

TEST PROJECT GRAPHIC DESIGN TECHNOLOGY

WSC2015_TP40_M1_actual

Submitted by:
WorldSkills Foundation





CONTENTS

This Test Project contains the following documentation/files:

- WSC2015_TP40_M1_Logos: Logo folder, containing WorldSkills, IAPMO, World Plumbing Council, RMIT University, Indian Plumbing Association logos
- WSC2015_TP40_M1_Images: Image folder, containing images (see appendix)
- WSC2015_TP40_M1_Poster_Text: Word document, containing text for inclusion in Task 2.
- WSC2015_TP40_M1_EN: This document introduction

WORLDSKILLS FOUNDATION: SHARING THE TREASURE BEYOND THE COMPETITION

The WorldSkills Foundation (WSF) was established in 2011 with the aim to share the unique talents and expertise of the global network of WorldSkills Champions and Experts, contributing their energy and efforts to projects that can help improve lives around the world.

Each WSF project aims to build collaboration between highly skilled young professionals, and is supported by strategic global partnerships. Since 2013 – driven through partnership with IAPMO (International Association of Plumbing and Mechanical Officials) and the World Plumbing Council – WSF has focused strongly on the areas of public health and sanitation, particularly in less developed countries. During this time WSF has sent WorldSkills Champions to Nepal, Bangladesh and South Africa to support a series of community programmes. From this background, the Community Plumbing Challenge event has been born.

COMMUNITY PLUMBING CHALLENGE, 2015 – 2016

The Community Plumbing Challenge (CPC) is a combined initiative of WorldSkills Foundation, IAPMO and the World Plumbing Council. It launches in Nashik, India in November 2015. A second edition is planned for South Africa in September, 2016. After this, the CPC will go on to be an annual event, presented in different locations and communities across the world.

The CPC combines multi-discipline teams of students and professionals – under the age of 28 – specializing in plumbing, construction and design skill sets. Participating teams are comprised of four people, and each team represents a specific country or region. At the inaugural CPC in November 2015, four teams will take part, representing the United States of America, Australia, India, and the Basque Country region of Spain.

The teams will spend four days working onsite at a disadvantaged Municipal School in the north-western Indian city of Nashik. They will tackle a range of practical design and construction tasks to improve and upgrade hand washing facilities, toilet facilities and water supply. Our hosting schoolteachers and schoolchildren – plus other local tradespeople and community representatives – will direct and collaborate on this entire process.

The goal of the CPC is to bring the very best aspects of WorldSkills – innovation, passion, creativity, skilled expertise and action – directly to the heart of a community-in-need, encouraging a unique knowledge-transfer experience and achieving small but sustainable results that empower and improve living conditions.

Project focus: Create a series of design pieces to support the launch of the CPC this year.

Description: You will create an emblem and a poster design

Target market: Participating teams, community representatives and stakeholder networks.

Keywords/concepts: Water, toilets, health, hygiene, sanitation, collaboration, education, design.



INSTRUCTIONS TO THE COMPETITOR

Create a folder on your Desktop called YY_MOD1 (where YY represents the number of your workstation).

This folder must include the following subfolders **“Task 1, Task 2”**. The subfolders are to contain two folders:

- A folder named **“Original”**: it should contain all the files used for the development of your project.
- A folder named **“Final”**: it should contain all of the **final** files ~~you are supposed to deliver as required in the tasks~~. (PDF, native, fonts and linked images)
- You must include your workstation number on the presentation board and printouts for marking and delivery to your workstation **(the number should be included outside of the artwork area)**

Regarding image assessment for the tasks: the color mode of your images will be evaluated in the PDF files. The final resolution and file formats will be assessed in the InDesign files.

The JPG file format is NOT ACCEPTED for images;

Only the following file formats are acceptable .TIF / .EPS / .AI / .PSD / DSC 2.0

Task 1 must be created in Illustrator, Task 2 layout must be created in Adobe InDesign.

Images must not be embedded or placed in Adobe Illustrator, or embedded in InDesign

NOTE:

- Examples provided are for reference only and should not be used.

TIME LIMIT FOR THIS TEST PROJECT

- The Test Project will be completed on Day 1 at WorldSkills São Paulo 2015



DESCRIPTION OF PROJECT AND TASKS

TASK 1

COMMUNITY PLUMBING CHALLENGE EMBLEM DESIGN

YOU MUST DELIVER TASK ONE AT 11:45

CREATE A FOLDER CALLED "YY_TASK1" ON YOUR DESKTOP

(where YY represents the number of your workstation).

**ALL OF YOUR FILES MUST BE SAVED IN THE FOLDER
IT WILL BE AUTOMATICALLY COLLECTED AT 11:45**

SUBJECT:

As an event that will work across multiple countries and cultures, the CPC requires a universal emblem to. This emblem will be launched in Nashik, India, in November 2015, and used at subsequent CPCs. It should reflect the concepts explained the introduction and should be designed with ease of reproduction across multiple media.

DESCRIPTION:

Design a universal emblem for the CPC.

1. Refer to **Appendix 1.1** for examples of similar universal emblems
2. Create the emblem in Adobe Illustrator
- ~~3. Save a vector file in the application software format.~~

TECHNICAL SPECIFICATIONS:

- Size: minimum of 120mm either wide or high
- Colour Mode: 2 spot colours must be used
- Trapping: 0.5pt (if necessary)

YOU MUST DELIVER:

- 1 A4 PDF.
- Folders as specified in "Instructions to the Competitor" on page 3.
Only files from these folders will be assessed.
- 1 final composite printout on A4 at 100% mounted on board for presentation.

OTHER INFORMATION:

Following assessment by the Experts, one emblem design will be selected by external Judges (including stakeholders), and will be implemented as the official CPC emblem. It will be used on uniform, on documentation etc.



DESCRIPTION OF PROJECT AND TASKS (CONTINUED)

TASK 2 COMMUNITY PLUMBING CHALLENGE POSTER DESIGN

SUBJECT:

The 2015 CPC requires a promotional poster, to raise awareness across the city of Nashik before the event.

The design should still have a subtle corporate look while being engaging and compelling to the public, creating interest and support.

DESCRIPTION:

Design a captivating A3 poster, promoting the key aspects of the CPC.

1. Design an A3 poster using images provided (WSC2015_TP40_M1_images.zip)
2. Mask at least two of the images in Photoshop.
3. Your emblem design from Task 1 must be incorporated into the poster design.
4. Include the five supplied logos on the poster (WSC2015_TP40_M1_logos.zip)
5. Apply supplied text to the poster (WSC2015_TP40_M1_text.zip)
6. Save the final poster-**working** file in InDesign.

TECHNICAL SPECIFICATIONS:

- Dimensions: 297 mm wide x 420 mm high
- Bleed: 3 mm (if necessary)
- Colour Mode: CMYK
- Stock: Coated paper
- Resolution: minimum of 225ppi

YOU MUST DELIVER:

- One PDF for print.
- Folders as specified in "Instructions to the Competitor" on page three.
Only files from these folders will be assessed.
- One final composite printout reduced to fit on A3, trimmed and mounted on board for presentation.



TEXT FOR INCLUSION:

Community Plumbing Challenge 2015

Design, Construction, Education:

Action for Public Health

2–5 November, 2015

Maha Nagar Palika School No – 125

Mukti Dham

Nashik, India

Join Us on the front line!

Open Studio: 2–5 November 2015

Community Forum: 5 November 2015

www.worldskills.org/cpc

TEST PROJECT GRAPHIC DESIGN TECHNOLOGY

WSC2015_TP40_M2_actual

Submitted by:

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Patrik Fredriksson,
Prasit Klongngulerm

Member country/region:

SA, NO, ID, BR, HK, LI, TW, IR, KR, US, SE, TH





CONTENTS

This Test Project proposal consists of the following documentation/files:

Skill40_Editorial.docx

Skill40_Editorial (folder containing all the supplied elements (i.e images, logos, texts, etc.)

INTRODUCTION

Have you ever wanted to know more about design studios? Are you curious to know how they work? Would you like to meet the people who work there? Visitei is the answer to your questions.

Visitei is a platform (<http://www.visitei.la/>) that aims to facilitate, organize and encourage people to visit studios to discover more about design.

The intention is that visitors learn about design, help to build the design community, and to approach design studios. It is beneficial for both parties: visitors satisfy their curiosity about the day-to-day studios they admire, and businesses increase their visibility to the design market (and potential employees).

