

# Graphic Design

## Competition overview

The competition consists of a passive brief (see details below) and another creative brief will be issued to the competitors on the day of the competition.

The scope of the competition enables learners to develop and demonstrate a variety of creative and technical skills that are essential within the contemporary graphic communication and creative industries.

## Entry criteria

This competition is aimed at individual students studying on vocational courses up to Level 4. A maximum of 3 learners per organisation can be registered.

There will be a maximum of 12 in the final heat with a passive heat before.

### Number by location/organisation

## Brief

### Passive Brief

“YRSTREAM” is a new digital platform that simplifies and improves your digital entertainment experience. It is an app for mobile and tablet that uses your preference settings from all your music, video and audio apps in order to bring you just one, personalised entertainment platform.

You are asked to develop an appropriate logo that can be used as an icon for the app, and used in other ways across the platform and for any supporting advertising.

Consider how the logo has the potential to be used for animation and interaction. Supporting materials to demonstrate applications across different platforms or applications.

The target customer is someone who is interested in music, video and audio, has a smartphone, but could be of any age. They are a highly organised and like things to be tidy.

Max file size of 10 MB

### Competition Day / Live Heat

All competitors will have the use of an individual iMac with the Adobe Creative Suite and access to the internet. Wacom graphics tablets will also be available. All competitors will be provided with digital imagery, text, graphs, icons etc, issued to them on the day of the competition, in the form of a Digital Media Pack.

## Competition rules

- Judges have been drawn from industry and education. The judges' decisions will be independently moderated and quality assured before being confirmed. Feedback will be provided to all competitors.

- Use only the materials supplied in the Digital Media Pack.
- Competitors must work independently (without support from other students/tutors)
- Refrain from including offensive, sexual, political, controversial or inflammatory text or images.
- Mobile phones to be switched off during competition activity.
- Listening to music via headphones is not permitted during competition activity.
- Any questions during competition activity should be addressed to the competition judging panel.
- Competitors should not communicate with other competitors during competition activity.
- It is the responsibility of each competitor to arrive on time for each competition session. No additional time will be allowed if you arrive late.
- Technical failure of your equipment should be reported immediately to the judging panel.
- Additional time will be allocated if the fault is beyond the control of the competitor.
- Competitors are solely responsible for the saving of their own files, especially in the unfortunate event of a computer malfunction. Instructions will be given as to where the files need to be saved.
- Competitors are not allowed to use any materials other than that supplied for the set project by the event Competition Supervisor. No prepared work will be allowed in the competition.

## **Marking and assessment**

The marking criteria of the competition will reflect the relative significance of particular design form within the workflow, paying particular attention to the following areas.

- A Work organisation and management – 10 marks.
- B Communication and Interpersonal Skills – 10 marks.
- C Problem Solving – 10 marks.
- D Innovation, Creativity and Design – 50 marks.
- E Technical Aspects & Output – 20 marks.

Total Marks - 100

## **Feedback**

Written feedback and advice on next steps will be given by your Trainer and Skills Coordinator within 10 days of the competition.

## **Competition Co-ordinator**

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