**Competition Brief**

**Competition Title**

Graphic Design

**Competition Overview**

## Graphic designers have specialist skills to design and handle images and text across a wide range of contexts from print to digital and UX design, posters to motion graphics and animation.

##

## In this competition, competitors have to develop and demonstrate a variety of creative and technical skills that are essential within the contemporary graphic communication and creative industries.

This competition will now be held online due to COVID-19. Please ensure that you have access to a suitable computer at college/workplace or at home. If you are working from home you will need access to Adobe Creative Suite which the competition will pay for a month's subscription for the competition, if required.

##

## Entry Criteria

## The competition is for those training for a career in Graphic Design and studying on vocational courses up to Level 3. Please ensure that your entrants have the skills and competences to complete the task.

**Entry capacity restrictions by organisation**

Maximum of up to 3 entries per organisation.

This is the maximum number of entries permitted by an organisation for this competition.

This is determined by ‘location’ and ‘organisation’. ‘Organisation’ refers to the competitors training provider/employer. ‘Location’ refers to a site where the competitor studies / is employed. For further guidance on these capacities, click [here](https://www.skillscompetitionwales.ac.uk/terms/entry-capacity-restrictions-by-organisation) 

**Brief**

**Passive Brief**

Below are three companies who are looking for an exciting and unique rebrand. Please note these companies currently do not exist; they have been made up for the purpose of the competition.

|  |  |
| --- | --- |
| **Company Name** | **Details about the company** |
| ***Fossil Land*** Located near the Jurassic Coastline.  | This museum celebrates all things fossils; from dinosaur bones and mammoth teeth, to coprolites and amber, fossils can tell us a great deal about extinct animals and the world they lived in. Discover the tales and stories that fossils can reveal about plants and animals, and explore the work of Museum palaeontologists.This museum has an outdoor land where visitors can explore dinosaurs and dig to find fossils. They also have a large indoor space to further explore the work of Museum palaeontologists.*Audience*: Families out for a day trip  |
| ***SpaceM*** Flights currently leaving from a new airport in the midlands.  | This is the first company to make passenger flights to Mars. Rocket powered, the journey is not for the faint hearted, but upon arrival on Mars, passengers will be able to meander the landscape and feel zero gravity. Journey time to Mars 5 hours; on land for 5 hours and back to earth will take 4 hours. Total trip 14 hours. This is cheap space travel and the first company to hit the market offering space travel to everyone. *Audience*: 18 - 40 year olds wanting to experience space  |
| ***Delipops Cakes***Located in the foothills of Snowdonia.  | Welsh cake company serving delicious cakes and bakes to the local area. Most famous for the freshly baked Welsh Cakes that often sell out before 10am. They have a secret ingredient which makes them so moreish, people travel from all over Wales to have some. This is a small independent family run business, selling from their shop at the foothills of Snowdonia. They also have an online shop which they are looking to expand further outside of Wales. *Audience:* Wanting to expand into an online selling market for their welsh cakes, audience 40+ year olds. Locals who enjoy cakes and tourists wanting the taste of Wales.  |

Choose **one** of the above companies to create a strong, unique and modern brand image for the business.

Create an appropriate logo for the business which can be used on their website, social media and used to advertise the company. Please submit designs for a logo and icon for Instagram, Facebook and a Facebook cover image.

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

Please note: We are hoping to run a virtual training session on animation, details to follow.

**Deadline:** 17th December, 2020

**Submit**: Supporting materials, logo, instagram icon, facebook icon and facebook cover image. Plus any animations you have created (not essential).

Please send **ALL** of your original photoshop files along with exported jpegs.
Top tips: Ensure that your document has been set up correctly, with the correct size for the output. Save as you go! Save all your files and submit all your work ensuring its labeled well.

**Share via Google Drive to:** olivia.clemence@colegsirgar.ac.uk

This will be using the below marking criteria:

|  |  |  |
| --- | --- | --- |
| **Criterion ID** | **Description** | **Max. Marks** |
| **A** | Idea Generation *(design and idea development, evaluation of visual responses to communication problems, appropriateness of ideas and originality)*  | 16 |
| **B** | Communication and Interpersonal Skills*(follow the brief and show visual development through sketches and digital concepting)*  | 10 |
| **D** | Design Outcomes*(How well the design solves the problem, clear and appropriate style of design and the artwork itself)*  | 15 |
| **E** | Technical Aspects and Output*(create, manipulate and optimize images, use of colour, saving of files correctly and use of software)*  | 17 |
|  | **Total Marks** | **58** |

You will know if you have got through to the final by 18th December, 2020.

