

TECHNICAL DESCRIPTION

JUNIOR SKILLS MALAYSIA 2019
GRAPHIC DESIGN TECHNOLOGY



TECHNICAL DESCRIPTION

1 INTRODUCTION

1.1 PROFESSIONAL SKILL NAME AND DESCRIPTION

1.1.1 PROFESSIONAL SKILL NAME

The name of the skill is Graphic Design

1.1.2 PROFESSIONAL SKILL DESCRIPTION

Graphic Design Technology comprises many different skills and aspects. The diversity of the skills required in the industry are very broad: it is common for people working in this field to be specialists in a particular aspect. As a result, a team may cover the Graphic Design Technology process, with each member of the team having their own strengths, specialities, and roles.

There are various employment opportunities within the industry. This can include becoming a freelancer, business owner, or being employed by an advertising firm, a design firm, a printing company, or a company with a design department. Both general and narrow specialities are possible. The latter is typical for a graphic designer, graphic artist, prepress operator, typographer, typesetter, type designer, image manipulation specialist, illustrator, art director, production manager, digital printer, information designer, publisher or packaging specialist.

THIS COMPETITION ARE TO PREPARE or TO EXPOSE STUDENT AGE BETWEEN 12-17 YEARS OLD CHOOSE THE CARRIER PATH.

2 A COMPETITOR SHALL KNOW AND UNDERSTAND:

- How to use and familiar with Adobe Illustrator
- How to use and familiar with Adobe Photoshop
- Sense of Art & Design
- Thinking outside of the box
- How to handle computer (PC / MAC)
- How to create and optimize the graphics
- How to design based on the submitted guidelines and specifications
- What knowledge and skills are necessary for the selection of color, typography, and composition;
- Issues connected with the cognitive, social, cultural, technological, and economic conditions during the designing;
- Principles and methods of graphics adaptation for its use
- Principles of aesthetic and creative designing;

- Create, use, and optimize the images for designing;
- Analyze the target market and the products promoted with the use of the design;
- Choose the design solution suiting the target market the best;
- Consider each element added to the project during the design development;
- Use all required elements during the design development;
- Consider the existing rules of corporate style;
- Stick to the original concept of the project design and improve its visual attractiveness;
- Turn an idea into an aesthetic and creative design.

3 MATERIALS AND EQUIPMENT (COMPETITOR CAN BRING THEIR OWN)

- Sketching paper, pensil and pens;
- Keyboard, tablet, digitizer, pen-light, joystick, and mouse which the Competitor may prefer;
- Stationery knife;
- Ruler, steel ruler;
- Bi-adhesive tape.

4 MATERIALS AND EQUIPMENT PROHIBITED ON SITE

- Extra RAM;
- Extra hard drives;
- Books with design references;
- Clipart images and elements of graphics;
- Glue;
- No electronic devices (cell phones, iPod, etc.);
- The Internet will not be available to Competitors.

Any materials and equipment brought by the Competitors must be submitted to the Experts. The Chief Expert has the right to prohibit the use of any items that are deemed to be unrelated to Graphic

5 JUDGEMENT CRITERIA BASED

Section	Importance
1. Work organization and management	10%
2. Communication and Interpersonal skills	10%
3. Problem-solving	10%
4. Non-measurable skills	25%
5. Measurable skills	45%
TOTAL	100%