

**Trade 40**

**Graphic Design**

Project: Shopping Bag, Magazine Ad & Facebook Page

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 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
- Fifteen 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-hour limit
- 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

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## Instructions (*continued..*)

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

You have about four 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.

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

A brief statement (approximately 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

Established in 1867, Foshizzle Books is proud to be moving into its 149th year as a knowledgeable, reliable dealer of used books in Vancouver, BC. Foshizzle carries rare, fine, out of print, and antiquarian books, as well as general inventory.

In 1867, the owner Sir. Louis Yolo Nagasaki XIII (1827 to 1912) took his decade of experience selling everything from ammunition to pineapples and decided to instead focus on his first love: books. During the revitalization of Downtown Vancouver, they grew quickly to the current 579 sq. ft. space in the little corner right next to McDonalds.

The name was chosen with irony, but seems more appropriate with each passing day as physical bookstores die out like dinosaurs from the meteoric impact of Amazon and e-books. Foshizzle Books will continue to buy, sell, and trade like they have from day one.

## Project

The current owner of Foshizzle Books, Johnson Dawson, is aware that his store is not doing as well as it once was so he decided to launch a new advertising campaign to promote his bookstore. To achieve his Canadian dream and save the dying business, Johnson found 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 noon today.

For this project, your objective is to create three pieces of promotional materials:

- Shopping Bag
- Magazine Ad
- Facebook Page
  - Profile Picture
  - Cover Image
  - Ad Post
  - Page Mock-Up (including three items listed above, see page 12)

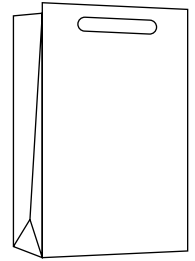
## Target Market

Casual Shoppers: They are aged between 25 and 60 with a modest income. These are customers who go to the bookstore with no set idea of what they want to purchase. They seek to spend a fair amount of time browsing the store, and often leave the store with small purchases or without buying anything. These customers are attracted to bookstores with low prices and large inventory.

# Shopping Bag

## Required Elements

- Text 1
- Logo: Coloured, grayscale or reversed version. Modifications are not permitted
- Mascot: Modifications are not permitted
- Images: Use at least 9 of the supplied images. Modifications are permitted



## Technical Specifications

- Colours: CMYK + 1 Spot colour for the dieline
- Bleeds: 0.125 inches
- Resolution: 300 DPI
- Final Design Size: Supplied dieline
- ICC Colour Profile: Coated GRACol 2006 (ISO 12647-2:2004)
- Final Trimmed Size: Scaled to fit on 11 x 17 inches

## Production:

- 1 untrimmed colour composite printout (including bleed, fold line, dieline, registration marks and document info)
- 1 assembled and glued shopping bag
- 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

# Magazine Ad

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## Required Elements

- Text 2
- Logo: Coloured, grayscale or reversed version. Modifications are not permitted
- Mascot: Modifications are not permitted
- Images: Use at least 3 of the supplied images. Modifications are permitted

## Technical Specifications

- Colour: 1 PMS (Pantone Matching System) – Pantone 175C
- Bleeds: 0.125 inches
- Resolution: 300 DPI
- ICC Colour Profile: Japan Color 2002 (Newspaper)
- Final Trimmed Size: 8.5 x 11 inches
- Orientation: Portrait

## Production

- 1 untrimmed colour composite printout (including bleed, crop marks, registration marks and document info)
- 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

# Facebook Page

## 1. PROFILE PICTURE

### Required Elements

- Logo or Mascot
- Images: Use at least 1 of the supplied images. Modifications are permitted

### Technical Specifications

- Colours: RGB
- Resolution: 72 PPI
- ICC Colour Profile: sRGB IEC61966-2.1
- Image Size: 1024 x 1024 pixels

### Production:

- 1 unflattened PSD (including image, effect and etc.)
- 1 JPEG or PNG that is ready to be uploaded on Facebook
- 1 final folder for archiving including fonts, images and the files listed above (PSD and JPEG/PNG)

### Other Specifications

- Accepted image saving formats for online: JPEG or PNG
- The CMYK mode is not accepted in the final output