**Competition Day / Live Heat**

The Skills Competitions Wales, Graphic Design, will be held on **20th January, 2021 online using the Google Suite (Meet, Chat and Sites).** Pleaseensure the competitor has access to a google account, either college or personal google account. All competitors will be required to meet for a run through of the google systems on **Thursday 14th January, 2021, 10:30am to 11:30am.**

All competitors will be required to have the use of an individual iMac with the Adobe Creative Suite and access to the internet (note the competition will pay for Adobe Creative Suite if required). All competitors will need access to pens, paper and drawing materials.

**Competition Rules**

* Competitors must work independently (without support from other students/tutors)
* Refrain from including offensive, sexual, political, controversial or inflammatory text or images.
* Mobile phones are to be switched off during competition activity.
* Listening to music via headphones is permitted during competition activity.
* Any questions during competition activity should be addressed to the competition judging panel via Google Chat.
* 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.

For full terms and conditions of entry and competition rules visit [www.skillscompetitionwales.ac.uk/terms-and-conditions](http://www.skillscompetitionwales.ac.uk/terms-and-conditions)

**Marking and Assessment**

Marking and judging of this competition will be done by a team of experts from Industry, Further Education or Training Provider, using a marking criteria and allocated marks to ensure consistency.

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.

|  |  |  |
| --- | --- | --- |
| **Criterion ID** | **Description** | **Max. Marks** |
| **A** | Work organisation and management | 10 |
| **B** | Communication and Interpersonal Skills | 10 |
| **C** | Problem Solving | 10 |
| **D** | Innovation, Creativity and Design | 50 |
| **E** | Technical Aspects & Output | 20 |
|  | Total Marks | 100 |

**Feedback and Recognition**

Group verbal feedback will be provided at the end of the competition.

No results or awards will be awarded on the day, as marking will be quality assured.

Certificates of Participation will be issued on the day.

Medallists will be invited to a Celebration Event which will be held in March 2021, where the First, Second and Third Awards will be presented.

Marksheets will be made available to unsuccessful competitors after the quality assurance process has been completed. Further details will be provided to all competitors upon notification of outcomes.

**Competition Lead**

Olivia Clemence

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**Briff y Gystadleuaeth**

**Teitl y Gystadleuaeth**

Dylunio Graffeg

**Trosolwg o’r Gystadleuaeth**

## Mae gan ddylunwyr graffeg sgiliau arbenigol i ddylunio a thrin delweddau a thestun ar draws ystod eang o gyd-destunau, o brint i ddylunio digidol a UX, posteri i raffeg symudol ac animeiddio.

##

## Yn y gystadleuaeth hon, rhaid i gystadleuwyr ddatblygu ac arddangos amrywiaeth o sgiliau creadigol a thechnegol sy'n hanfodol o fewn y diwydiant cyfathrebu graffeg cyfoes a'r diwydiannau creadigol.

Bydd y gystadleuaeth hon nawr yn cael ei chynnal ar-lein oherwydd COVID-19. Sicrhewch fod gennych fynediad at gyfrifiadur addas yn y coleg / gweithle neu gartref. Os ydych chi'n gweithio gartref bydd angen mynediad i Adobe Creative Suite y bydd y gystadleuaeth yn ei dalu am danysgrifiad mis ar gyfer y gystadleuaeth, os bydd angen.

##

## Meini Prawf Cystadlu

## Mae’r gystadleuaeth ar gyfer y rhai sy'n hyfforddi ar gyfer gyrfa mewn Dylunio Graffeg ac sy’n astudio ar gyrsiau galwedigaethol hyd at lefel 3.

## Sicrhewch fod gan eich ymgeiswyr y sgiliau a'r gallu angenrheidiol i gwblhau'r dasg.

**Cyfyngiadau capasiti mynediad yn ôl sefydliad**

Uchafswm o hyd at 3 chystadleuydd fesul sefydliad.

