Trade 40 **Graphic Design**

Project: Pattern, Direct Mail & Matchbox Label
Duration: 6 Hours

Candidate Project Book

_____

Your Name   Station Number

_____

School Name

_____

Date

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 6 hours.

Purpose of the challenge

Assess the competitor's ability to perform duties relating to graphic design and prepress.

Skills & knowledge to be tested

This skill involves any graphic design technology utilizing skills and techniques applicable to all phases of Graphic Design Technology such as: Conception/idea, Design, Digital preparation of images, Typography, Supportive artwork (illustrations, typefaces etc.), Layout, Final processing and output, Presentation of the final design.

Tasks that may be performed during the contest

- Reading and understanding technical specifications
- Implementing time management and workflow planning
- Understanding and utilizing basic design fundamentals
- Manipulating and colour correcting images
- Using master pages, style sheets and dieline
- Using industry standard software for illustration page layout and image manipulation
- Exporting to final formats (EPS, TIF, PSD, PDF) and in native applications
- Correcting proofs
- Applying print prepress standards (trapping, resolution/line screen, bleed, etc.)
- Managing colours to produce a correct PDF separation
- Printing proofs
- Project assembly for presentation

Some rules to keep in mind

- Competitors must work independently throughout the contest period
- The contestant will produce a specified project to acceptable standards as determined by the judges
- 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
- The internet is not to be used
- All work to be done on site

Project Description

Background

Honest Farmers' Market is a registered BC non-profit society, founded in 1916 as the Dishonest Farmers Market Society. The market has grown to become one of Canada's leading farmers' markets with 523,000 shoppers per year and annual vendor sales of $11 million. All year round, farmers and food producers across British Columbia offer fresh fruits, vegetables, meat, poultry, baked goods, artisan food products, wine and spirits.

In June 2016, the Honest Farmers' Market will finally reach its centennial. Jim Carrot, the CEO of the market, decided to launch a promotional campaign across British Columbia as he truly believes the 100th anniversary deserves an extravaganza in celebration.

Project

The Honest Farmers' Market must launch the campaign province-wide by the beginning of May in order to promote their centennial celebration. To get the campaign launched in such a short amount of time, Jim rushed to find a passionate student designer, you, on Craigslist, who is willing to work for free just to get experience. In order for the campaign to move forward, you must finalize all the pieces by 3:00 PM today.

Keep in mind that the Honest Farmers' Market decided to use an illustrative pattern as a main visual component for their centennial campaign. You, therefore, have to come up with a pattern that matches your design (i.e. broccoli, wild strawberries, hemp seed, and etc.). The mood board is included for your inspiration (see page 14).

As a graphic designer you will be asked to create a:

- Pattern
- Direct Mail
- Matchbox Label

Target Market

18 years and older that appreciate quality food at great prices found in a beautiful social atmosphere

Pattern

Required Elements

- Your original illustrations of any products that are associated with the following categories:
  - Fruits
  - Vegetables
  - Meat
  - Baked Goods
  - Wine

Technical Specifications

- Colours: CMYK
- Resolution: 300 DPI (only if your pattern is not vector)
- Document Size: Up to you

Production

- 1 colour composite printout – fill the letter size paper (8.5 x 11 inches) with your pattern
- 1 press ready PDF
- 1 final folder for archiving including final file, and any working files

Other Specifications

- Accepted image saving formats for print: AI, EPS, TIFF (one layer), or PSD (one layer)
- The RGB mode is not accepted in the final output

Message from the Chair 🗩

- See the mood board on page 14 for your inspiration
- Live trace is unacceptable

Direct Mail

Required Elements

- Text 1
- Pattern
- Organization Logo: Coloured, grayscale, or reversed versions. Modifications are not permitted
- Sponsor Logos: Coloured, grayscale, or reversed versions. Modifications are not permitted
- Postal Indicia (1.5 x 0.8524 inches). Modifications are not permitted
- Clear area for Recipient's Address (3.16 x 1.5 inches)
- Mascot. Modifications are not permitted
- Images: Any graphics of your choice, use at least 6 of the supplied images
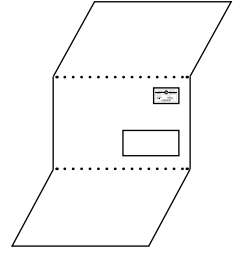
Technical Specifications

