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**Graphic designer**

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***D1 SkillsComp***

***INSTRUCTION FOR THE COMPETITOR***

**At the end of the competition time you must deliver:**

***MODUL 1***

1. Poster
2. Final design inserted into the mockup mockupu
3. Deliver a cropped and printed version of the poster in an available print format

\* You can use Photoshop to design parts of the poster, but the final design of the poster must be created using Illustrator or InDesign.

***MODUL 2***

* Two versions of tickets (VIP and standard ticket)
* Final design inserted into the mockup mockupu
* Deliver trimmed and printed versions in actual size according to the supplied dieline-cut form

**You have to respest the Stormex-Designmanual in your final designs.** *<GD\_4\_Stormex-Designmanual.pdf>*

**By designing individual parts, you must use the ENTIRE text delivered for the specific assignment as specified, and the text can be repeated if necessary. When designing individual parts, you must use only the ELIVERED images specified by the assignment, if necessary, you can create your own raster or vector elements.**

**Short description of STORMEX -** Your energy, your performance, your life!

The company STORMEX, s.r.o. is a young and dynamic company that specializes in the production of energy drinks. Our goal is to provide quality and effective products that support an active lifestyle and increase performance.

**Our vision:**

**Inovation:** We believe in constantly looking for new solutions and improvements. Our experts work on the development of unique recipes that ensure the maximum effectiveness and taste of our energy drinks.

**Energetics:** Our products are designed to provide the necessary energy and vitality. We believe that the right combination of natural ingredients and vitamins can change your day.

**Sport:** We work with athletes because we know that their performance and stamina are key. Our energy drinks are the ideal companion before, during or after training.

**Our philosophy:**

**Health:** We believe that health is most important. Our products are free of artificial colors and preservatives.

**Cooperation:** We support athletes, organize events and sponsor extreme sports. We want to be part of a community that is not afraid to pursue its goals.

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***1 Description of project and task - Poster <GD\_1 Poster>***

***Task - Poster*** *# Illustrator / InDesign / \*Photoshop*

*In this section, you need to design a poster for a sports event organized by STORMEX. The poster will be placed on advertising surfaces in the city and directly at the event. The task of the poster will be to attract and inform about the upcoming EXTREME WHEELS event. The best extreme riders will demonstrate their skills at the event. The event is organized by the company as an advertising campaign for the purpose of building awareness of the brand, its personality and image.*

***Technical specifications:***

*Dimensions: 449x299mm (landscape)*

*ICC profile: Euroscale Uncoated v2*

*Colours: CMYK*

*Image resolution: 200 - 300  effective PPI in Illustrator / InDesign*

*Bleed: 4mm*

***Required elements:***

*• Client´s logo STORMEX - editable (smart object/vector) <GD\_3\_Logo/STORMEX.ai>*

*•* *The text in the file* ***–*** *uneditable <GD\_1\_Poster/GD\_poster.txt>*

*• At least two photos combined by photomontage from the folder* *<GD\_1\_Poster/GD\_Poster\_Pictures> This file must be created in Photoshop and you must retain the layers for easy identification of the images used. An example file for an acceptable photo montage can be found in the file <GD\_collage\_example.psd>*

*•* *Vector graphic*

***You must deliver:***

*•* *Folders as specified in “Instructions to the Competitor”.* ***Only files from these folders will be assessed.***

*• Illustrator/InDesign* *Package*

*• PDF X3 file CMYK with bleed, registration marks and color bar (only)*

*•* *Preview inserted in to provided mock-up v JPG (RGB)  <GD\_1\_Poster/Mocup.psd>*

*• Poster JPG (RGB)*

*•* *Printed and trimmed poster adapted to the available A3 print format*

*•* *The Photoshop file of the collage RGB*

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***2 Description of project and task – TICKET <GD\_2\_Vstupenka>***

 ***Tasks - TICKET*** *#Illustrator / InDesign*

*In this part, it is necessary to propose two versions of tickets for a sports event organized by STORMEX. Version 1 will be the standard ticket for the general public. Version 2 will be intended for VIP guests of the event.*

***Technical specifications:***

*Dimensions: 186x68mm (Landscape)*

*ICC profile: Coated* FOGRA27

*Colours: CMYK*

*Image resolution: 250 - 350  effective PPI in Illustrator / InDesign*

*Bleed: 2mm*

*Cutline: Create a separate layer in source file under the name CUTLINE. Cutline must be defined whit color TOYO COLOR CF 32 Bronze Blue <GD\_2\_Vstupenka/ Vzor\_vstupenka.png>*

***Required elements VIP TICKET main part:***

*•* *Client´s logo STORMEX - editable (smart object/vector) <GD\_4\_Logo/STORMEX.ai>*

*• The text in the file**<* *GD\_2\_Vstupenka/* *1-VIP-hlavna-cast.txt>*

*• At least one image combined whit vector graphic from the folder* *<GD\_2\_Vstupenka/ Pictures>*

*• A QR code generated by you whit text: SkillsComp 2024 – GD QR code must be exactly 15x15mm and must be - 90% K or 0% K <GD\_2\_Vstupenka/ QRcode-example>*

*• Vector graphic*

***Required elements VIP TICKET tearing part:***

*• Tearing part - the text in the file**<* *GD\_2\_Vstupenka/* *2-VIP-trhacia-cast.txt>*

*• Provided Barcode <* *GD\_2\_Vstupenka/* *Barcode.ai> 13x59mm - 90% K ar 0% K
<GD\_2\_Vstupenka/QRcode-example>*

*• The tearing part cannot contain any bitmap or vector graphics*

***Required elements TICKET main part:***

*• Client´s logo STORMEX - editable (smart object/vector) <GD\_4\_Logo/STORMEX.ai>*

*• The text in the file**<* *GD\_2\_Vstupenka/3-Vstupenka-hlavna-cast.txt>*

*• At least one picture in combination with vector graphic provided in folders <GD\_2\_Vstupenka/ Pictures>*

*• An QR code 15x15mm - 90% or 0% black – you must create it <GD\_2\_Vstupenka/ QRcode-example>*

*• Vector graphic*

***Required elements TICKET tearing part:***

*• Tearing part - the text in the file**<* *GD\_2\_Vstupenka/4-Vstupenka-trhacia-cast.txt>*

*• Provided Barcode <* *GD\_2\_Vstupenka/* *Barcode.ai> 13x59mm - 90% K ar 0% K
<GD\_2\_Vstupenka/ QRcode-example>*

*• The tearing part cannot contain any bitmap or vector graphics*

***You must deliver:***

*• Folders as specified in “Instructions to the Competitor”.* ***Only files from these folders will be assessed.***

*• Illustrator/InDesign* *package* *– one for both versions (artboards / pages)*

*• One TICKET JPG for each version (RGB)*

*• Preview inserted in to provided mock-up JPG (RGB)  <GD\_2\_Vstupenka/Mocup.psd>*

*• One PDF X1 file with both TICKETS versions CMYK with croop marks (only)
PDF must contain separate layer under the name CUTLINE a defined TOYO COLOR CF 32 Bronze Blue a color set up for overprinting*

*•* *Printed and trimmed tickets applied on provided cut-line form <* *GD\_2\_Name\_Tag/ Vysekova\_forma.ai> in dimensions 186x68mm (real size)*