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**Graphic designer**

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***D2-01 SkillsComp – First part***

***INSTRUCTION FOR THE COMPETITOR***

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

***MODUL 1***

1. Poster
2. Printed and trimmed poster adapted to the available A3 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***

1. Design of both parts of the gift card cover
2. Design of the outer and inner sides of the envelope for the gift card
3. Design of the Gift card

You need to design a complete unified design set of the gift card (the decorative protective cover of the card and the card itself). It is necessary to design both sided of the protective cover and the design of the card it self. Card will be inserted into the cover.

***MODUL 3***

1. Design of the Warranty list
2. Printed and trimmed poster adapted to the available A4 print format

You have to design the warranty document, since it is high-quality jewelry, the warranty letter will be written by hand directly by the seller and it is necessary to take into account that the color will be adapted to it (it should be taken into account that it will be written with a standard blue pen).

**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 Baroque - unique jewelry:**

Discover the Beauty of Uniqueness with Our Baroque Pearl Jewelry

At the heart of our family business lies a passion for creating unique jewelry that celebrates the uniqueness of each pearl. Our collection of baroque pearls is the result of precise handwork and a heritage of craft traditions that are passed down from generation to generation.

Each piece of jewelry is a masterpiece that hides a story within itself - the story of a pearl that has been carefully selected and set in such a way that its natural beauty and irregular shape stand out. We believe that true beauty lies in the imperfections that make each pearl and each piece of jewelry unmistakable. Our goal is to make you feel not only beautiful, but also comfortable when wearing our jewelry. That is why we emphasize high quality materials and careful processing, so that each piece is not only beautiful, but also durable and comfortable for everyday wear.

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

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

In this part, it is necessary to design a poster for the Baroque - unique jewelry manufacturer of natural pearl jewelry. The poster should give the impression of uniqueness and naturalness. It should not appear overly luxurious and inaccessible.

***Technical specifications:***

*Dimensions: 297x420mm (portrait)*

*ICC profile: Coated Fogra 39*

*Colours: CMYK*

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

*Bleed: 2mm*

***Požadované elementy:***

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

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

*• At least two and maximum three images combined by photomontage from the folder* *<GD\_1\_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 X1 file CMYK s crop marks, color bar a bleed (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 with layers*

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***2 Description of project and task - Gift card envelope <*** ***GD\_2\_Darčeková\_poukážka >***

 ***Taskt – Envelope for gift card and gift card*** *#Illustrator / Photoshop*

*For this task, you have to design:*

1. *Front cover of gift card*
2. *Inner pages of gift card cover*
3. *Gift card*

***Technical specifications cover for gift card envelope:***

*Dimensions spreeds: 278x90mm (landscape)*

*ICC profile: Euroscale Coated V2*

*Colours: CMYK*

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

*Bleed: 2mm*

*Cutline: Layer must be in separate layer under name CUTLINE
a defined in TOYO COLOR* ***CF 10007*** *<* *GD\_2\_Darčeková\_poukážka/
Vzor\_vstupenka.png>*

***Required elements for front cover of gift card envelope:***

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

*• At least one picture <* *GD\_2\_Darčeková\_poukážka /GD\_Giftcard\_pictures>*

*• Vector graphic*

***Required elements for inner pages of gift card envelope:***

*• The text in the file* ***–*** *uneditable <* *GD\_2\_Darčeková\_poukážka*

 */GD\_Obálka\_vnútorná\_strana.txt>*

*• Vector graphic*

***Technical specifications for gift card:***

*Dimensions spreeds: 88,5x54mm (landscape)*

*ICC profile: Euroscale Coated V2*

*Colours: CMYK*

*Spadávka: 2mm*

*Cutline: TOYO COLOR* ***CF 10007***

***Required elements for giftcard (only one site):***

*• Client´s logo Baroque - editable (smartobjekt/krivky) <GD\_4\_Logo/Baroque.ai>*

*• The text in the file* ***–*** *uneditable < GD\_2\_Darčeková\_poukážka /GD\_Giftcard\_text.txt>*

*• Vector graphic*

***You must deliver:***

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

*• Illustrator/Photoshop Package - one for both sides (artboards / pages)*

*• Giftcard envelope and Giftcard in JPG (RGB) – cover, cover inner and giftcard*

*•* *Preview inserted in to provided mock-up v JPG (RGB)
<02\_Darčeková\_poukážka/GD\_Giftcard\_Mockup.psd>*

*• One PDF X4 file with croop marks and bleed - CMYK with layer named as* ***cutline*** *on separate layer set for overprint*

*• Printed and trimmed mockup*

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***03 Description of project and task – Warranty list <*** ***GD\_3\_Záručný\_list >***

 ***Task – Waranty list*** *#Illustrator / InDesign*

*In this part you have to create:*

1. *Design for warranty list*
2. *Printed and trimmed version of warranty list*

***Technical specifications inner pages:***

*Dimensions: 210x297mm (Portrait)*

*ICC profile: Coated* FOGRA 39

*Colours: CMYK*

*Image resolution: 150 - 350  effective PPI in Illustrator / InDesign*

*Bleed: 4mm*

***Required elements warranty list:***

*• Client´s logo Baroque - editable (smartobjekt/krivky) <GD\_4\_Logo/Baroque.ai>*

*• The text in the file**<* *GD\_3\_Záručný\_list /Invoice.txt>*

*• At least one picture <* *GD\_3\_Záručný\_list /GD\_Invoice\_pictures>*

*• Vector graphic*

***You must deliver:***

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

*• Illustrator / InDesign Package*

*• Jeden PDF X3 súbor - CMYK s orezovými značkami a spadávkou (IBA)*

*• Giftcard v JPG (RGB)*

*• Preview inserted in to provided mock-up v JPG (RGB)  <GD\_3\_Záručný\_list/Mockup.psd>*

*• Printed and trimmed warranty list (A4)*