- Colour: CMYK
- Folds: Tri-fold
- Sides: Double-sided
- Bleeds: 0.125 inches
- Resolution: 300 DPI
- ICC Colour Profile: US Sheetfed Coated v2
- Final Trimmed Size: 7.5 x 15 inches (7.5 x 5 inches when it is folded)

Production

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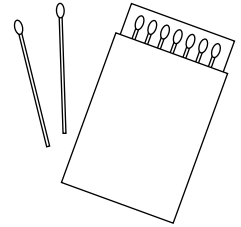
Other Specifications

- 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

Matchbox Label

Required Elements

- Text 2
- Pattern
- Organization Logo: Coloured, grayscale, or reversed versions. Modifications are not permitted
- Mascot: Modifications are not permitted

Technical Specifications

- Colour: CMYK
- Sides: Single-sided
- Bleeds: 0.125 inches
- Resolution: 300 DPI
- ICC Colour Profile: US Sheetfed Coated v2
- Final Trimmed Size: 5 x 1.5 x 7 centimeters

Production

- 1 assembled and glued matchbox label
- 1 press ready PDF (including bleed, fold line, dieline, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

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

Message from the Chair ▭

- Matchsticks not provided due to fire hazard

Text 1

Honest Farmers' Market's 100th Anniversary

A Mind-blowing Giveaway

May 3, 2016 – June 3, 2016

Honest Farmers' Market celebrates 100 amazing years with a market-wide party glittered with diamonds.

Enter for your chance to win $100,000 in cash, diamonds, and the grand prize Hitachi Reduced-Tail-Swing Excavator (17,377 lb. – 55,167 lb.) by playing cat's cradle, tic-tac-toe, duck duck goose and more!

Earn ballots into weekly draws through Russian roulette, Candy Crush, dining at local Starbucks and visiting honestfarmersmarket.ca for your chance to win!

Thank you for all of your continued support over the last 100 years!

2010 Brownies Street, Vancouver, BC V5H 9R3

For more information, please call 604-317-5489 or visit honestfarmersmarket.ca

Sponsored by:

Text 2

Honest Farmers' Market's 100th Anniversary

A mind-blowing giveaway

May 3, 2016 – June 3, 2016

honestfarmersmarket.ca

Organization Logo

COLOURED	GRAYSCALE	REVERSED
HONEST FARMERS' MARKET	HONEST FARMERS' MARKET	HONEST FARMERS' MARKET

Sponsor Logos

COLOURED	GRAYSCALE	REVERSED
FOSHIZZLE BOOKS	FOSHIZZLE BOOKS	FOSHIZZLE BOOKS
Peasants' Revolt	Peasants' Revolt	Peasants' Revolt
HEALTHY GURU	HEALTHY GURU	HEALTHY GURU
Rice College OF ART & DESIGN	Rice College OF ART & DESIGN	Rice College OF ART & DESIGN
ART HUB GALLERY	ART HUB GALLERY	ART HUB GALLERY
BAND·EH	BAND·EH	BAND·EH
The Emperor's CHOCOLATE CO.	The Emperor's CHOCOLATE CO.	The Emperor's CHOCOLATE CO.
AIR GOOSE	AIR GOOSE	AIR GOOSE

Images

HFM-01

HFM-02

HFM-03

HFM-04

HFM-05

HFM-06

HFM-07

HFM-08

HFM-09

HFM-10

HFM-11

HFM-12

HFM-13

HFM-14

HFM-15

HFM-16

HFM-17

HFM-18

HFM-19

HFM-20

Images *(continued..)*

HFM-21

HFM-22

HFM-23

HFM-24

HFM-25

HFM-26

HFM-27

HFM-28

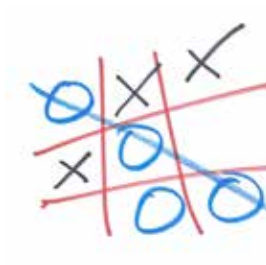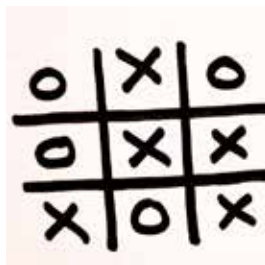HFM-29