Visitors do not pay anything to participate in the meetings, and visits can be organized both on weekdays and weekends. Visitors choose the most appropriate date, according to the availability of staff. In the Casa Rex studio, for example, visits usually last an hour and involve a lecture by Gustavo Piqueira, the head of the office. In the UNO + BRAND studios, visits are in smaller groups, a maximum of two people can spend the whole day observing the daily routine of the studio. The idea is that each studio is open to visits as it sees best. Currently, the project has ten companies registered for visits in four different states of Brazil.

Visitei is a project by Giovanni Castelucci, founder of DAÓ graphic design studio with a focus in cultural initiatives.



DESCRIPTION OF PROJECT AND TASKS

Visitei intends to expand its operations and needs to develop promotional material. A **complete editorial design** with eight pages is required (cover, back cover and inside pages). Your design should be based on the guidelines of the brand.

Target group:

General:

Age: 18 – 26 years

Sex: Men and Women

Nationality: Brazilians

Social class: Middle class and upper middle class

Education Level: college student and newly formed

Personal Attributes:

Health-conscious and active

Indie fashion style

Money-conscious

Tech-Savvy

Activities:

Online Activities: blogging, social networking, buy stuff online

Offline Activities: go out with friends, play any sport as amateurs, participate in events and workshops

Technical Comfort Level: Apple user (Macbook, iPhone and iPad)

Motivators:

Students are engaged and want to actively participate in extra curricular activities

They believe that design can be a key catalyst for change

They are early adopters of technology and are always looking for new trends

Sharing economy enthusiasts



INSTRUCTIONS TO THE COMPETITOR

Create a folder on your Desktop called YY_MOD2 (where YY represents the number of your workstation).

This folder must include the following subfolders **“Task 1, Task 2, Task 3”**.

The subfolders are to contain two folders:

- A folder named **“Original”**: it should contain all the files used for the development of your project.
- A folder named **“Final”**: it should contain all of the final files ~~you are supposed to deliver as required in the tasks~~. (PDF, native, fonts and linked images)
- You must include your workstation number on the presentation board and printouts for marking and delivery to your workstation ~~(the number should be included outside of the artwork area)~~

Regarding image assessment for the tasks:

The color mode of your images will be evaluated in the press/web ready PDF files. The final resolution and file formats will be assessed in the InDesign files.

The JPG file format is NOT ACCEPTED for images;

Only the following file formats are acceptable .TIF / .EPS / .AI / .PSD / DSC 2.0

Tasks must be created in Adobe InDesign (page layouts), Illustrator (information design) and Photoshop (collage/montage images).

Images must not be embedded or placed in Adobe Illustrator, or embedded in InDesign

You must use ALL of the text provided for each task as specified, and you may add text if desired.

You must use ALL of the images specified as per the tasks, and you may create any additional raster or vector elements.



TASK 1: COVER

YOU MUST DELIVER TASK ONE AT 13:45

CREATE A FOLDER CALLED "YY_TASK1" ON YOUR DESKTOP

(where YY represents the number of your workstation).

ALL OF YOUR FILES MUST BE SAVED IN THE FOLDER IT WILL BE AUTOMATICALLY COLLECTED AT 13:45

For this task, you will need to:

1. Create a front and back cover — outer and inner.
2. Include required content (text and logos).
3. Set up the front and back cover as spreads (outer as one spread, inner as one spread) in one file of four pages named COVER.indd.
4. Create a Spot Vanish for the Visitei logo on front outside cover.

TECHNICAL SPECIFICATIONS:

Dimensions:	A maximum page size of 190 x 260 mm (Portrait)
Colors:	front and back cover (outer): CMYK + Pantone Blue 0821 C + spot Varnish front and back cover (Inner): CMYK + Pantone Blue 0821 C
Image resolution:	220 – 250 PPI at 100% in InDesign (greyscale and colour images)
Bitmap image resolution:	800 – 1200 PPI
Paper:	115 g/m ² coated matte paper
Finishing:	Saddle Stitch (the mock up is to be folded — does not need to be stapled)
Paragraph Styles (All text):	Must be used for titles, body text, caption
Master Page Elements:	Header, footer, page numbers and running headline for pages 2 and 7

REQUIRED ELEMENTS:

For the front outside cover (page 1):

- The Visitei logo in the folder Skill40_Editorial_Visitei
The logo must be applied in Pantone Blue 0821 C, and a spot varnish must be applied on top. The colour must be named: "Varnish", created as a spot colour and it must be 100% magenta. You may use the varnish in other areas of the front cover if desired.
- The text in the file named Skill40_Editorial_01.rtf
- At least four images combined together in a collage/montage (available in a folder named Skill40_Editorial_Studios). This file must be created in photoshop and you must retain the layers for easy identification of the images used. The layer name must be the name of the image used.

For the back outside cover (page 8):

- All of the studio logos in CMYK (in the folder Skill40_Editorial_Studios)
- The text (in the file named Skill40_Editorial_02.rtf)
- The Visitei logo (available in the folder Skill40_Editorial_Visitei) in Pantone Blue 0821 C
- QR Code : the size to be 35 x 35 mm and must be 100% K
- All logos should be in Vector

For the front inside cover (page 2):

- About Visitei and How it works



- The text is available in the file named Skill40_Editorial_03.rtf
- The image of Giovanni must be used and is available in the folder Skill40_Editorial_Giovani (the image may be modified according your design)
- The Visitei logo (available in the folder Skill40_Editorial_Visitei) in Pantone Blue 0821 C

For the back inside cover (page 7):

- Past visits
 - The text is available in the file named Skill40_Editorial_04.rtf
 - **ALL** images in the folder: Skill40_Editorial_Visits must be used

You must deliver:

- Folders as specified in "Instructions to the Competitor" on page 4.
Only files from these folders will be assessed.
- One PDF/X-1a:2003 (Must be fixed) file for task 1 with colour bars for CMYK + PMS, varnish at 100% magenta on a separate plate (to be evaluated in the PDF file), registration marks and crop marks ONLY.
- One final printout of the front and back cover (outer and inner), exclude varnish, untrimmed and mounted for presentation, printed as spreads (including: colour bars for CMYK + PMS, registration marks and crop marks ONLY);
- One final printout of the front and back cover as spreads (only outer) untrimmed with 50% (opacity) overprint varnish (with crop marks ONLY)



TASK 2: INSIDE PAGES

You are required to:

1. Create the inside pages (pages 3, 4, 5, 6) Name the file: INNER.indd
2. Include required content (text, images and logos).
 - (a) Page 3: Text supplied in Skill40_Editorial_05.rtf
This text is data and must be converted into an interesting information design using Adobe Illustrator, including one of the two maps. The maps are available in a folder named Skill40_Editorial_Maps (you may alter the map according to your design)
 - (b) Page 4 – 5: Studios participating in the project. Text supplied in Skill40_Editorial_06.rtf
 - (c) Page 6: FAQ. Text supplied in Skill40_Editorial_06.rtf

TECHNICAL SPECIFICATIONS:

Dimensions:	A maximum page size of 190 x 260 mm (Portrait)
Colors :	CMYK
Images resolution:	220 – 250 PPI at 100% in InDesign (greyscale and color images)
Bitmap images resolution:	800 – 1200 PPI
Paper (Inside page):	90 g/m ²
Finishing:	Saddle Stitch (the mock up is to be folded — does not need to be stapled)
Paragraph Styles:	Must be used for titles and body text
Master Page Elements (Inside):	Header, footer, page numbers and running headline.

Required elements:

For pages 3-6

- The text is available in the file named Skill40_Editorial_05.rtf and Skill40_Editorial_06.rtf
- The studio logos are available in the folder Skill40_Editorial_Studios
 - All logos should be Vector and CMYK
 - The logos must be placed on the same page as the Studio text
- You must use at least four images from the folder: Skill40_Editorial_Studios.

You must deliver:

- Folders as specified in “Instructions to the Competitor” on page 4.
Only files from these folders will be assessed.
- One PDF/X-1a:2003 file with imposed pages as spreads, — with color bars for CMYK, registration marks and crop marks ONLY (to be evaluated in the PDF file).



TASK 3: FULL CATALOGUE

You are required to deliver the whole catalogue.

