

**WORLD SKILLS SINGAPORE 2020**  
**TECHNICAL DESCRIPTION**  
**GRAPHIC DESIGN TECHNOLOGY**



**Skill Competition**

1. This competition covers a broad range of tasks dealing with graphic interpretation, including 2D design, graphic for 3D format, image manipulation and integration of digital media capabilities.
2. Conducted as an individual event, competitors are given 17 hours over 3 days to complete the Test Projects for this competition.

**Scope of Work**

3. Competitors must be able to demonstrate competencies in the following areas:

3.1 **Work Organization and Management**

The individual needs to know and understand:

- OHS regulations, safe work practices
- The time constraints of the industry
- Industry specific terms
- The nature and purposes of client specifications and projects
- Appropriate software usage for the outcomes required
- Methods of working within organizational limitations
- Methods of working in a team to achieve a common goal

The individual shall be able to:

- Interpret client specifications and projects
- Keep to project timelines
- Conduct themselves in a professional manner
- Manage workload under pressure and within time constraints
- Interpret projects in a sustainable manner to minimize wastage and cost to the client and company
- Recover from setbacks
- Problem solve and adapt to changes made to projects
- Multi-task
- Demonstrate time management skills

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3.2 Communication and Interpersonal Skills

The individual needs to know and understand:

- The importance of active listening skills
- Methods for interpreting the design project and clarifying/questioning the client
- How to visualize and translate customer wishes making recommendations which meet their design and budgetary requirements
- The importance of building and maintaining productive working relationships
- The importance of resolving misunderstandings and conflicting demands
- How to ensure a team successfully understands the design project

The individual shall be able to:

- Use literacy skills to:
  - Follow documented instructions from a supplied project
  - Interpret workplace instructions and other technical documents
  - Keep up to date with latest industry guidelines
  - Present their brief to the client and justify their design choices
- Use oral communication skills to:
  - Communicate in a logical and easily understood manner
  - Use discretion and confidentiality when dealing with clients
  - To organize and compile a presentation to present to the client
  - Question clients in an appropriate manner
  - Use assertiveness and tact in regards to dealing with a client
- Show visual development through sketches

3.3 Problem Solving

The individual needs to know and understand:

- Common problems and setbacks that can occur within the work process
- How to trouble shoot minor software and printing issues

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The individual shall be able to:

- Use analytical skills to determine the requirements of the specifications
- Use problem solving skills to translate the required outcomes of the specification to an appropriate solution
- Use time management skills
- Check work regularly to minimize problems that may arise at a later stage

3.4 Innovation, creativity and design

The individual needs to know and understand:

- Creative trends and developments in the industry
- How to apply appropriate colours, typography and composition
- Principles and techniques for adapting graphics for various uses
- Different target markets and the elements of design which satisfy each market
- Protocols for maintaining a corporate identity, brand, and style guide
- How to provide consistency and refine a design
- Principles of a pleasing and creative design
- Current design trends
- Design principles and elements
- Standard sizes, formats, and settings commonly used in the industry

The individual shall be able to:

- Create, analyse and develop a visual response to communication problems, including understanding hierarchy, typography, aesthetics, and composition
- Create (including by photography), manipulate, and optimize images for both print and online publishing
- Analyse the target market and the product being delivered
- Create an idea that is appropriate to the target market
- Take into consideration the impact of each element that is added during the design process
- Use all the required elements to create the design
- Respect existing corporate identity guidelines and style guides
- Keep the original design concept and improve the visual appeal
- Transform an idea into a pleasing and creative design

*The organisers reserve the right to update the Technical Description whenever necessary*

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3.5 Technical Aspects and Output

The individual needs to know and understand:

- Technological trends and developments in the industry
- Different printing processes: their limitations and techniques
- Standards for client presentation
- Image manipulation and editing
- Appropriate file formats, resolution, and compression
- Colour gamuts, colour matching, spot colours and ICC profiles
- Printers marks and bleed
- Dielines and varnishes
- Software applications
- Different types of paper and surfaces (substrates)
- Integration with digital media

The individual shall be able to:

- Create prototype mock-ups for presentation
- Mount for presentation standard
- Apply the correct and appropriate adjustments for the specified printing process
- Adjust and manipulate images to suit the design and technical specifications
- Apply the correct colours to the file
- Save files in the correct format
- Export interactive PDFs in the correct format specified in the task
- Use software applications comprehensively and appropriately
- Organize and maintain folders (for final output and archiving)
- Build interactive form with checklists, clickable and fillable features used in layout as required in the task
- Use multimedia such as sound and video in layout as required in the task
- Insert hyperlinks, bookmarks, and buttons used in layout as required in the task
- Create page transitions effects used in layout in PDF file as specified in the task
- Apply corporate guidelines on mobile app, interface design or interactive application that is appropriate to the task
- Create table of contents with cross-references applied in layout as required in the task image

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- Apply galleries and slideshows in layout as required in the task
- Apply popup panel/menu and overlay in layout as required in the task

**Assessment**

4. Competitors will be assessed based on measurement (objective) and judgement (subjective) marking.
5. The assessment criteria and relative weighting of marks are as follows:

<b>Criterion</b>		<b>Marks</b>
A	Work organization and management	10
B	Communication and interpersonal skills	13
C	Problem solving	12
D	Innovation, creativity and design	25
E	Technical aspects and output	40
<b>Total</b>		<b>100</b>

**Major Tools & Materials**

6. Each competitor will be provided with one graphic station complete with the following:
  - One iMac 21.5 inch, 3.1GHz Quad Core I7 processor with 16GB Ram or higher
  - One keyboard and mouse
  - 2 network printers (A3 capable) to be shared among all the competitors.
7. Each competitor will be provided with Adobe Creative Suite.
8. Each competitor will be provided with the following materials:
  - A3 paper for sketches and design
  - A3 art card
  - A3 adhesive paper
  - Pencils, sharpener and eraser
9. The following items are permitted for use during the competition:
  - Pantone swatches
  - Sketching paper, pens, highlighter pen, post-it-pad, coloured markers, colour pencils, bone creaser folder
  - Calibration charts

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- Tablet, digitiser, pen-light, joystick, keyboard and mouse which the Competitor may prefer (must not be wireless ; at students' own risk as system might not be compatible)
  - Double sided tape, Glue stick
  - Set Squares
  - Compass
  - Calculator
  - Cutting knife, scissors, stapler, long metal ruler (max 600mm)
10. The following items are not permitted in the skill area
- Extra RAM
  - Extra hard drives
  - Books with design references
  - Images/clip art
  - Spray adhesive
  - Mounting boards, cutting mat
  - Mobile phones, smart watches, cameras, flash drives or other electronic devices
  - No enjoyment of music or any other entertainment devices throughout the competition.
11. The Internet will not be available to Competitors.