## 2. COVER IMAGE

### Required Elements

- Text 3
- Mascot
- Images: Use at least 1 of the supplied images. Modifications are permitted

### Technical Specifications

- Colours: RGB
- Resolution: 72 PPI
- ICC Colour Profile: sRGB IEC61966-2.1
- Image Size: 850 x 313 pixels

### Production:

- 1 unflattened PSD (including image, text, effect and etc.)
- 1 JPEG or PNG that is ready to be uploaded on Facebook
- 1 final folder for archiving including fonts, images and the files listed above (PSD and JPEG/PNG)

### Other Specifications

- Accepted image saving formats for online: JPEG or PNG
- The CMYK mode is not accepted in the final output

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## Facebook Page (*continued..*)

### 3. AD POST

#### Required Elements

- Text 4
- Logo: Coloured, grayscale or reversed version. Modifications are not permitted
- Images: Use at least 3 of the supplied images. Modifications are permitted

#### Technical Specifications

- Colours: RGB
- Resolution: 72 PPI
- ICC Colour Profile: sRGB IEC61966-2.1
- Image Size: 870 x 578 pixels

#### Production:

- 1 unflattened PSD (including image, text, effect and etc.)
- 1 JPEG or PNG that is ready to be uploaded on Facebook
- 1 final folder for archiving including fonts, images and the files listed above (PSD and JPEG/PNG)

#### Other Specifications

- Accepted image saving formats for online: JPEG or PNG
- The CMYK mode is not accepted in the final output

### 4. PAGE MOCK-UP

(FB-FACEBOOK-MOCK-UP.PSD)

#### Required Elements

- 1. Profile Picture
- 2. Cover Image
- 3. Ad Post

#### Technical Specifications

- Colours: RGB
- Resolution: 72 PPI
- ICC Colour Profile: sRGB IEC61966-2.1
- Image Size: Supplied template

#### Production:

- 1 unflattened PSD (including image, effect and etc.)
- 1 JPEG or PNG that is ready to be shown to a client
- 1 final folder for archiving including fonts, images and the files listed above (PSD and JPEG/PNG)

#### Other Specifications

- The CMYK mode is not accepted in the final output

**Note:** Instruction on how to use smart object to replace artwork, please watch: [Smart Object - How to Replace Artwork.mp4](#) (located under: /Project/Facebook/-Tutorial/)



## Text 1

Keeping ideas in circulation since 1867  
www.foshizzlebooks.ca

## Text 2

Keeping ideas in circulation since 1867  
Take an extra 20% off all items  
Including all regular, sale and clearance items  
Offer expires March 31, 2016  
713 Water Street, Vancouver, BC V6B 1A5  
Tel. 604-578-8990  
www.foshizzlebooks.ca

## Text 3

Keeping ideas in circulation since 1867

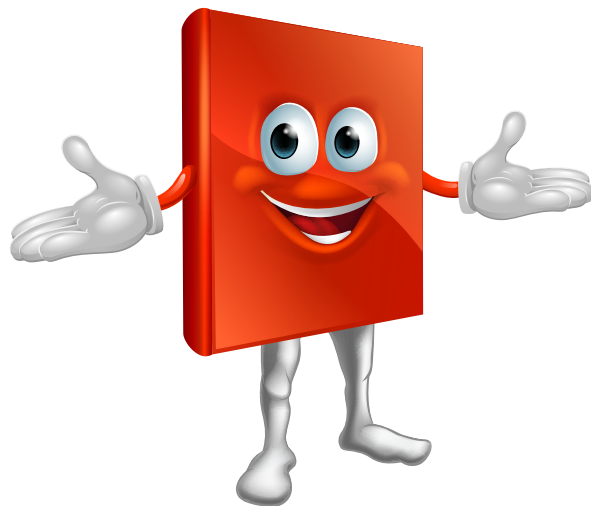
## Text 4

Foshizzle Books' 149th Anniversary Party!  
Date: Friday, February 26, 2016, 7 PM  
Address: 713 Water Street, Vancouver, BC V6B 1A5  
Refreshments, prizes, and surprises!  
40% off all weekend long!