You must deliver:

- Folders as specified in “Instructions to the Competitor” on page 4.
Only files from these folders will be assessed.
- One PDF file (single pages — not spreads) for a web preview without any printers marks, resolution of images is 72 to 100 PPI, RGB, with Active URL link and Active link for all website and email addresses. File size to be no larger than 5 MB. The active links MUST BE CREATED IN INDESIGN.
- One PDF/X-1a:2003 file with imposed pages as spreads, crop marks and registration marks ONLY (to be evaluated in the PDF file)
- A final dummy/booklet trimmed and folded to final size (printed on both sides), including front cover, back cover and inside pages without varnish



TEXT FOR INCLUSION:

**IMPORTANT: the texts in red SHOULD NOT be applied to the material.
Only to guide your layout.**

Skill40_Editorial_01.rtf

Meet, Learn and Share

(insert the logo of Visitei)

Skill40_Editorial_02.rtf

Partners

(insert all logos of the studios - All the logos should be in Vector)

Presented by

(insert the logo of Visitei)

www.visitei.la

Connect us
facebook.com/visitei
twitter.com/visitei_la

Contact us
oi@visitei.la

(insert the QRCode)



Skill40_Editorial_03.rtf

Note: you create the titles and body text paragraph styles

Header

Meet, Learn and Share

Footer

www.visitei.la

Running Headline Pages 02

About Visitei

(insert the logo of Visitei)

About Visitei

Have you ever wanted to know some design office? Curious to know how is it inside and meet the people who work there? Visitei was born rightfully so.

It is a platform (www.visitei.la) that aims to facilitate, organize and encourage visits from people who want to know design offices.

The intention is that visitors learn about design, help to building the design community and approaching studios and people. It's good to both side: visitors satisfy their curiosity about the day-to-day office they admire, and businesses increase their visibility to the design market (and potential employees).

Visitors do not pay anything to participate in the meetings, and visits can happen both on weekdays as on holidays - who chooses the most appropriate date is the design office, according to the availability of staff. In the Casa Rex, for example, visits usually last an hour and have a lecture by Gustavo Piqueira, ahead office. In the UNO + BRAND, visits are in smaller groups, only two people who can spend the whole day watching the routine of the place. The idea is that each studio open to visits as it sees best.

Until now, the project has ten companies registered for visits covering four different states of Brazil.

Visitei is a project by Giovani Castelucci, founder of DAÓ, graphic design studio with focus in cultural initiatives.

Giovani Castelucci worked in companies like UNO+BRAND, Sebastiany Branding and Grupo Anaya, and coordinated brand creation projects and lead internal communication and new methodology implementation projects. Since 2013 he is responsible for the visual identity of Flipside, a company that organizes the main information security events in Brazil. Co-founder of DAÓ, a design studio that created the visual identity of WorldSkills São Paulo 2015. In 2014 he founded Visitei, a web-based platform that facilitates, organizes and nurture student visits to design companies, having assured more than 50 people the opportunity to have an insider look to the participating companies.

(insert the picture of Giovani Castelucci according your design)

How it works

The design studios register the day and the type of visit they want to offer, including the maximum amount of people. If you have registered on the site (and has an access code), you can apply for a visit every 30 days (this rule is that all subscribers can participate in any visit). Then just show up on the day and time scheduled and enjoy :)

When the maximum number of participants is reached, a waiting list begins: if any waiver, call anyone on that list (in order of registration). Those called have 24 hours to confirm the interest, otherwise the chance go to the next on the list.



Skill40_Editorial_04.rtf

Note: you must create the caption paragraph styles for pictures

Masterpage items:

Header

Meet, Learn and Share

Footer

www.visitei.la

Running Headline Pages 07

Past Visits

Text and Captions:

Past Visits

2015

Picture Number 01

29/05/2015

Estúdio Marujo

Distrito Federal

Picture Number 02

01/04/2015

Oni Branding & Design

Distrito Federal

Picture Number 03

05/03/2015

Balaclava Studio

Florianópolis

Picture Number 04

27/02/2015

Bradda Design

Florianópolis

Picture Number 05

18/02/2015

Sebastiany Branding

São Paulo

2014

Picture Number 06

21/10/2014

Casa Rex

São Paulo

Picture Number 07



19/09/2014
ood Estúdio
Fortaleza

Picture Number 08
03/09/2014
Questto|Nó
São Paulo

Picture Number 09
15/08/2014
Bradda Design
Florianópolis

Picture Number 10
24/04/2014
Uno + Brand
São Paulo

Skill40_Editorial_05.rtf

Header
Meet, Learn and Share

Footer
www.visitei.la

Running Headline Pages 03
Quick Stats

Quick Stats

Project Time: **1 year**
Total studios: **12 (separated in 4 different cities/states)**
Total people registered in the platform: **501**
Total company registered in the visit: **10**
Total visits happened: **21**
Total people who participated in the visits: **129**
Facebook: **1680 likes**

Curiosities:
2 designers was contracted through the visits
13 phone calls to warn that opened vacancy in the last minute

(Insert one of the two maps (by city or by state). You can adjust the map's design according to your project.)



Skill40_Editorial_06.rtf

Note: you create the titles and body text paragraph styles

(insert all logos of the studios - All the logos should be in Vector and All the logos should be applied CMYK)

(Note: you should use at least four images according your design)

Header

Meet, Learn and Share

Footer

www.visitei.la

Running Headline Pages 04 - 05

Studios

Running Headline Pages 06

FAQ

Studios should be used in page 4-5

STUDIOS

So far we have 12 studios as part of the project. Most studios will be included as the project grows.

BALACLAVA STUDIO

www.balaclavastudio.com.br

City: Florianópolis

State: Santa Catarina

Balaclava Studio is a design studio with focus in graphic design. Our biggest demand comes from fashion brands with notables jobs to U.S. street fashion brand Akomplce and brazilian T-shirt company Liverpool. Despite the experience in the fashion industry, we are able to develop any design project of any nature.

BRADDA DESIGN

www.bradda.com.br

City: Florianópolis

State: Santa Catarina

We are a design office focusing on branding. We believe that brands are much more than images and words, flags are to be built, flown and "shouted out". "A brand is the spirit of a team, an ideal. People who raise a flag, and thus carry with them the reason for his battle.

CAFUNDÓ ESTÚDIO CRIATIVO

www.cafundo.tv

City: Florianópolis

State: Santa Catarina

A creative Studio ready to develop visual and interactive experiences meaningful to people. We do this through a mix of hybrid possibilities. We have a pulsating environment that is driven by professionals who help make up a hybrid atmosphere of expertise, always seeking new possibilities.



CASA REX

www.casarex.com

City: São Paulo

State: São Paulo

Casa Rex is an international highly awarded house of design, with offices in São Paulo and London. Headed up by Gustavo Piqueira, a multi-cultural team of more than 40 people develop strategic design for global consumer brands; original design for editorial, corporate and environmental projects; and cutting-edge experimental design for anything from typefaces to homeware.

ESTÚDIO MARUJO

www.estudiomarujo.com.br

City: Brasília

State: Distrito Federal

Manned by designers trained at the University of Brasilia, the Studio Marujo sailed from the Planalto Central in 2012 to sail the seas graphic design. In our process we seek to understand and think the essence of each project to better express it visually according to their characteristics and particular needs. We understand that our role is to leverage good ideas. So our boat is small: we value the proximity and the exchange of experiences in the relationship with our customers and friends. After all, the journey is better when we go together.

FÁBRICA DE IDEIAS BRASILEIRAS

www.fabricaideiasbrasileiras.com.br

City: São Paulo

State: São Paulo

Our ultimate goal is to build affective brands. For us, brands are happiness project vehicles, something much larger than the welfare promotion. That happiness involves construction through consistent and relevant design to express emotions and sensations full of meaning and significance to the public. That is innovative and true, respecting the user and the brand's history.

GLÓBULO - MARCAS DE PROPÓSITO

www.globulo.com.br

City: Florianópolis

State: Santa Catarina

The Glóbulo works with strategy and intelligence for brands. We built new business structures, reinvent business models and humanize brands. Our purpose is to positively impact the lives of people, and we believe we can be useful helping companies to do the same. And we do it with tools and methodologies that combine the design, marketing, advertising, psychology, management, project management and other things that we learn along the way.