HFM-30

HFM-31

HFM-32

HFM-33

HFM-34

HFM-35

HFM-36

HFM-37

HFM-38

HFM-39

HFM-40

Images *(continued..)*

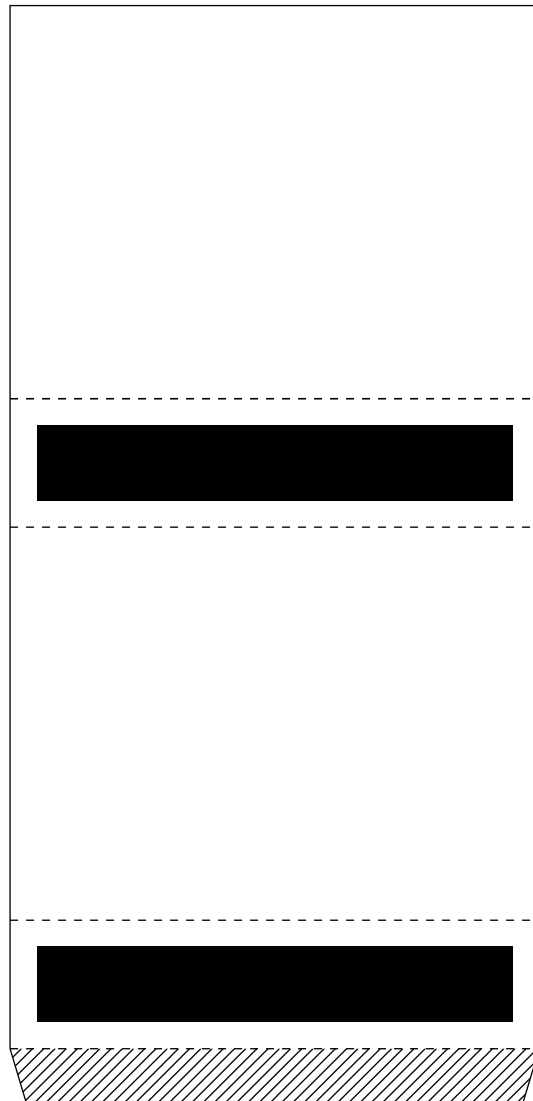HFM-41

HFM-42

HFM-43

HFM-44

HFM-45

HFM-46

HFM-47

HFM-48

Mascot & Postal Indicia

CANADA   POSTES
POST   CANADA

Postage paid   Port payé

Addressed   **Médiaposte**
Admail   avec adresse

02689057

Dieline for Matchbox Label

LEGEND

Trim Line

- -

Fold Line

Emery Board (Ink-Free Zone)

///

Glue Area (Ink-Free Zone)

