GRAPHIC DESIGN
Event Specifications

SCOPE OF CONTEST

Each contestant will be provided with project specifications. Using a **MACINTOSH** computer, the contestant is expected to develop two advertising posters.

The contestant may use the following available software: Adobe CC 2024.

The contestant has the option of using all available software in the creation of the project, with the understanding that the FINAL project MUST be assembled in Adobe InDesign.

To take place in this event, instructors must provide students first and last name along with their email addresses by February 28, 2024, to sgeorge@fcoe.org. The student information will be sent to the event manager at Fresno City College to generate student access to the Adobe software.

NUMBER OF COMPETITORS

Individual event, limited to 22 competitors. Three competitors per school site.
Fresno ROP reserves the right to modify enrollment due to limited spaces available.

RULES AND PROCEDURES

1. The following skills will be incorporated into the project:
   - Placing/importing images within software applications
   - Image adjustment
   - Cropping and minor adjusting of images
   - Wrapping text around elements
   - Conforming text to a path
   - Setting columnar text
   - Creating graphic elements
   - Utilizing parent pages, style sheets, tabs
   - Defining a spot color
   - Utilizing Process Color as appropriate to the project
   - Writing/importing text
   - Use of appropriate punctuation, spelling, and grammar
   - Saving files within a folder, named according to instruction
2. The time limit to complete the project is one and one-half (1 ½) hours. The competition will begin at 9:45 a.m. and complete at 11:15 a.m. This does not include the introductory instructional period. Please arrive by 9:30 a.m. for a fifteen-minute briefing.
3. The high school event-sponsoring teacher should coordinate with the event manager at Fresno City College not later than three weeks prior to the competition.

Please resolve any questions/concerns/confusions PRIOR to attending the event.

JUDGING CRITERIA

Evaluation will be based on the opinion of a panel of judges. Work will be done using Adobe CC 2024

Images can be created and adjusted in Photoshop, Illustrator and InDesign. Final output file will be in .pdf format.

EQUIPMENT AND MATERIALS

1. Supplied by the student's instructor
    a. Student first and last name
    b. Student email address

2. Supplied by the contestant:
    a. Pencil or pen and scratch paper to develop ideas
    b. USB disk to save project if desired

3. Supplied by the Career Skills Challenge:
    a. A Macintosh Pro computer lab with software indicated. There are no Windows computers available for this event
    b. Project specifications