OOD ESTÚDIO

www.oodestudio.com

City: Fortaleza

State: Ceará

The ood is a design studio and brand management arising from an intersection references. We seek to modify the cultural universe through the design and immersion marks in society, enabling at the same time, communication solutions and strategy visually pleasing and conceptually well resolved. The studio is a company linked to ABEDESIGN (Brazilian Association of Design Companies)

ONI BRANDING & DESIGN

www.onibrand.com.br

City: Brasília

State: Distrito Federal



Oni is a firm specializing in brand management and service design that takes a holistic view to build kind and true brands. Our work is focused on building and implementing strategies through visual, sensory and behavioral experiments in different contexts to maximize results and relationships.

QUESTTO|NÓ

www.questtono.com

City: São Paulo

State: SP

The Questto | Node is an agency of Design and Innovation, which seeks to create opportunities with tangible and cost-effective deliveries, designing solutions with positive results for society and the environment. Focused on: Product Design, Graphic Design, Branding, Innovation, Market Research, trends and consumption habits.

SEBASTIANY BRANDING

sebastiany.com.br

City: São Paulo

State: SP

We are a firm specializing in strategy and branding.

We, through our own methodology, the projection strategies and identities with depth, differentiation and assertiveness.

We operate both in the design of new companies, as in reshaping weakened brands, working from strategy and positioning to correct visual synthesis in a strong and representative mark.

UNO+BRAND

www.uno.ag

City: São Paulo

State: SP

Agency for 12 years working with branding and communication in various platforms for different brands, going beyond simply creating a thought for continuous development of relations of the brands with their audiences. We develop and communicate brands to provide real experience for stakeholders.

If any company that you want to visit is not listed, or you want to register your office, it will be great to send an email to oi@visitei.la.

FAQ should be used in page 6



FAQ

Frequently Asked Questions

How many visits do you participate?

So everyone has a chance to visit their favorite studio, the limit is once a month. Then, you can apply for visits that have a 30-day interval between each. Gives time to post photos in your social networks, talk to all your friends as it was, and when to see, as will your next experience! :) In time, you can visit only once every office.

Does it cost anything?

No. You pay nothing to register or to visit studios.

What happens if I sign up for a visit but can not go?

You have until 48 hours before the visit to cancel interest (on the website or via email oi@visitei.la). If you do not cancel and do not attend, your profile is blocked for four months, during which you can not sign up for any visit. Many people would like to visit studios, and it's not fair that they miss the opportunity for those who do not honor their commitments.

Why would anyone visit a design office?

You may not curiosity but is a great experience being in the same room with people who do a job that you admire. You find different tools, know people with the same interest as you, can learn habits that can change the way you work; In addition, the visits are a time of fun and relaxation.

What does studios gain from this?

Quality studios believe if they share the knowledge all people involved will gain too. In addition, studios gain visibility, know people who can become future employees, and the habit of often receive people interested in the work gives a high in the "self-esteem" of the company and its employees.

And if the studio does not have more vacancies and Do I still appear in the visit?

This is an easy question to answer: If you open the doors of your home to host a number of people and is programmed for this, Will you be happy if enter a lot of intruders? Same is the case with studios. They are opening their space and scheduling the visit for the number of people who think they are suitable for all having a good experience. In the practice way: the studio will have a list of participants for each visit and the decision to allow someone not on the list participate in the event is of the studio.

TEST PROJECT GRAPHIC DESIGN TECHNOLOGY

WSC2015_TP40_M3_actual

Submitted by:

Weixiong Xu,

Sathish Narayanan,

Wolfgang Toechterle,

Ivs Zenne, Sherein Abdel-Al,

Hazem Taha,

Ahmed Al-Harrasi,

Patricia Dupuis,

Brian Dupont,

Susan de Guzman,

Thomas Palacin





CONTENTS

This Test Project proposal consists of the following documentation/files:

WSC2015_TP0X_V10_Packaging_EN.docx

Skill40_Packaging (folder containing all the supplied elements (i.e images, logos, texts, etc.)

INTRODUCTION

Project: Design a package, sticker and booklet.

Description: The Company Prija would like to create and design a package in order to present three of their products in a new and interesting way.

The three products you will include are:

- Relaxing Massage Lotion with Cypress Aromatherapy
- Softening soap
- Hygienic set

Prija would like to distinguish their products from other competitor products in the Hotel suppliers market.

Prija makes products including: Shampoo, shower gel, soap and body lotion for hotels and tourist accommodation.

The company slogan is: Exclusive hotel cosmetics with a touch of luxury.

Environmental protection and sustainability are very important to Prija. The manufacturer of the cosmetic products is subject to strict regulations related to environmental protection. The bottles and the packaging are made with recyclable material.

Due to popular demand, Prija have extended their product range and now offer an exclusive range of hotel cosmetics. This range offers various fragrances, product lines and cosmetic brands and the ingredients are based on organic plants and spices from Asia.

Design: The package design should appear elegant and natural to emphasise the organic extracts, beneficial properties and natural ingredients. The products are high quality, luxurious and should appeal to a moderate-high income demographic.

Target market: Adults aged 30 – 60 years who enjoy nature with a touch of luxury.

INSTRUCTIONS TO THE COMPETITOR

Create a folder on your Desktop called YY_MOD3 (where YY represents the number of your workstation).

This folder must include the following subfolders **“Task 1, Task 2, Task 3”**.

The subfolders are to contain two folders:

- A folder named **“Original”**: it should contain all the files used for the development of your project.
- A folder named **“Final”**: it should contain all of the files you are supposed to deliver as required in the tasks. (PDF, native, fonts and linked images)
- You must include your workstation number on the presentation board and printouts for marking and delivery to your workstation



About image marking for all tasks:

The colour mode and file formats of your images will be evaluated in the press ready pdf files. The final resolution will be assessed in your working software, such as Illustrator or InDesign.

The .JPG / .PNG file format is NOT ACCEPTED for images. Only the following file formats are acceptable TIF / .EPS / .AI / .PSD / DSC 2.0

Time limit for this test project: 6h

DESCRIPTION OF PROJECT AND TASKS

TASK 1

Sticker design

Design a sticker to be stuck onto the package design. It will be used for promoting Hotels that use Prija products. Every Hotel using Prija products can display their own logo on the package via this sticker so the hotel can be proud to include the package in the guest rooms.

Elements on the sticker

- You may create your own illustrations for the sticker design
- Include the Sticker Text on the sticker ("Mod3_Text.docx")
- Include the Hotel logo on the sticker ("Mod3_Logo_HolidayInn")

TECHNICAL SPECIFICATIONS

Dimensions: A minimum of 40mm (wide or high)

Bleed (if necessary): 3 mm

Colours: Two pantone coated colours and one dieline plate (named: dieline)

Printing: printed on one side only

Trapping (if necessary): 0.4 pt

The sticker must be vector only

YOU MUST DELIVER

- Folders as specified in "Instructions to the Competitor" on page 4.
- Only files from these folders will be assessed
- One final composite PDF/X-4:2008 file (including bleed and die line only).
- One printout at 100% on A4 with bleed, die line, colour bars and registration marks only.
- One printout trimmed to size and mounted on an A4 board.



TASK 2

Design a package to hold three different beauty products.

The three products must fit into one package and each product differs in shape and volume. The package must be an appropriate size for the products.

You must choose one of the following options:

A) have at least one, to a maximum of two products protrude out from the package (the products must protrude out from your package no more than 50%).

OR

B) you must have a clear window to show the products from the outside of the package. At least one, to a maximum of two products must show through the window (no more than 50%).

For further information, refer to: Mod3_50%.pdf

These elements must be included in your package design

- LogoType: "Set your Beauty"
- Text supplied: "Mod3_Pack-Text.docx"
- Logos to be included in Vector-Format only:
 - Manufacturer's logo (Prija): Include the complete (Text + symbol of "Mod3_manufacture_Logo")
 - FSC ("Mod3_FSC_Logo")
 - RECYCLE ("Mod3_RECYCLE_Logo")
- Images: Use a minimum of two supplied images on your package design (Mod3_Pack Images), you may edit the images according to your design, however, they must remain raster
- The client has specified that the background of the package must not be white
- The package must have at least two glue areas

TECHNICAL SPECIFICATIONS

Max dimensions of die line: 297mm X 420 mm (A3 flat)

Max dimensions of inlay die line: If required — 210mm x 297mm (A4 flat)

(to secure the products inside the package)

Bleed for die line (if necessary): 3 mm

Colours: CMYK + 1 die line plate (named: dieline)

(cut, fold lines and glue areas must be differentiated in appearance, but all must be on the same die line plate)

Printing: printed on one side only

Greyscale and colour image resolution: 200 – 280 PPI

Bitmap image resolution: 600 – 900 PPI

Note: You MUST NOT embed images in Illustrator or InDesign

YOU MUST DELIVER

- Folders as specified in "Instructions to the Competitor" on page 4.
- Only files from these folders will be assessed
- One final composite PDF/X-4:2008 file: including die line on one separate spot colour plate, bleed, colour bars and registration marks only (and an additional file for the inlay, if required).
- One printout of your design at 100% on A3 (including the die-cut)
- One final 3D mock-up at 100% of the final size



TASK 3

Booklet Design (the booklet will be included inside the package).

