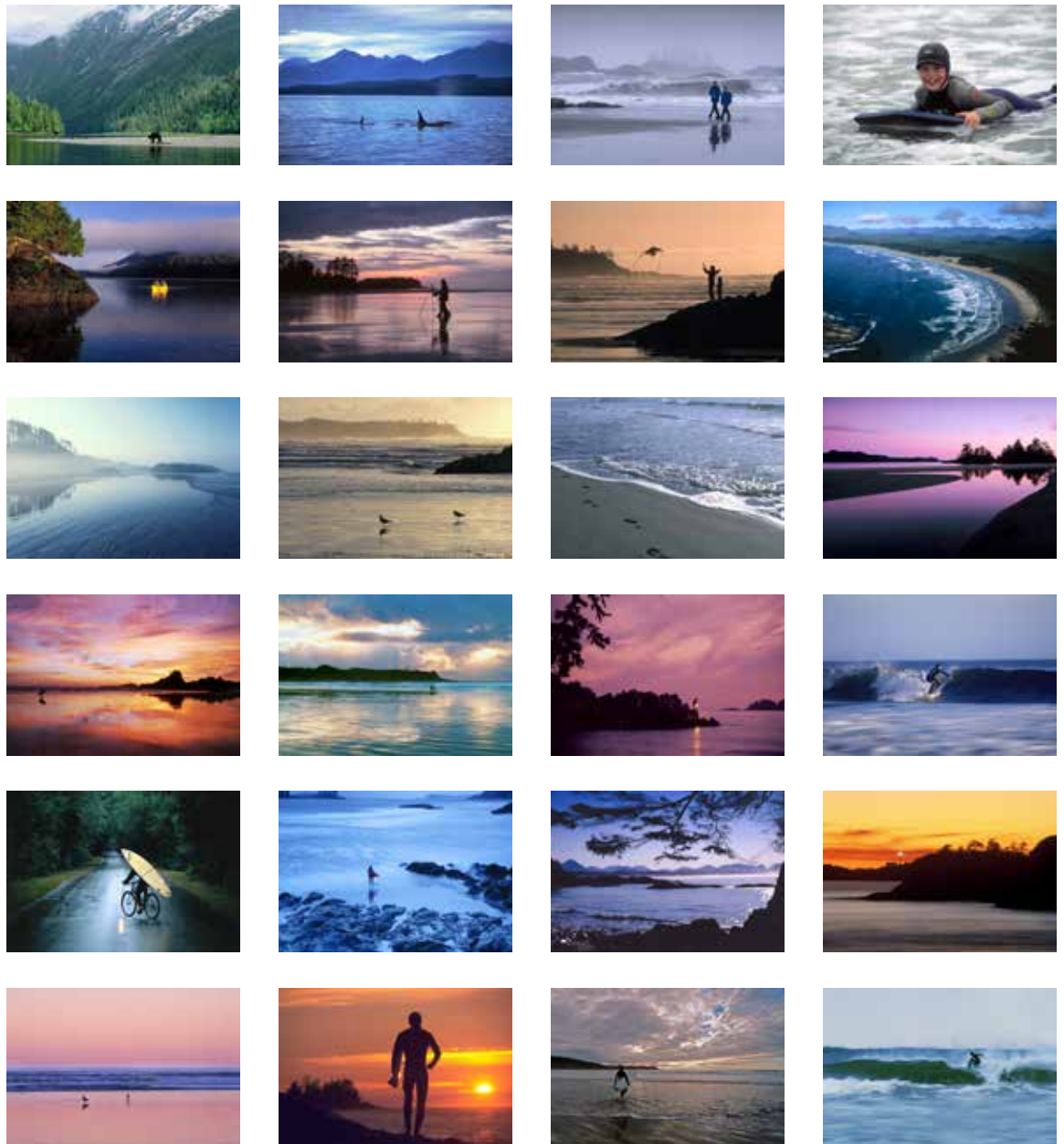
Logo – To be redrawn



Barcode

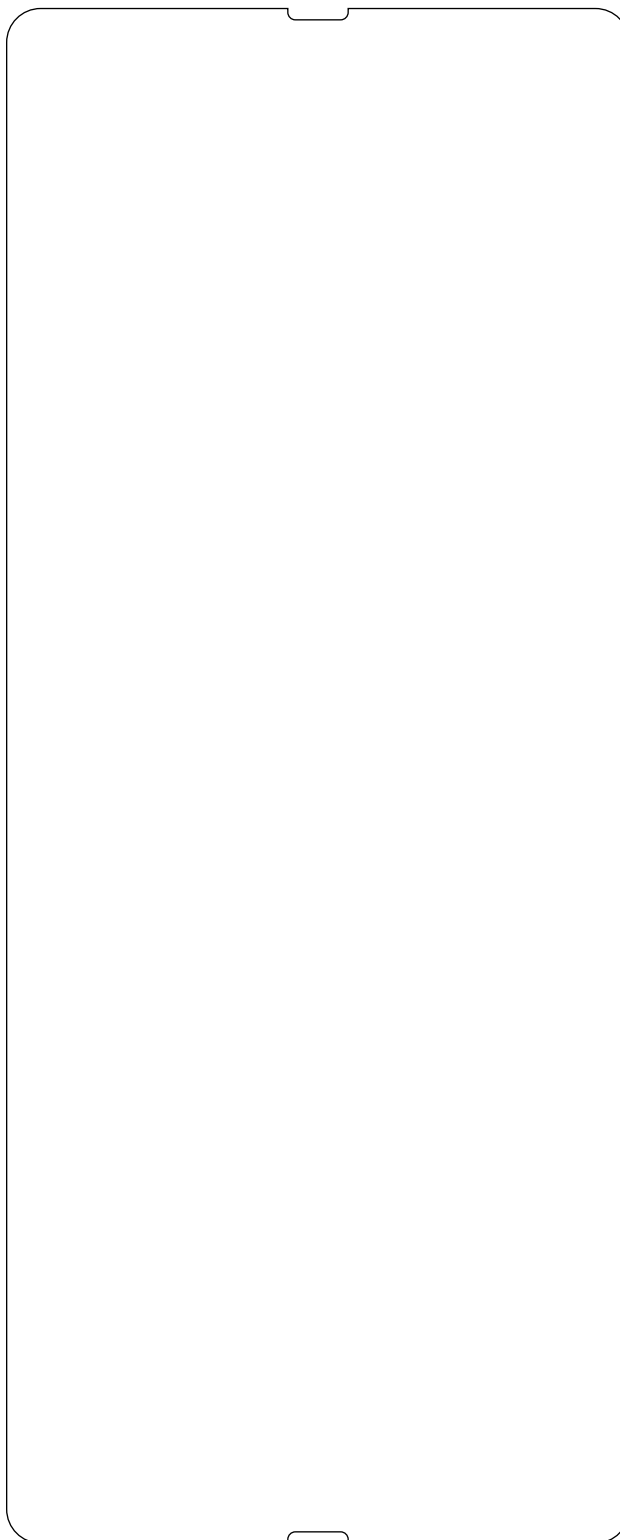


Images



## Boarding Pass Dieline

---



# Marking

## *Technical elements (objective): 45%*

<b>1. Computer: Images</b>	<b>Logo</b>	<b>Pass</b>	<b>Flyer</b>	<b>Total</b>
1.1 Correct colour mode of all images	2	2	2	/6
1.2 Correct resolution of all used images	-	-	2	/2
1.3 Correct saving formats of all images	-	-	2	/2
				/10

## **2. Computer: Layout**

2.1 Correct measurements	1	1	1	/3
2.2 The logo is accurately redrawn	5	-	-	/5
2.3 All the required elements are present	-	5	5	/10
2.4 Bleed is done at exact value	-	1	1	/2
				/20

## **3. Saving Abilities**

3.1 PDF for press is correct (with exact bleed, trim and dieline)	-	2	2	/4
3.2 PDF for press is correct size, including required colours	-	2	1	/3
3.3 The final folder for archiving is correct and complete including working files, fonts and all elements	1	1	1	/3
				/10

## **4. Final Presentation**

4.1 Untrimmed colour composite printed	1	1	1	/3
4.2 The boarding pass & flyer are printed and trimmed	-	1	1	/2
				/5
Sub Total				/45

## **5. Creative and Aesthetic Elements (subjective): 55%**

5.1 Appropriate to the target market	-	5	5	/10
5.2 Use of images	-	-	5	/5
5.3 Font choice—size, colour, legibility and impact	-	5	5	/10
5.4 Concept—originality and idea	-	5	5	/10
5.5 Layout—composition, balance, shape and space	-	5	5	/10
5.6 Impact of design execution	-	5	5	/10
Sub Total				/55

**Total** /100

Worked 30 minutes or less past deadline

-10 points

Worked over 30 minutes

NO MARKS