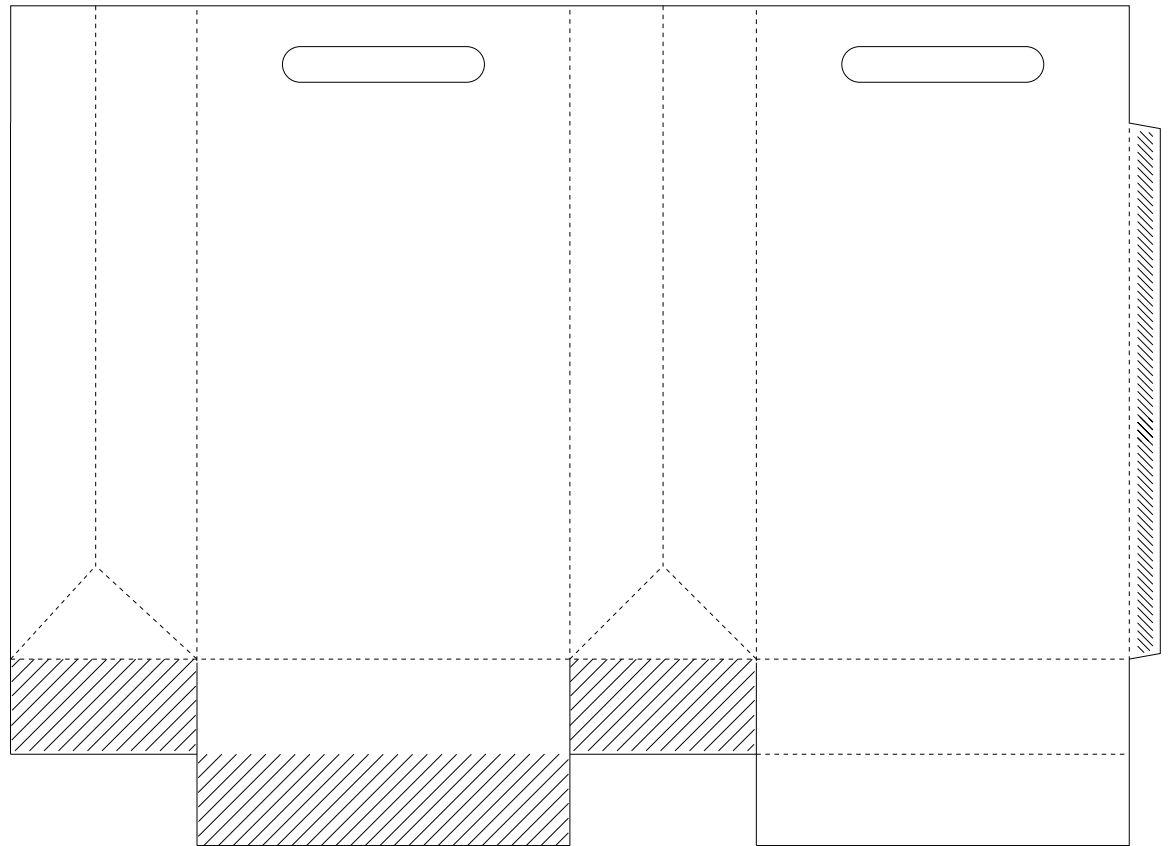
## Logo (Coloured, Grayscale & Reversed)