The booklet includes a description of the selected products and a short introduction to Prija products.

The booklet should serve to additionally advertise the products.

- Design a small double-sided booklet that will be included inside the package.
- You may use any of the supplied images to include in your booklet design
- and/or create your own illustrations
- Include the text on the booklet (“Mod3_Text.docx”).
- Include the vector manufacturer’s logo “Prija” on the booklet.
- Use your LogoType from Task 2: “Set your Beauty”



TECHNICAL SPECIFICATIONS

Dimensions: A4 maximum flat — double sided.

Bleed (if necessary): 5 mm

Colours: Two pantone uncoated colours

Folds (if required): Folds must be indicated using one of the pantone uncoated colours

Printing: sheetfed offset printing, double sided

Greyscale and colour image resolution: 280 – 300 PPI

Bitmap images resolution: 800 – 1200 PPI

YOU MUST DELIVER

- Folders as specified in “Instructions to the Competitor” on page 4.
- Only files from these folders will be assessed
- One final composite PDF/X-4:2008 file (including bleed, colour bars, crop marks, registration marks and fold lines) Place your fold lines outside the bleed area in one of the pantone uncoated colours.
- One double sided printout at 100%, with bleed, crop marks and fold lines ONLY
- One double sided printout at 100%, trimmed to size and mocked-up (folded — if necessary)

TEST PROJECT GRAPHIC DESIGN TECHNOLOGY

WSC2015_TP40_M4_actual

Submitted by:

Christoph Elmecker,

Katsuji Hirata,

Nuno Viana,

Preesh Naidoo,

Michel Bulon,

Nick Lumatalale,

Tai Pang Tan,

Markus Ruben Wiese,

Ramón López,

Andrey Ermakov

Member country/region: AT, JP, PT, ZA, CA, NL, SG, DE, CO, RU





CONTENTS

This Test Project proposal consists of the following documentation/files:

WSC2015_TP40_M4_actual.doc

WSC2015_TP40_M4_Images (logo, leaflet and signage)

WSC2015_TP40_M4_Texts (logo, leaflet and signage)

WSC2015_TP40_M4_ICC_profile

INTRODUCTION

The 39th International Film Festival will be held in São Paulo, Brazil from October 22 to November 4. For two weeks, 330 titles will be shown from various countries and cinematographers in 35 halls throughout 29 locations. These locations include cinemas, cultural centers and museums scattered around the state capital city. The selection of films provides an overview of what the world is producing in contemporary cinema — in addition to trends, themes, narration and aesthetics.

The *São Paulo International Film Festival* or *Mostra Internacional de Cinema em São Paulo* (in Brazilian) is a non-profit event organized by ABMIC (Associação Brasileira Mostra Internacional de Cinema).

DESCRIPTION OF PROJECT AND TASKS

PROJECT:

The project has 3 tasks to be completed in 4 hours:

1. Create a logo
2. Create a leaflet
3. Create signage

TARGET MARKET:

General informations

Aged 18 and over who are interested in contemporary cinema worldwide.

Personal characteristics

Generally they watch less television than cinema. They are very open minded and interested in new trends.

Activities

The majority are professionals with a higher level of education and high incomes.



INSTRUCTIONS TO THE COMPETITOR

About image and layout marking for all tasks:

The final resolution, colour mode and file formats of your images will be evaluated in the press ready PDF files. Only the following file formats are acceptable: .indd / .eps / .ai /

Task one must be created in Illustrator

Final layouts for task two must be created in InDesign

Task three must be created in Illustrator

About the delivery of files of all tasks:

Create a folder on your Desktop called YY_MOD4 (where YY represents the number of your workstation). This folder must include the following 3 subfolders "Task1", "Task2" and "Task3". Those subfolders contain themselves 2 subfolders "Original folder" and "Final folder":

- A folder named **"Original"**: it should contain all the files used for the development of your project.
- A folder named **"Final"**: it should contain all of the files you are supposed to deliver as required in the tasks. (PDF, native, fonts and linked images)
- You must include your workstation number on the presentation board and printouts for marking and delivery to your workstation



TASK 1: LOGO DESIGN

You must create a logo for the 39th São Paulo International Film Festival. The logo should represent the movie world.

You must create two versions of the logo, one in Portuguese and one in English:

- The Brazilian logo must contain “39a Mostra Internacional de Cinema em São Paulo” (Text Task one).
- The English logo must contain “39th São Paulo International Film Festival” (Text Task one).

The festival name must be clear and readable. You can design the name of the festival in capital and lower-case letters or in capital letters only (according to your design). The different language logos should have the same look and feel — utilising the same colours and fonts.

The logo should be vector only. You can use the images supplied if needed for your design (Movie images), any modification is permitted but they must be vector only.

You are to create three versions for each logo (Portuguese and English): CMYK, Pantone and B&W. Greyscale is permitted for the B&W.

You are required to create a specification sheet which displays the 3 colour versions of the logo in Portuguese and English (CMYK, Pantone and B&W) on one A4 sheet. You must specify the numbers of the three Pantone (ex: PMS 000), CMYK colour break-downs (ex: C: 0% M: 0% Y: 0% K: 0%) and the font (ex: Font Bold or Font 65)

TECHNICAL SPECIFICATIONS:

Colours (three versions):

- Three Pantone
- CMYK
- Black and white
- ICC profile: Coated GRACoL 2006 (ISO 12647-2:2004)

The files must be vector only. All fonts must be converted to vector in the final Illustrator files.

YOU MUST PROVIDE:

- Folders as specified in “Instructions to the Competitor” on page 3.
Only files from these folders will be assessed.
- One final file of the logo in 3 Pantone spot colours in EPS or AI format (in Portuguese and English)
- One final file of the logo converted to CMYK in EPS or AI format (in Portuguese and English)
- One final file of the logo in black and white in EPS or AI format (in Portuguese and English)
- One final file of the corporate guideline in EPS or AI format (in Portuguese and English)
- One colour printout of the specification sheet printed at 100% on A4

TASK 2: LEAFLET DESIGN

You are to create a leaflet (one sheet, double-sided document) for moviegoers which includes an infographic, a map and a movie timetable.

The leaflet comprises:

- Front with festival logo (Task 1), 1 infographic (Text Task 2 Infographic) and 1 map (Text Task 2 Map + Image Task 2 Map)
- Back with festival logo (Task 1) and 1 movie timetable (Text Task 2 Table)

You can add graphic elements of your choice however they should be vector only. You can use the images supplied if needed for your design (Movie images), any modification is permitted but they must be vector only. The infographic and map must be created in Illustrator and the movie timetable as a table in InDesign.



TECHNICAL SPECIFICATIONS:

Dimensions: 210 mm x 148 mm (landscape)

Bleed: 3 mm

Colours: CMYK

Printing: Sheetfed offset press coated grade 1 (double-sided)

ICC profile: Coated GRACoL 2006 (ISO 12647-2:2004)

The files must be vector only (no raster)

YOU MUST PROVIDE:

- Folders as specified in "Instructions to the Competitor" on page 3.
Only files from these folders will be assessed.
- 1 double sided colour printout of the front and back — trimmed (at 100% of final size)
- 1 press ready PDF/X-1a :2001 file (including ICC output profile, bleed, crop marks, registration marks, colour bars, document info only)

TASK 3: SIGNAGE

You are to create two signs to direct festival moviegoers (see sample Image_Signboard).

- One sign with festival logo (task one English version), a pictogram of a snack bar and an arrow pointing left
- One sign with festival logo (task one English version), a pictogram of a ticket office and an arrow pointing right

You can add graphic elements of your choice however they should be vector images only. You can use the images supplied if needed for your design (Image Task three Pictogram), any modification is permitted but they must be vector only.