Mood Board
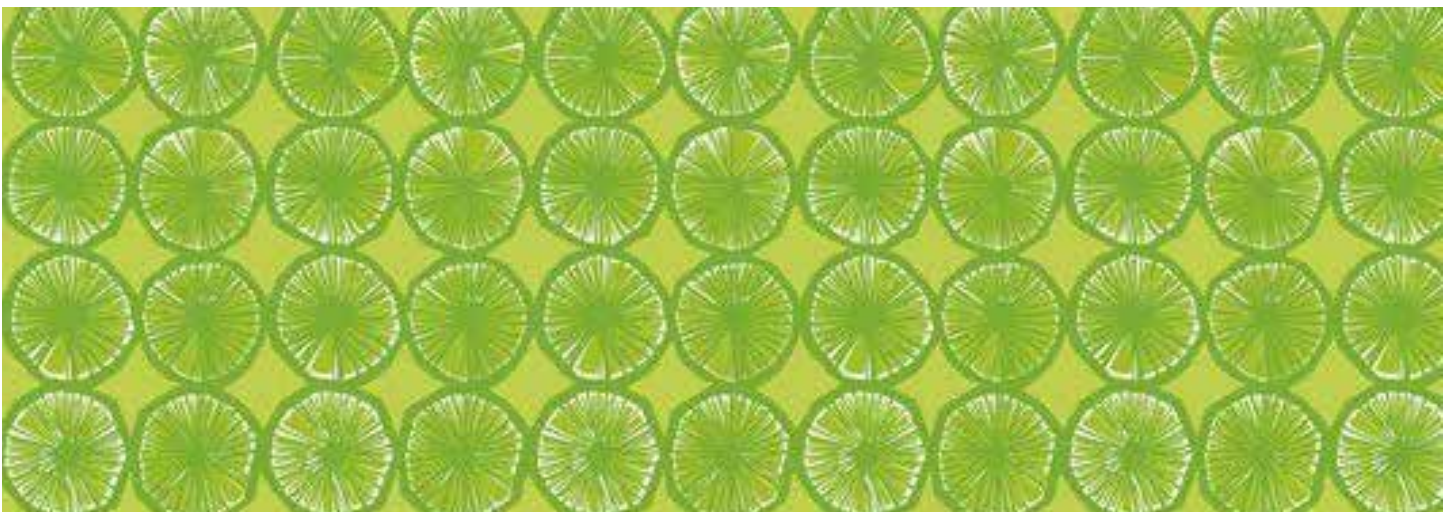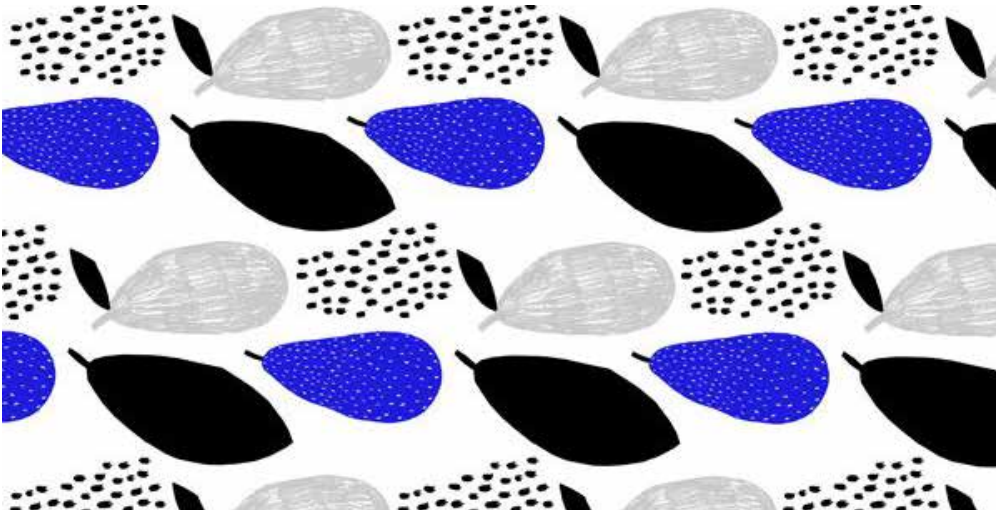
Mood Board *(continued..)*