## Mascot



# Dieline for Shopping Bag



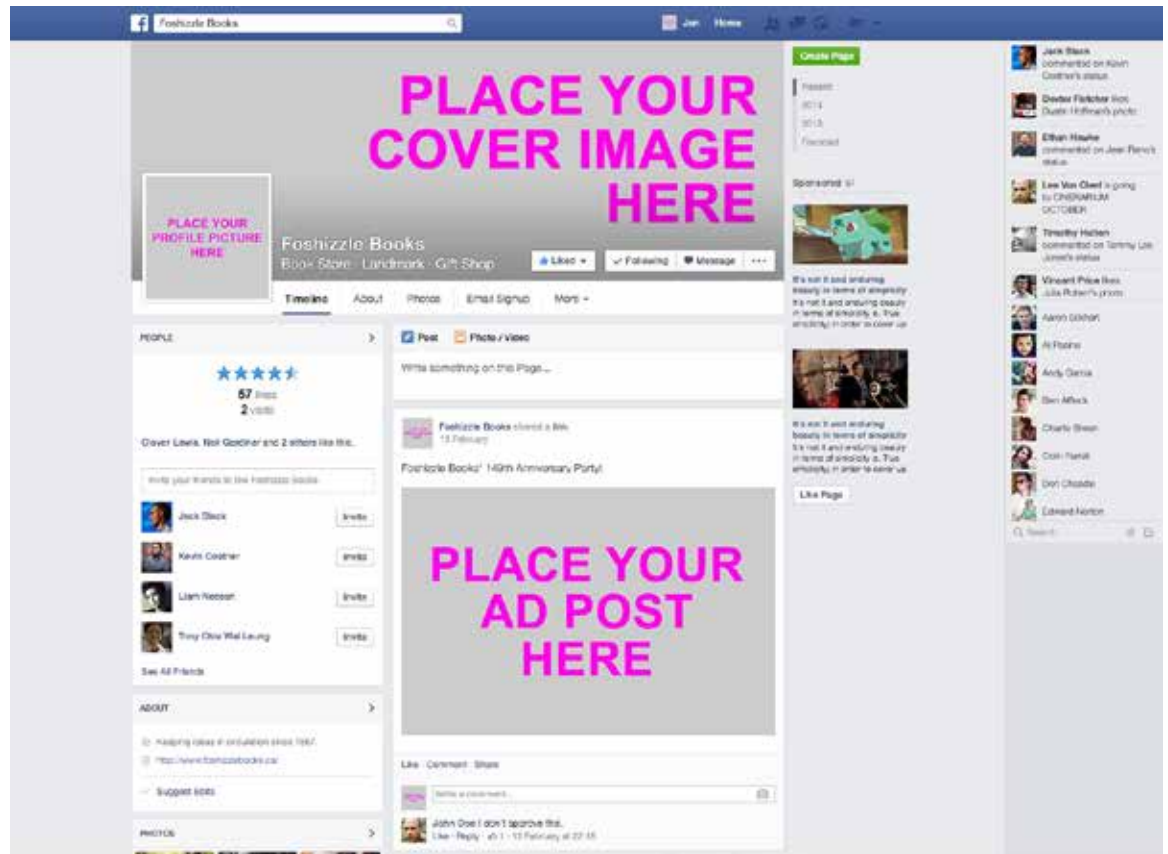
## LEGEND

—————  
Trim Line

- - - - -  
Fold Line

/////  
Glue Area

# Facebook Page Mock-Up



# Images: Bookstore



FB-IMG-Bookstore-01



FB-IMG-Bookstore-02



FB-IMG-Bookstore-03



FB-IMG-Bookstore-04



FB-IMG-Bookstore-05



FB-IMG-Bookstore-06



FB-IMG-Bookstore-07



FB-IMG-Bookstore-08



FB-IMG-Bookstore-09



FB-IMG-Bookstore-10



FB-IMG-Bookstore-11



FB-IMG-Bookstore-12



FB-IMG-Bookstore-13



FB-IMG-Bookstore-14



FB-IMG-Bookstore-15



FB-IMG-Bookstore-16

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## Images: Bookstore (continued..)



FB-IMG-Bookstore-17



FB-IMG-Bookstore-18



FB-IMG-Bookstore-19



FB-IMG-Bookstore-20



FB-IMG-Bookstore-21



FB-IMG-Bookstore-22



FB-IMG-Bookstore-23



FB-IMG-Bookstore-24



FB-IMG-Bookstore-25



FB-IMG-Bookstore-26



FB-IMG-Bookstore-27



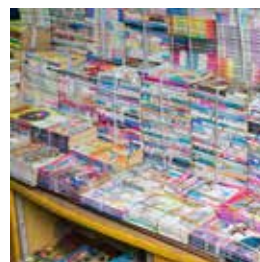
FB-IMG-Bookstore-28



FB-IMG-Bookstore-29



FB-IMG-Bookstore-30



FB-IMG-Bookstore-31



FB-IMG-Bookstore-32

# Images: Customers



FB-IMG-Customers-01



FB-IMG-Customers-02



FB-IMG-Customers-03



FB-IMG-Customers-04



FB-IMG-Customers-05



FB-IMG-Customers-06



FB-IMG-Customers-07



FB-IMG-Customers-08



FB-IMG-Customers-09



FB-IMG-Customers-10



FB-IMG-Customers-11



FB-IMG-Customers-12



FB-IMG-Customers-13



FB-IMG-Customers-14



FB-IMG-Customers-15



FB-IMG-Customers-16

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## Images: Customers (continued..)