TECHNICAL SPECIFICATIONS:

Dimensions: 600 mm x 900 mm (portrait)

Bleed: 3 mm

Colours: three Pantone Colours (PMS)

Printing: one side

ICC profile: Ryonet IC ProBrite

The files must be vector only (no raster)

YOU MUST PROVIDE:

- Folders as specified in "Instructions to the Competitor" on page 3.
Only files from these folders will be assessed.
- one trimmed colour printout of each layout (reduced to fit on A3)

two print ready PDF/X-1a :2001 files (including bleed, crop marks, registration marks, colour bars, document info and ICC profile output only)



OTHER

APPENDIX 1

TEXT TASK 1

39a Mostra Internacional de Cinema em São Paulo
39th São Paulo International Film Festival

TEXT TASK 2 INFOGRAPHIC

Country of origin for feature films screened in Brazil for 2011 by market share (%)

United States of America	83.0%
Brazil	12.4%
Australia	1.3%
United Kingdom	0.9%
France	0.6%
All other countries	1.8%

Source: www.uis.unesco.org

TEXT TASK 2 MAP

Cultural Center Dr. Além
Sapucaí River
Frei Orestes Girardi Ave.
383
Dr. Januario Miraglia Ave.
383
Dr. Reid St.
Fco Romeiro St.
Osvaldo Cruz St.
Brg. Jordão St.
Duque de Caxias St.

TEXT TASK 2 TABLE

SABESP film tour in Campos do Jordão

The SABESP film tour will be held in Campos do Jordão as a part of the International Film Festival. Ten movies will be screened in the Cultural Center Dr. Além (1582 Dr. Januario Miraglia Avenue).

SABESP is a sponsor for the film industry in São Paulo. It is one of the three biggest sponsors of the sector in the country and supported over 150 films through the Film Development Program. The tour will be held on 3, 4, 10 and November 11, with free admission.

SABESP film tour, Campos do Jordão

Day	Time	Title	Director	Rating	Duration
03/11	18h	CLOUDS OF SILS MARIA	Olivier Assayas	14 years	123min
03/11	20h30	LITTLE QUINQUIN	Bruno Dumont	14 years	200min



04/11	18h	TSILI	Amos Gitai	14 years	85min
04/11	20h	TURIST	Ruben Ostlund	16 years	118min
04/11	22h	STILL THE WATER	Naomi Kawase	16 years	121min
10/11	18h	WORDS WITH GODS	Several	14 years	135min
10/11	20h30	BELOVED SISTERS	Dominik Graf	16 years	138min
11/11	18h	THE CUCKOO AND THE DONKEY	Andreas Arnstedt	12 years	95min
11/11	20h	QUEEN AND COUNTRY	John Boorman	14 years	115min
11/11	22h	THE TRIBE	Myroslav Slaboshpytskiy	18 years	132min

Skill name		
Graphic Design Technology		
Criteria		Mark
A	Creative process and final design	40.00
B	Computer usage and knowledge of the print process	60.00

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type O = Obj S = Sub J = Judg	Aspect - Description	Judg Score
A1	Advertising design	J	Ideas and originality	0 1 2 3
		J	Ideas and originality (poster)	0 1 2 3
		J	Unity and relationship between all tasks	0 1

			2
			3
J	Quality of the visual composition (aesthetic appeal and balance)		0
			1
			2
			3
J	Visual Impact & Communication effectiveness (poster)		0
			1
			2
			3
J	Quality of the typography (choice of type, legibility and formatting)		0
			1
			2
			3
J	Quality of the colours (choice, balance, harmony) (emblem)		0
			1
			2
			3
J	Quality of the colours (choice, balance, harmony) (poster)		0
			1
			2
			3
J	Quality of image manipulation (retouch, masking, cloning, blending)		0
			1
			2
			3
J	Effectiveness and creativity of Image Manipulation		0
			1
			2
			3
J	Quality of the mounted presentation or the 3D assembly		0

A2	Speed test	J	Ideas and originality	1
				2
				3
A3	Editorial design	J	Quality of the visual composition (aesthetic appeal and balance)	0
				1
				2
		J	Ideas and originality (Cover)	3
				0
				1
		J	Ideas and originality (inside pages)	2
				3
				0
		J	Understanding the target market	1
				2
				3
J	Unity and relationship between all tasks	0		
		1		
		2		
J	Quality of the visual composition (aesthetic appeal and balance)	3		
		0		
		1		
				2

J	Quality of the visual composition (aesthetic appeal and balance)	3 0 1 2 3
J	Effectiveness and creativity of Image Manipulation (4 images as	0 1 2 3
J	Quality of the typography (choice of type, legibility and formatting	0 1 2 3
J	Quality of the typography (choice of type, legibility and formatting	0 1 2 3
J	Quality of the colours (choice, balance, harmony) (cover)	0 1 2 3
J	Quality of the colours (choice, balance, harmony) (inside pages)	0 1 2 3
J	Creativity of the information design (infographic)	0 1 2 3
J	Quality of the mounted presentation or the 3D assembly	0 1

A4	Packaging design	J	Practicality of the information design (can be easily interpreted)	2 3 0 1 2 3
		J	Respect of corporate guidelines	0 1 2 3
		J	Visual Impact & Communication effectiveness (inside pages)	0 1 2 3
		J	Quality of the typography (choice of type, legibility and formatting)	0 1 2 3
		J	Functionality and usability of the package shape	0 1 2 3
		J	Quality of the visual composition (aesthetic appeal and balance)	0 1 2 3
		J	Creativity of the package shape	0 1 2 3
		J	Quality of the 3D assembly (all tasks)	0 1 2 3

			0
			1
			2
			3
	J	Ideas and originality (sticker & booklet)	0
			1
			2
			3
	J	Quality of the visual composition (aesthetic appeal and balance)	0
			1
			2
			3
	J	Quality of the typography (choice of type, legibility and formatting)	0
			1
			2
			3
	J	Creativity of vector objects and/or image manipulation (package)	0
			1
			2
			3
	J	Quality of the colours (choice, balance, harmony) (all tasks)	0
			1
			2
			3
	J	Unity and relationship between all tasks (including existing products)	0
			1
			2
			3
A5	Corporate design	J	Ideas and originality (logo)
			0
			1
			2

	J	Unity and relationship between all tasks	3
			0
			1
			2
			3
	J	Quality of the visual composition (aesthetic appeal and balance)	0
			1
			2
			3
	J	Communication effectiveness (leaflet and signage)	0
			1
			2
			3
	J	Quality of the typography (choice of type, legibility and formatting)	0
			1
			2
			3
	J	Quality of the typography (choice of type, legibility and formatting)	0
			1
			2
			3
	J	Quality of the colours (choice, balance, harmony) (all tasks)	0
			1
			2
			3
	J	Quality of the presentation for the specification sheet	0
			1
			2
			3
	J	Creativity of the information design (leaflet)	0
			1

		J	Practicality of the information design (can be easily interpreted) (0	2 3 0 1 2 3
		J	Creativity of the information design (signage)	0 1 2 3
		J	Practicality of the information design (can be easily interpreted) (3	0 1 2 3
		J	Ideas and originality (leaflet and signage)	0 1 2 3
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type O = Obj S = Sub J = Judg	Aspect - Description	Judg Score
B1	Advertising design		<ul style="list-style-type: none"> <input type="checkbox"/> Mounting printouts on board for presentation <input type="checkbox"/> Final production folder saved as required in the task <input type="checkbox"/> Image or element dimensions as specified in the task <input type="checkbox"/> Final dimensions of layout as specified in the task <input type="checkbox"/> All required text is present in the task <input type="checkbox"/> All required elements are present in the task (poster) <input type="checkbox"/> Bleed value applied in layout file in PDF as specified in the task (<input type="checkbox"/> Trapping value applied in illustrator file as specified in the task (e <input type="checkbox"/> Spot and CMYK colours used in layout in PDF file as specified in 	