Mood Board *(continued..)*

Mood Board *(continued..)*

Marking – Secondary

TECHNICAL ELEMENTS (OBJECTIVE): 40%

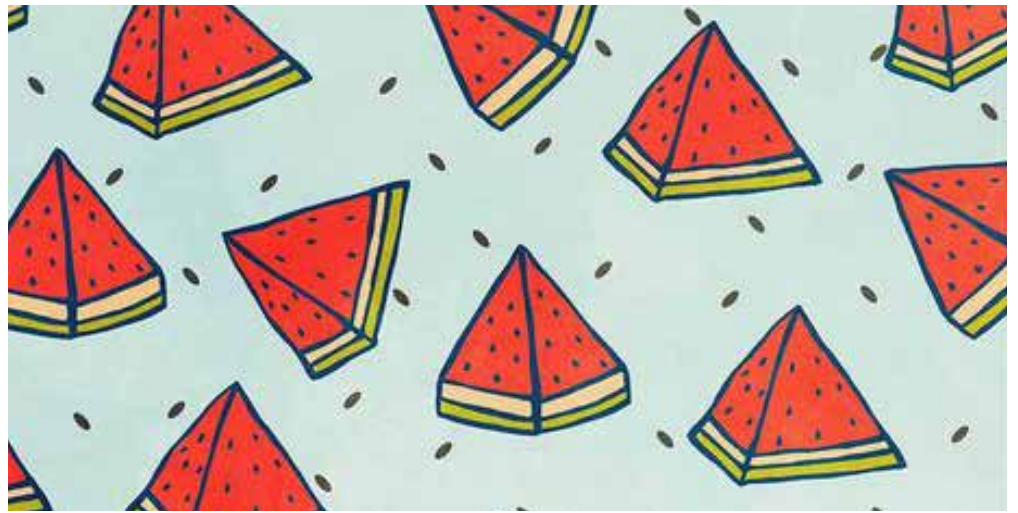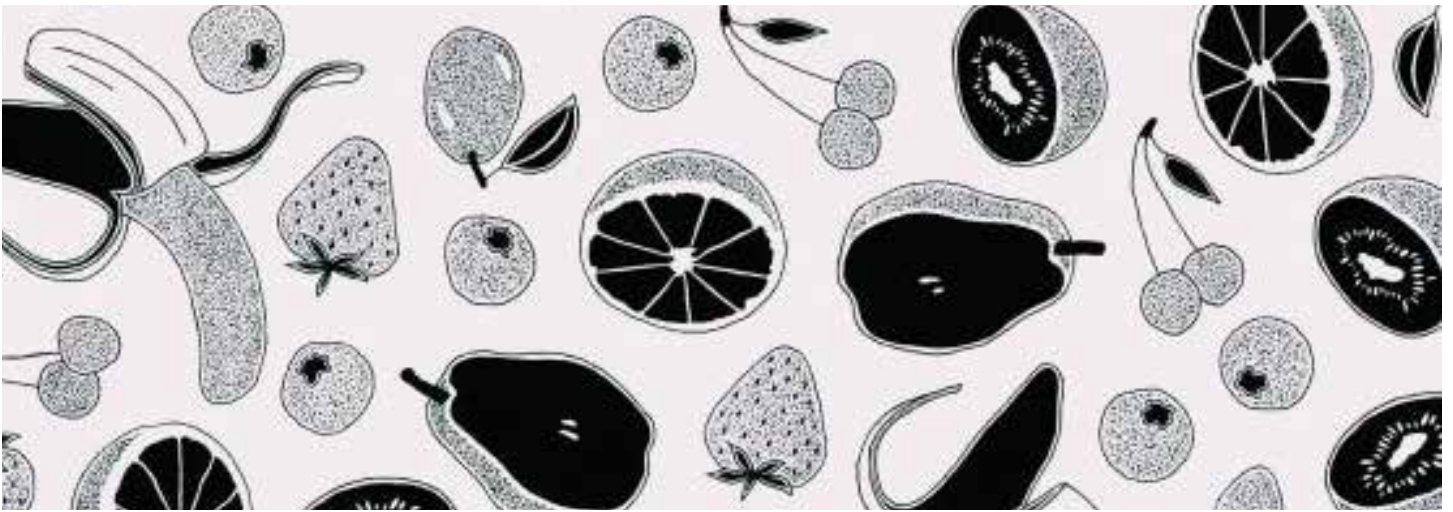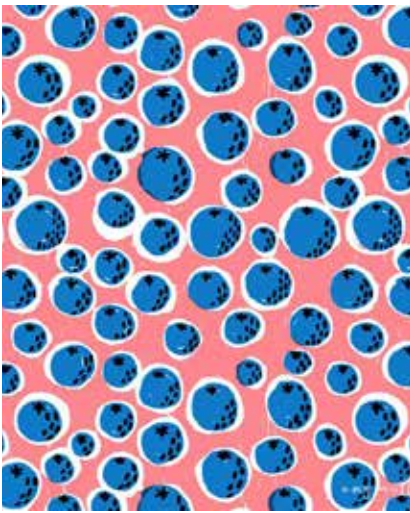| 1. Computer: Images	Pattern	Direct Mail	Matchbox	Total
Correct colour mode of all images	0.5	0.5	0.5	/1.5
Correct colour ICC profile in all used images	0.5	0.5	0.5	/1.5
Correct resolution of all used images	0.5	0.5	0.5	/1.5
Correct saving formats of all images	0.5	0.5	0.5	/1.5
				/6

