



**ORGANIZATIONAL AND TECHNICAL INSTRUCTIONS**

**for competitors and the organizer of the SkillsComp competition**

Visually, the solver of competitive tasks related to the design and artistic processing of tasks that include the design of printed and digital promotional materials, such as the creation of posters, newsletters, business cards, promotional flyers, website designs, mobile applications and similar applications. A graphic designer is responsible for creatively and innovatively creating the entire visual assignment of a job. Based on the supplied documents and specified conditions, he determines the arrangement of graphic elements, the appearance and usability of his designs. He determines how the visual identity of the brands or materials he is tasked to design will look.

**1. For whom the competition is intended:**

The category of graphic designers is intended for all high school students who are engaged in graphic design either directly at school or in their free time. Since the tasks are designed for creating graphic designs, working with photos and text, it is appropriate for the contestant to know the rules and principles of composition, working with colors, editing photos, working with text, etc.

You can register in the Graphic Designer category:

• **for young people under 22 years of age** – anyone with experience in graphic design and under the age of 23 during the duration of the competition can participate in the competition based on registration.

**2. Content of the competition:**

**In the Graphic category:**

Competitors will solve the assignment within a time limit. The assignment is closed for two competition days, during which the competitors will work on pre-prepared competition tasks. Required knowledge: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Bridge, Adobe Acrobat, working with files as well as manual skills with gluing and cutting.

**Competition tasks are divided into two main parts:**

- processing of graphic materials and design of promotional materials - digital part

* the design of promotional materials using selected graphic programs,
* about valid standards or predefined cutting conditions,
* about permanent profiles according to their subsequent use (print, web) or instructions from the assignment,
* creating, inserting and editing images, optimizing them for the web/print,
* generation and export of PDF documents according to requirements with required settings (color profiles, crop marks, PDF version, compression or color conversion settings, version),

- by printing the designed documents and their subsequent manual finalization - manual part

the creation of a paper model of the advertising object,

* cropping promotional materials according to the cropping data,
* gluing company documents to a common pad.

**Hardware equipment:**

- Each competitor will have a computer with an operating system min. Windows 10 – 64b or higher.

- Each competitor must have a computer with minimum hardware requirements: CPU Intel Core i5 / AMD Ryzen 5, RAM: 8.00 GB, VGA: 2 Gb

- Each competitor must have two monitors with a minimum diagonal of 19 inches or more.

- Competitors can use their own keyboard, mouse and graphics tablet (Wacom or similar device).

**Software equipment:**

- Graphic editors: Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe InDesign, Adobe Acrobat

- Text editors and development environment: Microsoft Word, Note Pad

- FTP client or Total Commander (in case it is necessary to place tasks on a network drive)

**Utilities:**

- Ruler, cutter, glue, cutting pad

- Laser, color A3 printer

**Course of the competition:**

The competitor will propose a visual form of the assignment in digital form, which will also need to be delivered in printed form in some cases (the assignment will specifically determine which will also need to be delivered in printed form). During the work, the competitor can make his own progress as needed.

The assignment is divided into two competition days and a total of three parts. Knowledge of programs and basic principles in graphic design, knowledge of colors and printing procedures is expected from the contestant.

The assignment will be the complete implementation of all components (digital, printed and manual).

If necessary, before the start of the competition, contestants can bring fonts that they would like to use for the assignment. Checked fonts will be made available via background files to all contests.

During the competition, students can use the literature they use, but there is no need to use any programs or texts brought on portable media.

**3. Evaluation:**

Overall visual graphic processing, understanding of the marketing objective, computer skills, efficiency of working with supplied materials, correct setting of final designs during export and fulfillment of all required tasks are evaluated. In case of equality of points in advancing places, the relevant commission will decide on one advancing to a higher round. The expert evaluation committee has the right to determine before the competition other competitive evaluation criteria, which are related to auxiliary questions.

**4. Appreciation:**

In graphic designers, the overall ranking is determined and the successful solvers who solved the given task are determined. All competitors will receive participation certificates, the first five winners in each category of the national round will receive a diploma, and the first three in each category will receive a voucher.

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*Matej Opálený, expert*

*graphic Skills Slovakia, EuroSkills*