B2	Speed test	<input type="radio"/> All files saved in the correct format specified in the task <input type="radio"/> Supply of printouts only <input type="radio"/> Image or element dimensions as specified in the task <input type="radio"/> Final dimensions of layout as specified in the task <input type="radio"/> All required elements are present in the task <input type="radio"/> Spot and CMYK colours used in layout in PDF file as specified in <input type="radio"/> All files saved in the correct format specified in the task
B3	Editorial design	<input type="radio"/> Mounting printouts on board for presentation <input type="radio"/> Supply of printouts only <input type="radio"/> Assembling in 3D (Package design or Manual design) <input type="radio"/> Final production folder saved as required in the task <input type="radio"/> Image or element dimensions as specified in the task <input type="radio"/> Final dimensions of layout as specified in the task <input type="radio"/> All required text is present in the task (additional text can be added) <input type="radio"/> All required elements are present in the task (cover) <input type="radio"/> All required elements are present in the task (inside pages and w <input type="radio"/> trim and registration marks supplied as specified in the task <input type="radio"/> Resolution of linked images as specified in in the task <input type="radio"/> Colour mode of linked images as specified in in the task <input type="radio"/> Use of style sheets or master elements in layout as required in th <input type="radio"/> Spot and CMYK colours used in layout in PDF file as specified in <input type="radio"/> All files saved in the correct format specified in the task <input type="radio"/> Saving in a specified PDF format as required in the task (cover & <input type="radio"/> Saving in a specified PDF format as required in the task (catalog
B4	Packaging design	<input type="radio"/> Package assembled in 3D <input type="radio"/> Final production folder saved as required in the task (all tasks) <input type="radio"/> Supply of printouts only (package) <input type="radio"/> Resolution of linked, embedded or original images as specified in <input type="radio"/> Saving in a specified PDF format as required in the task (packag <input type="radio"/> Final dimensions of layout as specified in the task (package) <input type="radio"/> All required text is present in the task (package) <input type="radio"/> All required elements are present in the task (logos, images) (pa <input type="radio"/> Package created as specified in the task (package) <input type="radio"/> Fold lines, trim and registration marks supplied as specified in the <input type="radio"/> Spot and CMYK colours used in layout in PDF file as specified in <input type="radio"/> Dieline supplied as specified in the task (package)

B5	Corporate design	<ul style="list-style-type: none"> <input type="checkbox"/> Bleed value applied in layout file in PDF as specified in the task (sticker & booklet) <input type="checkbox"/> Trimmed Sticker and booklet <input type="checkbox"/> Supply of printouts only (sticker & booklet) <input type="checkbox"/> Final dimensions of layout as specified in the task (sticker & booklet) <input type="checkbox"/> All required text is present in the task (sticker & booklet) <input type="checkbox"/> All required elements are present in the task (logos, images) (sticker & booklet) <input type="checkbox"/> Fold lines, trim and registration marks supplied as specified in the task (sticker & booklet) <input type="checkbox"/> Resolution of linked, embedded or original images as specified in the task (sticker & booklet) <input type="checkbox"/> Bleed value applied in layout file in PDF as specified in the task (sticker & booklet) <input type="checkbox"/> Trapping value applied in illustrator file as specified in the task (sticker & booklet) <input type="checkbox"/> Spot and CMYK colours used in layout in PDF file as specified in the task (sticker & booklet) <input type="checkbox"/> Dieline supplied as specified in the task (sticker) <input type="checkbox"/> Saving in a specified PDF format as required in the task (sticker & booklet) <input type="checkbox"/> Printout (logo) and trimmed printouts (leaflet and signage) <input type="checkbox"/> Spot and CMYK colours used in layout in PDF file as specified in the task (leaflet and signage) <input type="checkbox"/> All files saved in the correct format specified in the task (all tasks) <input type="checkbox"/> All colour & fonts breakdowns specified (logo) <input type="checkbox"/> Final production folder saved as required in the task (logo) <input type="checkbox"/> All required text is present in the task (all tasks) <input type="checkbox"/> Final dimensions of layout as specified in the task (leaflet and signage) <input type="checkbox"/> All required elements are present in the task (leaflet and signage) <input type="checkbox"/> Marks supplied as specified in the task (leaflet and signage) <input type="checkbox"/> Table and map created with all information included (leaflet) <input type="checkbox"/> Pictograms created with all information included (signage) <input type="checkbox"/> Bleed value applied in layout file in PDF as specified in the task (leaflet and signage) <input type="checkbox"/> ICC profile applied in images, PDF or layout file as specified in the task (leaflet and signage) <input type="checkbox"/> Saving in a specified PDF format as required in the task (leaflet and signage) 	
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Extra Aspect Description (Obj or Subj) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Obj Only)	WSSS Section	Max Mark
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a		4	0.75
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a		4	0.75
complete mismatch some elements are unified		4	0.75

Criterion
A

Total
Mark 40.00

most elements are unified			
all elements are unified			
Poor visual composition, client would not be satisfied	4	0.50	
Minimal elements used appropriately			
Effective layout, aesthetics, typography, image usage			
Strong consideration of layout, aesthetics, balance, flow, etc.	2	1.00	
Poor visual impact and does not communicate effectively			
Sufficient visual impact and communication			
Effective visual impact and communication			
Strong visual impact and communication	4	0.50	
Not suitable			
Typeface choice, legibility, formatting			
Typeface choice, colour, unity, legibility, appropriateness, etc.			
Typeface choice, colour, unity, legibility, appropriateness, etc.	4	0.50	
Colours not appropriate			
Some consideration of colour harmony and balance			
Effective colour harmony and balance (images considered)			
Very effective colour harmony and balance (including images)	4	0.50	
Colours not appropriate			
Some consideration of colour harmony and balance			
Effective colour harmony and balance (images considered)			
Very effective colour harmony and balance (including images)	3	1.00	
Not acceptable standard			
basic and acceptable standard			
of a high quality			
high quality and complexity	3	1.50	
not effective			
basic			
suitable and effective			
creative, suitable, effective	1	0.50	
Not acceptable standard			

neat, straight, may have some marks, tape, glue neat, straight, aligned, minimal marks Free from marks, neat, straight, aligned	4	1.00
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a	4	1.00
Poor visual composition, client would not be satisfied Minimal elements used appropriately Effective layout, aesthetics, typography, image usage Strong consideration of layout, aesthetics, balance, flow, in	4	1.00
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a	4	1.00
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a	2	0.50
Not appropriate for the target market Colours, elements, typography are sufficient Colours, elements, typography have been considered and Colours, elements, typography are very well suited	4	0.50
complete mismatch some elements are unified most elements are unified all elements are unified	4	0.50
Poor visual composition, client would not be satisfied Minimal elements used appropriately Effective layout, aesthetics, typography, image usage	4	0.50

Strong consideration of layout, aesthetics, balance, flow, in	4	0.75
Poor visual composition, client would not be satisfied Minimal elements used appropriately		
Effective layout, aesthetics, typography, image usage Strong consideration of layout, aesthetics, balance, flow, in	4	0.75
not effective basic suitable, quality and effectiveness creative, suitable, quality, effectiveness	4	0.25
Not suitable Typeface choice, legibility, formatting Typeface choice, colour, unity, legibility, appropriateness, Typeface choice, colour, unity, legibility, appropriateness,	4	0.75
Not suitable Typeface choice, legibility, formatting Typeface choice, colour, unity, legibility, appropriateness, Typeface choice, colour, unity, legibility, appropriateness,	4	0.50
Colours not appropriate Some consideration of colour harmony and balance Effective colour harmony and balance (images considered Very effective colour harmony and balance (including image	4	0.50
Colours not appropriate Some consideration of colour harmony and balance Effective colour harmony and balance (images considered Very effective colour harmony and balance (including image	3	0.75
not creative, client would not be satisfied minimal creativity is creativity and interesting is very creative and exceeds expectations	1	0.25
Not acceptable standard neat, straight, may have some marks, tape, glue		

neat, straight, aligned, minimal marks Free from marks, neat, straight, aligned	4	0.50
information cannot be interpreted/ with great difficulty can be interpreted, but some confusion with data clear data interpretation, with no confusion Very easy to understand, data very well considered	2	0.25
Is not consistent with guidelines General consistency with some questionable discrepancies Mostly consistent, with some minor discrepancies Consistent (looks like a branded product)	3	0.75
Poor visual impact and does not communicate effectively Sufficient visual impact and communication Effective visual impact and communication Strong visual impact and communication	4	0.75
Not suitable Typeface choice, legibility, formatting Typeface choice, colour, unity, legibility, appropriateness, Typeface choice, colour, unity, legibility, appropriateness,	3	1.00
Is not usable or functional Is partly usable and functional Is both usable and functional Is exceptionally usable and functional	4	1.25
Poor visual composition, client would not be satisfied Minimal elements used appropriately Effective layout, aesthetics, typography, image usage Strong consideration of layout, aesthetics, balance, flow, i	3	1.00
Is not creative and client would not be satisfied Is acceptable (minimal creativity) Is creative Is exceptionally creative and interesting	1	0.50

