KFE SKILLS SHOWCASE - #KFE4Skills 2024

KFE4Skills Competition Spec – GRAPHIC DESIGN TECHNOLOGY

KFE4Skills general rules and guidance latest version is at: https://www.kentfurthereducation.org/skills-competitions-1
Relevant WSUK Occupational Standard: https://api.worldskills.org/resources/download/12383/14942/15870?l=en

	Section	Criteria Guidance	Spec Criteria
1	Entry Criteria	Entrants must be in education and/or employment with training, at one of the KFE college organisations (EKC Group, MidKent College and North Kent College (including Hadlow College), and/or have completed or be undertaking a relevant Level 2 or 3 or above programme within the last 12 months.	
2	Entrant Numbers	o **Each college organisation (not campus) may register up to (2) students.** o **Confirmed max number of students in total showcase: 6** Participants will benefit from gaining not only an exciting competition experience that stretches and challenges them, but also a chance to enhance CVs and a greater opportunity to find work in the industry of your choice.	
3	Competition Prep	**Preparatory Brief** The Graphic Design Industry is one that relies upon effective communication through a number of methodologies. Graphic designers use typography, shape, colour and image to achieve specific objectives. A firm understanding of these principles is essential to be a successful designer as is a knowledge of historical and contemporary designers, designs, techniques and trends. General guidance for preparatory work and live competition: o This is an Independent design task, and you will not have the luxury of being able to discuss the work with your client/tutors or fellow competitors. You will need to have faith in your ideas and will be working to produce resolved designs against a specified deadline. o An important aspect of the brief is design constancy and recognisability as well as the recycling of design elements. o You will not score any points if you do not submit any of the required elements, so ensure all sections of the brief are completed. o Your Pre-Competition submission (if required) is important and you must have this with you on the day of the competition.	

		o Take care with your work organisation; project planning is key to success along with being organised.
		o Create a folder for the project and save everything into it.
		o Clearly organise your work: imagine what would happen if someone took over your work. Make things clear for them. This will make work easy at the end when you submit your files for judging.
4	Core Competency	Competitors taking part in this competition should be able to: o **Design:** The ability to design a concept from scratch. o **Technical**: Be able to use a four-colour print process, industry standards and correct preparation of files for print. o **Communication:** The ability to communicate your ideas both through analysis and visually. o **Problem Solving:** The ability to work to follow guidelines and answer a brief. o **Organisation:** The ability to present your work professionally, manage your time and processes.
5	Duration	o **6 hours approximately** o Additional time may be needed for familiarisation, health and Safety and general event briefings, judging and awards should be added to this time.
6	The Skills Competition Task Details	**KFE Graphic Design Competition - Preparatory Information** The initial brief for this competition will be released at least two weeks prior to the competition day. The competition brief has been developed with external partners the Kent and Medway Apprenticeship Graduation Ceremony – so will be a genuine commercially orientated task which will enhance all participating students' portfolios and may lead to the winner's concepts and designs becoming part of the logo and designs suite for the county's annual apprenticeship graduation taking place on 18th October 2024 at Rochester Cathedral. This competition will be undertaken through the following component parts: o General preparation and research phase (From January 2024) o Early Sketchbook development (From February 2023 to March 2024) o Formal client brief issued (www.AppGradKandM.org guidance added to website - 26th February 2024)

- o Research and Sketchbook refinement (From February 2024 to Competition Day in March 2024)
- o Competition Day – final day challenge – with client presentation and final brief / task details

Note: The competition day challenges will likely include and culminate in a 'pitch' opportunity to the judges including the client representatives from www.appgradkandm.org .

Before the competition you should spend some time researching the graduation ceremony broadly. This may help with the pitch element required as part of the competition.

The brief asks that you bring your own ideas, creativity and skills to the competition, framed within a set of genuine commercial client requirements and branding guidance. There will be the chance for you to show off any illustration, typography and design skills you have - traditional, digital or otherwise on the day. Any research into contemporary graphic design trends would be worthwhile. Being aware of any trends, fashions, designers or movements within the industry is key.

Collate your research into a sketchbook and bring it along on the day of the competition as this may contribute to up to a 10% percentage of the total marks.

Previous winners have excelled at the delivery of good ideas using proper naming / saving / exporting techniques, including preparing documents professionally or print and screen. Also, the need to produce assets that the client can effectively use across a variety of platforms, printed documents, merchandise, etc is something that should be paramount. Scale-able and editable work is likely to be asked for.

The competition is judged across a range of criteria detailed later in this spec. Marks come from your idea, your response to the brief and your delivery of work asked for as well as demonstration of technical proficiency, organisation and the understanding of the use of the key graphic design and publishing principles.

If you have any questions or require any specific materials/equipment for the day, then please do not hesitate to contact the competition lead for your college or kentfurthereducation@gmail.com

7	Marking & Assessment Requirements	Each competition module will be assessed and marked independently of any other competition activity, using objective and judgement criteria or a combination of both during each task. With the exception any Pre-Competition preparation all studio materials will be provided for the event at the host Campus.
		Students are required to bring their preparatory sketchbooks as this will be the only resource available. You will not be able to bring digitally prepared material into the competition, only your sketchbooks with for example your thumbnail concepts which you will use as a basis or research to assist you in meeting the task. You will also be expected to convert your ideas for presentation as part of the pitch aspect of the competition day. Being familiar with PowerPoint for this purpose is advised as we will not be printing the designs.
		Marking Criteria
		o Pre-Competition submission
		o Planning and pre-production
		o Use of Typography
		o Answering the brief
		o Use of graphic and illustrative elements
		o Overall Final Outcomes
		o Elements of design are fit for purpose i.e. correct resolution for use and copyright/ legal implications have been considered.
		o Your development of a style consistency across all the outputs
8	Judges & Marking	The KFE competition will use marking guides best suited to the industry event. An example scoring sheet is below at appendix 1.
		Judges will be selected from the expert KFE staff drawn from various colleges and for this round colleagues from www.appgradkandm.org . Panels will normally number three to five judges and in some cases may include an external judge from the industry sector or an awarding body. Judges' decisions are final in all instances, although scoring will be open and transparent.
9	Student Support Required	o Not applicable

10	Resources	Competitors are responsible for providing all consumable products and equipment needed for the competition. See additional brief requirements if applicable.
11	Health & Safety	See relevant risk assessments and additional competition round specific rules and guidance requirements.
12	Risk Assessment	o The host college must have completed a relevant risk assessment and filed this centrally for KFE4Skills. o Participating visiting colleges should complete risk assessments relevant to their event participation.
13	Competition Spec additional rules and requirements	The following is in addition to the overall KFE4Skills General Rules & Guidance. A completed registration is a confirmation that a competitor has agreed to the rules and requirements of the competition. Add any extra specific rules etc for this skills competition may be clarified in the brief issued in the weeks before the competition. This may include any requirement for pre-competition submissions. All electrical equipment must be PAT tested and labelled before using at the competition and all the supporting equipment must be fit for purpose.

JUDGE MARKING SHEET

Competitor	College	Pre-Comp Work – Sketchbook Concepts (10%)	Use of Typography (15%)	Use of Graphic Elements (15%)	Answering brief (20%)	Brand Consistency (10%)	Outcomes (including pitch) (30%)	Total Score 0ut of (100)

Comments:

Use this space for any specific comments noting the competitors as appropriate.