Dyma uchafswm y cystadleuwyr a ganiateir o bob sefydliad ar gyfer y gystadleuaeth hon.

Penderfynir ar hyn yn ôl 'lleoliad' a 'sefydliad'. Mae 'sefydliad' yn cyfeirio at ddarparwr hyfforddiant/cyflogwr y cystadleuwyr. Mae 'lleoliad' yn cyfeirio at y safle ble mae'r cystadleuydd yn astudio/cael ei gyflogi. I gael rhagor o ganllawiau ynglŷn â chapasiti, cliciwch [yma](https://www.skillscompetitionwales.ac.uk/terms/entry-capacity-restrictions-by-organisation)

**Briff**

**Briff Goddefol**

Isod mae tri chwmni sy'n chwilio am ail-frandio cyffrous ac unigryw. Nodwch nad yw'r cwmnïau hyn yn bodoli ar hyn o bryd; maent wedi eu llunio at bwrpas y gystadleuaeth.

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| --- | --- |
| **Enw'r cwmni** | **Manylion am y cwmni** |
| ***Tir Ffosil*** Lleoli ger yr Arfordir Jwrasig.  | Mae'r amgueddfa hon yn dathlu pob peth yn ymwneud â ffosiliau; o esgyrn deinosoriaid a dannedd mamothiaid, i domfeini ac ambr, gall ffosiliau ddweud llawer wrthym am anifeiliaid diflanedig a'r byd roedden nhw'n byw ynddo. Darganfyddwch yr hanesion a'r straeon y gall ffosiliau eu datgelu am blanhigion ac anifeiliaid, ac archwiliwch waith paleontolegwyr Amgueddfeydd.Mae gan yr Amgueddfa dir awyr agored lle gall ymwelwyr archwilio deinosoriaid a phalu i ddod o hyd i ffosilau. Mae ganddynt hefyd ofod mawr dan do i archwilio gwaith paleontolegwyr Amgueddfeydd ymhellach.*Cynulleidfa*: Teuluoedd allan am daith diwrnod  |
| ***SpaceM*** Hediadau yn gadael ar hyn o bryd o faes awyr newydd yn y canolbarth.  | Dyma'r cwmni cyntaf i wneud hediadau i deithwyr i blaned Mawrth. Wedi'i bweru gan roced, nid yw'r daith yma ar gyfer y gwangalon, ond ar ôl cyrraedd planed Mawrth, bydd teithwyr yn gallu crwydro’r tirwedd a theimlo'n rhydd o ddisgyrchiant. Amser y daith i blaned Mawrth 5 awr; ar dir am 5 awr a bydd y daith yn ôl i'r ddaear yn cymryd 4 awr. Cyfanswm y daith 14 awr. Mae hwn yn deithio rhad i’r gofod a'r cwmni cyntaf i daro'r farchnad gan gynnig lle i bawb i deithio i'r gofod. *Cynulleidfa*: 18-40 oed sydd eisiau profi’r gofod  |
| ***Cacennau Delipops*** Wedi'i lleoli yng ngodre Eryri.  | Cwmni cacennau o Gymru yn gweini cacennau a bwyd blasus wedi’i bobi i'r ardal leol. Yn enwog am y pice ar y maen ffres sydd yn aml wedi’u gwerthu cyn 10am. Mae ganddynt gynhwysyn cudd sy'n eu gwneud yn flasus iawn, mae pobl yn teithio o bob cwr o Gymru i’w blasu. Busnes bach annibynnol teuluol yw hwn, yn gwerthu o'u siop ar odre Eryri. Mae ganddynt hefyd siop ar-lein y maent yn gobeithio ehangu ymhellach y tu allan i Gymru. *Cynulleidfa:* Awyddus i ehangu i farchnad gwerthu ar-lein ar gyfer eu pice ar y maen, cynulleidfa pobl 40+ oed. Pobl leol sy'n mwynhau cacennau a thwristiaid sydd eisiau blas o Gymru.  |

Dewiswch **un** o'r cwmnïau uchod i greu delwedd brand cryf, unigryw a modern i'r busnes.