2. Computer: Layout				
Correct measurements	1	1	1	/3
All the required elements are present	2	4	3	/9
Bleed is done at exact value	-	0.5	0.5	/1
Correct use of dieline	-	-	2	/2
				/15

3. Saving Abilities				
PDF for press is correct size	1	2	2	/5
PDF for press includes trim marks, bleed, fold lines, dielines, registration marks and document info	-	1	1	/2
The final folder for archiving is correct and complete including working files, fonts and all elements	1	2	2	/5
				/12

4. Final Presentation				
Everything is printed, trimmed and assembled	1	3	3	/7
				/7

Sub Total **/40**

CREATIVE AND AESTHETIC ELEMENTS (SUBJECTIVE): 60%

	Pattern	Direct Mail	Matchbox	Total
Appropriate to the target market	3	3	3	/9
Use of images	-	4	-	/4
Font choice – size, colour, legibility, impact	-	4	3	/7
Concept – originality, idea	4	4	3	/11
Layout – composition, balance, shape, space	-	4	3	/7
Impact of design execution	4	4	4	/12
Cohesiveness of all elements				/10

Sub Total **/60**

Total **/100**

PENALTY (NO JOKE!)

Worked 30 minutes or less past deadline	**- 10 POINTS**
Worked over 30 minutes	**NO MARKS**

Marking – Post Secondary

TECHNICAL ELEMENTS (OBJECTIVE): 50%

1. Computer: Images

	Pattern	Direct Mail	Matchbox	Total
Correct colour mode of all images	1	1	1	/3
Correct colour ICC profile in all used images	1	1	1	/3
Correct resolution of all used images	1	1	1	/3
Correct saving formats of all images	1	1	1	/3
				/12

2. Computer: Layout

	Pattern	Direct Mail	Matchbox	Total
Correct measurements	1	1	1	/3
All the required elements are present	2	5	3	/10
Bleed is done at exact value	-	1	1	/2
Correct use of dieline	-	-	2	/2
				/17

3. Saving Abilities

	Pattern	Direct Mail	Matchbox	Total
PDF for press is correct size	1	2	2	/5
PDF for press includes trim marks, bleed, fold lines, dielines, registration marks and document info	-	2	2	/4
The final folder for archiving is correct and complete including working files, fonts and all elements	1	2	2	/5
				/14

4. Final Presentation

	Pattern	Direct Mail	Matchbox	Total
Everything is printed, trimmed and assembled	1	3	3	/7
				/7

Sub Total **/50**

CREATIVE AND AESTHETIC ELEMENTS (SUBJECTIVE): 50%

	Pattern	Direct Mail	Matchbox	Total
Appropriate to the target market	3	3	3	/9
Use of images	-	3	-	/3
Font choice – size, colour, legibility, impact	-	3	1	/4
Concept – originality, idea	3	4	2	/9
Layout – composition, balance, shape, space	-	4	2	/6
Impact of design execution	3	4	2	/9
Cohesiveness of all elements				/10

Sub Total **/50**

Total **/100**

PENALTY (NO JOKE!)

Worked 30 minutes or less past deadline	**- 10 POINTS**
Worked over 30 minutes	**NO MARKS**