FB-IMG-Customers-17



FB-IMG-Customers-18



FB-IMG-Customers-19



FB-IMG-Customers-20



FB-IMG-Customers-21



FB-IMG-Customers-22



FB-IMG-Customers-23



FB-IMG-Customers-24



FB-IMG-Customers-25



FB-IMG-Customers-26



FB-IMG-Customers-27



FB-IMG-Customers-28



# Images: Downtown Vancouver



FB-IMG-Vancouver-01



FB-IMG-Vancouver-02



FB-IMG-Vancouver-03



FB-IMG-Vancouver-04



FB-IMG-Vancouver-05



FB-IMG-Vancouver-06



FB-IMG-Vancouver-07



FB-IMG-Vancouver-08



FB-IMG-Vancouver-09



FB-IMG-Vancouver-10



FB-IMG-Vancouver-11



FB-IMG-Vancouver-12



FB-IMG-Vancouver-13



FB-IMG-Vancouver-14



FB-IMG-Vancouver-15



FB-IMG-Vancouver-16



FB-IMG-Vancouver-17



FB-IMG-Vancouver-18



FB-IMG-Vancouver-19



FB-IMG-Vancouver-20

## Images: Party



FB-IMG-Party-01



FB-IMG-Party-02



FB-IMG-Party-03



FB-IMG-Party-04



FB-IMG-Party-05



FB-IMG-Party-06



FB-IMG-Party-07



FB-IMG-Party-08



FB-IMG-Party-09



FB-IMG-Party-10



FB-IMG-Party-11



FB-IMG-Party-12

# Marking

## TECHNICAL ELEMENTS (OBJECTIVE): 45%

<b>1. Computer: Images</b>	<b>Shopping Bag</b>	<b>Magazine Ad</b>	<b>Facebook Page</b>	<b>Total</b>
Correct colour mode of all images	1	1	0.5	/2.5
Correct colour ICC profile in all used images	1	1	1	/3
Correct resolution of all used images	0.5	0.5	0.5	/1.5
Correct saving formats of all images	1	1	1	/3
				/10
<b>2. Computer: Layout</b>				
Correct measurements	1	1	1	/3
All the required elements are present	2	2	3	/7
Bleed is done at exact value	0.5	0.5	-	/1
Correct use of templates / dielines	2	-	2	/4
				/15
<b>3. Saving Abilities</b>				
PDF for press / image files for web is correct colours	1	1	1	/3
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	1	1	/3
				/8
<b>4. Final Presentation</b>				
Untrimmed colour composite printed	1	1	-	/2
Completed PSD on screen	-	-	4	/4
The layout files are printed, trimmed and assembled	3	3	-	/6
				/12
<b>Sub Total</b>				<b>/45</b>

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## Marking (continued..)

### CREATIVE AND AESTHETIC ELEMENTS (SUBJECTIVE): 40%

	<i>Shopping Bag</i>	<i>Magazine Ad</i>	<i>Facebook Page</i>	<b>Total</b>
Appropriate to the target market	1	1	1	/3
Use of images	2	2	2	/6
Font choice - size, colour, legibility, impact	2	2	2	/6
Concept - originality, idea	2	2	2	/6
Layout - composition, balance, shape, space	2	2	2	/6
Impact of design execution	3	3	3	/9
Cohesiveness of all elements				/4
<b>Sub Total</b>				<b>/40</b>

### PROCESS & RATIONALE: 15 %

Process				/10
Rationale				/5
<b>Sub Total</b>				<b>/15</b>
<b>Total</b>				<b>/100</b>

### PENALTY (NO JOKE!)

Worked 30 minutes or less past deadline				<b>- 10 POINTS</b>
Worked over 30 minutes				<b>NO MARKS</b>