Crëwch logo priodol ar gyfer y busnes y gellir ei ddefnyddio ar eu gwefan, cyfryngau cymdeithasol a'i ddefnyddio i hysbysebu'r cwmni. Cyflwynwch eich dyluniadau ar gyfer logo ac eicon ar gyfer Instagram, Facebook a delwedd clawr Facebook.

*Ystyriwch sut y gallai'r logo gael ei ddefnyddio ar gyfer animeiddio a rhyngweithio. Deunyddiau ategol i ddangos ceisiadau ar draws llwyfannau neu gymwysiadau gwahanol.*

Sylwer: Rydym yn gobeithio cynnal sesiwn hyfforddi rhithiol ar animeiddio, y manylion i ddilyn.

**Dyddiad cau:** 17 Rhagfyr, 2020

**Cyflwynwch**: Deunyddiau ategol, logo, eicon Instagram, eicon Facebook a delwedd clawr Facebook. Ynghyd ag unrhyw animeiddiadau rydych chi wedi'u creu (ddim yn hanfodol).

Anfonwch eich **HOLL** ffeiliau Photoshop gwreiddiol ynghyd â jpegs wedi’u hallforio.

**Awgrymiadau gorau:** Sicrhewch fod eich dogfen wedi'i sefydlu'n gywir, gyda'r maint cywir ar gyfer yr allbwn. Arbedwch wrth i chi fynd! Arbedwch eich holl ffeiliau a chyflwynwch eich holl waith gan sicrhau ei fod wedi'i labelu'n dda.

**Rhannu drwy Google Drive I:** olivia.clemence@colegsirgar.ac.uk

Bydd hyn yn defnyddio'r meini prawf marcio isod:

|  |  |  |
| --- | --- | --- |
| **Meini Prawf**  | **Disgrifiad** | **Uchafswm Marciau** |
| A | Cynhyrchu Syniadau *(datblygu dyluniad a syniad, gwerthuso ymatebion gweledol i broblemau cyfathrebu, priodoldeb syniadau a gwreiddioldeb)*  | 16 |
| B | Sgiliau Cyfathrebu a Sgiliau Rhyngbersonol*(dilyn y briff a dangos datblygiad gweledol trwy frasluniau a chysyniadau digidol)*  | 10 |
| D | Canlyniadau Dylunio*(Pa mor dda y mae'r dyluniad yn datrys y broblem, arddull glir a phriodol y dyluniad a'r gwaith celf ei hun)*  | 15 |
| E | Agweddau Technegol ac Allbwn*(creu, trin a gwneud y gorau o ddelweddau, defnydd o liw, arbed ffeiliau yn gywir a defnyddio meddalwedd)*  | 17 |
|  | Cyfanswm Marciau  | **58** |

Byddwch yn gwybod os ydych wedi cyrraedd y rownd derfynol erbyn 18 Rhagfyr, 2020.

**Diwrnod y Gystadleuaeth / Rhagbrawf byw**

Bydd Cystadlaethau Sgiliau Cymru, Dylunio Graffig, yn cael ei gynnal ar 20 Ionawr, 2021 ar-lein gan ddefnyddio Google Suite (Cyfarfod, Sgwrsio a Safleoedd). Sicrhewch fod gan y cystadleuydd fynediad i gyfrif google, naill ai coleg neu gyfrif google personol. Bydd gofyn i bob cystadleuydd gwrdd i redeg trwy'r systemau google ddydd Iau 14eg Ionawr, 2021, 10:30 am i 11:30 am.

Bydd yn ofynnol i bob cystadleuydd ddefnyddio iMac unigol gyda'r Adobe Creative Suite a mynediad i'r rhyngrwyd (nodwch y bydd y gystadleuaeth yn talu am Adobe Creative Suite os bydd angen). Bydd angen mynediad at gorlannau, papur a deunyddiau lluniadu ar bob cystadleuydd.