Not acceptable standard neat, straight, may have some marks, tape, glue neat, straight, aligned, minimal marks Free from marks, neat, straight, aligned	4	1.00
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a	4	0.75
Poor visual composition, client would not be satisfied Minimal elements used appropriately Effective layout, aesthetics, typography, image usage Strong consideration of layout, aesthetics, balance, flow, in	4	1.25
Not suitable Typeface choice, legibility, formatting Typeface choice, colour, unity, legibility, appropriateness, Typeface choice, colour, unity, legibility, appropriateness,	3	0.50
not effective basic suitability, quality and effectiveness creativity, suitability, quality, effectiveness	4	0.75
Colours not appropriate Some consideration of colour harmony and balance Effective colour harmony and balance (images considered Very effective colour harmony and balance (including imag	4	0.75
complete mismatch some elements are unified most elements are unified all elements are unified	4	1.00
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative	4	1.00

are exceptional, creative and innovative (including use of a	4	0.50
complete mismatch		
some elements are unified		
most elements are unified		
all elements are unified	4	1.00
Poor visual composition, client would not be satisfied		
Minimal elements used appropriately		
Effective layout, aesthetics, typography, image usage		
Strong consideration of layout, aesthetics, balance, flow, i	3	0.50
Poor visual impact and does not communicate effectively		
Sufficient visual impact and communication		
Effective visual impact and communication		
Strong visual impact and communication	4	0.50
Not suitable		
Typeface choice, legibility, formatting		
Typeface choice, colour, unity, legibility, appropriateness,		
Typeface choice, colour, unity, legibility, appropriateness,	4	1.00
Not suitable		
Typeface choice, legibility, formatting		
Typeface choice, colour, unity, legibility, appropriateness,		
Typeface choice, colour, unity, legibility, appropriateness,	4	1.00
Colours not appropriate		
Some consideration of colour harmony and balance		
Effective colour harmony and balance (images considered		
Very effective colour harmony and balance (including image	4	1.00
Not an acceptable standard		
appropriate for client		
appropriate, with some additional design features		
is excellent and exceeds client expectations	3	1.25
not creative, client would not be satisfied		
minimal creativity		

is creativity and interesting is very creative and exceeds expectations		3	1.00
information cannot be interpreted/ with great difficulty can be interpreted, but some confusion with data clear data interpretation, with no confusion Very easy to understand, data very well considered		3	0.50
not creative, client would not be satisfied minimal creativity is creativity and interesting is very creative and exceeds expectations		3	0.50
information cannot be interpreted/ with great difficulty can be interpreted, but some confusion with data clear data interpretation, with no confusion Very easy to understand, data very well considered		4	1.00
not suitable, unoriginal, lacks creativity are suitable for the brief (minimal creativity) are creative and innovative are exceptional, creative and innovative (including use of a			
Extra Aspect Description (Obj or Subj) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Obj Only)	WSSS Section	Max Mark
1 mounted at 100% (emblem); 1 mounted trimmed (poster)	Yes or no	1	0.50
1 folder on Desktop called "YY_MODZ_X" with subfolder	Yes or no	1	0.75
	120 mm min. (emb)	5	0.75
A4 (Emblem); A3 (poster)	Yes or no	5	0.50
	Yes or no	5	0.50
5 logos; at least 2 masked images, emblem	Yes or no	2	2.00
	3 mm	5	0.75
	0.5 pt	5	2.00
2 spot (emblem); CMYK (poster)	Yes or no	5	1.50

Criterion B Total Mark 60.00

1 .ai file (emblem); 1 PDF (poster)	Yes or no	5	0.75
15 X 15 mm front; 50 X 20 mm back	1 A4 printout Yes or no	1 5	0.50 0.75
Clear spaces, text and emblem	70 mm circle Yes or no	5 2	0.75 0.75
1 .ai & 1 PDF	1 spot Yes or no	5 5	0.75 0.50
1 untrimmed mounted front and back cover (outer and inner)	Yes or no	1	0.75
1 final printout of the front and back cover as spread (only front)	Yes or no	1	0.50
A final dummy trimmed and folded to final size (printed on one side)	Yes or no	1	1.00
1 folder on Desktop called "YY_MODZ_X" with subfolder "YY_MODZ_X"	Yes or no	1	0.50
QR Code at 35 mm x 35 mm and must be 100% K	Yes or no	5	0.25
T1&T2: Max 190X260 mm (portrait)	Yes or no	5	0.25
Ensure all other text is present (including Front and Back Cover)	Yes or no	5	0.25
Cover: logo Visitei, min. 4 images in a collage/montage (refer to P3)	Yes or no	2	0.50
P3: Infographic & 1 Map; P4&P5: 12 logos studios same page	Yes or no	2	1.00
T1: registration marks, crop marks, fold mark, colour bars	Yes or no	2	1.00
All Logo: Vector Only; T1&T2: 220 and 250 ppi, 800 to 1200 ppi	Yes or no	5	1.25
T1 & T2: CMYK	Yes or no	5	1.00
Paragraphs: titles, body text, captions (T1 only); character counts	Yes or no	5	1.75
Cover Outer: CMYK + varnish (Should be name "Varnish" in file name)	Yes or no	5	2.00
T1: 1 Indd + 1 PDF; T2: 1 Indd and 1 PDF; T3: 2 PDF (PDF/X1-2003)	Yes or no	5	1.50
T1: PDF/X1-2003 ; T2: PDF/X1-2003 (spreads)	Yes or no	5	1.00
T3: PDF web: PDF/X4 (pages); PDF imposed: PDF/X1-2003	Yes or no	5	1.50
1 3D mock-up at 100%	Yes or no	1	1.50
1 folder on Desktop called "YY_MODZ_X" with subfolder "YY_MODZ_X"	Yes or no	1	0.50
1 printout at 100% A3 with dieline	Yes or no	1	0.50
200-280; 600-900 ppi	Yes or no	5	1.00
PDF/X4: 2008	Yes or no	5	0.25
A3; A4 inlay	Yes or no	5	0.50
Own logo, Prija, FSC, REcycle; 2 images, background	Yes or no	5	0.50
1 or 2 elements protruding or visible and must be appropriate	Yes or no	2	0.50
Bleed, colour bars, registration marks.	Yes or no	5	0.25
1 spot named dieline, overprinting, different appearance	CMYK Yes or no	5 5	0.75 0.75

	3 mm	5	1.25
Trimmed and mounted on A4 board (sticker)	Yes or no	1	0.75
1 printout 100% A4 dieline, colours bars, registration marks		1	0.50
Min 40 mm (sticker); A4 max double sided (booklet)	CMYK	2	0.50
	Yes or no	5	0.50
Logo	Yes or no	2	0.50
Bleed and dieline only (sticker);	Yes or no	5	0.50
Vector (sticker); 280-300; 800-1200 ppi (booklet)	Yes or no	5	0.50
3 mm (sticker), 5 mm (booklet)	Yes or no	5	0.75
	0.4 pt	5	1.00
2 PMS Coated (sticker); 2PMS Uncoated (booklet)	Yes or no	5	0.75
Dieline in spot named dieline (sticker); folds in Uncoated P	Yes or no	5	0.75
2 PDF/X4 : 2008	Yes or no	5	0.50
1 printout of guidelines A4; leaflet double-sided & trimmed	Yes or no	1	1.00
3 PMS + CMYK + BW (logo); CMYK (leaflet); 3 PMS (Signage)	Yes or no	5	1.75
3 X vector EN & BR (logo); 1 vector (spec sheet); 1 PDF & 1 PDF	Yes or no	5	1.75
not for bW version	Yes or no	5	1.00
YY_MOD4 - Task 1, 2, 3 - Original, Final	Yes or no	5	0.50
	Yes or no	5	1.00
210X148 landscape; 600X900 portrait	Yes or no	5	0.75
leaflet: map, timetable, logo, infographic; signage: logo (leaflet)	Yes or no	5	0.50
crop & registration marks, colour bar & info (in PDF)	Yes or no	2	0.50
	Yes or no	5	1.00
	Yes or no	5	1.00
3 mm for both tasks	3 mm	5	0.75
Coated GRACOL 2006 (leaflet); Ryonet IC ProBrite (signage)	Yes or no	5	1.00
2 PDF/X1: 2001 (leaflet)	Yes or no	5	0.75

Competition Total Mark 100.00