**Rheolau’r Gystadleuaeth**

* Rhaid i gystadleuwyr weithio'n annibynnol (heb gymorth gan fyfyrwyr eraill/tiwtoriaid)
* Dylent ymatal rhag cynnwys testun neu ddelweddau sarhaus, rhywiol, gwleidyddol, dadleuol neu ymfflamychol.
* Rhaid diffodd ffonau symudol yn ystod y gweithgareddau cystadlu.
* Caniateir gwrando ar gerddoriaeth drwy glustffonau yn ystod y gweithgareddau cystadlu.
* Os bydd unrhyw gwestiynau yn ystod y gweithgareddau cystadlu, dylid eu cyfeirio at banel beirniaid y gystadleuaeth gan defnyddio Google Chat.
* Ni ddylai cystadleuwyr gyfathrebu â chystadleuwyr eraill yn ystod gweithgareddau cystadlu.
* Cyfrifoldeb pob cystadleuydd yw cyrraedd yn brydlon ar gyfer pob sesiwn o'r gystadleuaeth. Ni chaniateir amser ychwanegol os byddwch yn cyrraedd yn hwyr.
* Os bydd methiant technegol gyda’ch offer dylech hysbysu’r panel beirniadu ar unwaith. Bydd amser ychwanegol yn cael ei ganiatáu os yw'r nam y tu hwnt i reolaeth y cystadleuydd.
* Mae’r cystadleuwyr yn llwyr gyfrifol am arbed eu ffeiliau eu hunain, yn enwedig yn y digwyddiad anffodus o gamweithio cyfrifiadurol. Bydd cyfarwyddiadau'n cael eu rhoi ynghylch ble mae angen cadw'r ffeiliau.
* Ni chaniateir i gystadleuwyr ddefnyddio unrhyw ddeunyddiau ar wahân i'r hyn a gyflenwir ar gyfer y prosiect gan oruchwyliwr y gystadleuaeth digwyddiadau. Ni fydd unrhyw waith wedi'i baratoi ymlaen llaw yn cael ei ganiatáu yn y gystadleuaeth.

I weld y telerau ac amodau llawn a’r rheolau cystadlu ewch i [https://www.skillscompetitionwales.ac.uk/terms-and-conditions?lang=cy](http://www.skillscompetitionwales.ac.uk/terms-and-conditions)

**Marcio ac Asesu**

Caiff y gwaith o farcio a beirniadu'r gystadleuaeth ei gynnal gan dîm o arbenigwyr o’r Diwydiant, Addysg Bellach neu Ddarparwyr Hyfforddiant, gan ddefnyddio meini prawf marcio a marciau wedi'u dyrannu i sicrhau cysondeb.

Bydd meini prawf marcio'r gystadleuaeth yn adlewyrchu arwyddocâd cymharol ffurf ddylunio arbennig o fewn y llif gwaith, gan dalu sylw arbennig i'r meysydd canlynol.

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| --- | --- | --- |
| **Meini Prawf ID** | **Disgrifiad** | **Uchafswm Marciau** |
| A | Trefnu a rheoli gwaith | 10 |
| B | Sgiliau Cyfathrebu a Sgiliau Rhyngbersonol | 10 |
| C | Datrys problemau | 10 |
| D | Arloesi, Creadigrwydd a Dylunio | 50 |
| E | Agweddau Technegol ac Allbwn | 20 |
|  | Cyfanswm Marciau  | 100 |

**Adborth a Chydnabyddiaeth**

Bydd adborth llafar Grŵp yn cael ei ddarparu ar ddiwedd y gystadleuaeth.

Ni roddir canlyniadau na gwobrau ar y diwrnod gan y bydd angen sicrhau ansawdd y gwaith marcio.

Bydd Tystysgrifau Cyfranogiad yn cael eu rhoi ar y diwrnod.

Bydd y rhai sy’n ennill medalau yn cael eu gwahodd i Ddigwyddiad Dathlu a fydd yn cael ei gynnal yn mis Mawrth 2021, lle bydd y Gwobrau Cyntaf, Ail a Thrydedd yn cael eu cyflwyno.

Bydd taflenni marcio’r cystadleuwyr aflwyddiannus ar gael ar ôl i'r broses sicrhau ansawdd gael ei chwblhau. Rhoddir manylion pellach i bob cystadleuydd ar ôl iddyn nhw glywed canlyniad y gystadleuaeth.

**Arweinydd y Gystadleuaeth**

Olivia Clemence

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