

KFE4Skills Competition Spec – INSERT NAME OF SKILL

Note: For general competition rules and guidance see: <https://www.kentfurthereducation.org/skills-competitions-1>

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	Section	Criteria Guidance	Confirmed 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	Standard entrant number per college organisation is 2 students for most industry rounds where more than 2 college organisations are participating and 3 per organisation where only 2 colleges are participating.	<ul style="list-style-type: none"> ○ Each college organisation (not campus) may register up to (2) <u>students</u>. ○ Confirmed max number of students in total showcase: 6 <p>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.</p> <p>At the time of entry the entrants must have been challenged at the level of the competition. This means that entry is only possible through a qualifying process at your local college and with the endorsement and verification of the lead staff from that college.</p>
3	Competition Prep	This section describes preparation needed for this competition.	<p>Preparatory Brief</p> <p>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.</p>

			<p>General guidance for preparatory work and live competition:</p> <ul style="list-style-type: none"> ○ 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. ○ An important aspect of the brief is design constancy and recognisability as well as the recycling of design elements. ○ 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. ○ Your Pre-Competition submission (if required) is important and you must have this with you on the day of the competition. ○ Take care with your work organisation; project planning is key to success along with being organised. ○ Create a folder for the project and save everything into it. ○ 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	Summary of relevant education level industry competency.	<p>Competitors taking part in this competition should be able to:</p> <ul style="list-style-type: none"> ○ Design: The ability to design a concept from scratch. ○ Technical: Be able to use a four-colour print process, industry standards and correct preparation of files for print. ○ Communication: The ability to communicate your ideas both through analysis and visually. ○ Problem Solving: The ability to work to follow guidelines and answer a brief. ○ Organisation: The ability to present your work professionally, manage your time and processes.

5	Duration	This is the time that the actual competition activity will take.	<p>KFE4Skills arrivals on the day will be from 8:45am to 9:15am when competitors will sign-in at the registration desks.</p> <p>Competitions will commence from 9:30am including any familiarisation period required by all competitors and especially for those for whom the venue and accommodation is not their home college site.</p> <p>Order of Competition</p> <p>These timings are provisional and will be reflected by the overall event schedule.*</p> <ul style="list-style-type: none"> ○ 8:45-9:15am - Arrival and event registration ○ 9.30-9:50am - Competitors familiarise and settle into studio space ○ 9.50-10.00am - Competition Briefing and Questions ○ 10.00-11.15am - Competition (1 hour 15 mins) ○ 11.15-11.30 - Refreshment and Comfort Break ○ 11.30-12.30pm - Competition (1 hour) ○ 12.30–1:00pm - Lunch ○ 1.00-3.00pm - Competition (2 hours) ○ 3.00pm - Competition Ends - Work Collected in for Judging ○ 3.20pm - Awards
6	The Skills Competition Task Details	This section describes the skills competition task to be undertaken in detail.	<p>KFE Graphic Design Competition 2023 - Preparatory Information</p> <p>The brief for this competition will take place across one day and will be provided in full on comp day during the initial briefing. There is no set design task to do before you arrive, however you should spend some time researching into packaging and point of sale displays. The brief will be asking that you bring your own ideas, creativity and skills to the competition. 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.</p> <p>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.</p>

			<p>The competition is judged 75/25. 75% of marks come from your idea, your response to the brief and your delivery of work asked for. Whereas, 25% comes from technical proficiency, organisation and the understanding of the use of the key graphic design and publishing principles. 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.</p> <p>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</p>
7	Marking & Assessment Requirements	This section provides the marking and assessment approach.	<p>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.</p> <p>With the exception of the Pre-Competition submission all studio materials will be provided for the event at MidKent College’s Medway Campus. Students are requested to bring their preparatory sketchbooks as this will be the only resource available.</p> <p>Marking Criteria</p> <ul style="list-style-type: none"> ○ Pre-Competition submission ○ Planning and pre-production ○ Use of Typography ○ Answering the brief ○ Use of graphic and illustrative elements ○ Overall Final Outcomes ○ Elements of design are fit for purpose i.e. correct resolution for use and copyright/ legal implications have been considered. ○ Your development of a style consistency across all the outputs

8	Judges & Marking	This competition benefits from college and external judges.	<p>The KFE competition will use marking guides best suited to the industry event. An example scoring sheet is below at appendix 1.</p> <p>Judges will be selected from the expert KFE staff drawn from various colleges. 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.</p>
9	Student Support Required	Detail if student helpers are required and how many per student undertaking the task.	<ul style="list-style-type: none"> ○ Not applicable
10	Resources	Detail any PPE or dress code requirements.	Competitors are responsible for providing all consumable products and equipment needed for the competition. See additional brief requirements if applicable.
11	Health & Safety	Confirmation that relevant health and safety checks and assurances are undertaken or are to be by each college locally where necessary.	See relevant risk assessments and additional competition round specific rules and guidance requirements.
12	Risk Assessment	Confirmation that relevant risk assessments have been or are to be undertaken locally where necessary.	<ul style="list-style-type: none"> ○ The host college must have completed a relevant risk assessment and filed this centrally for KFE4Skills. ○ Participating visiting colleges should complete risk assessments relevant to their event participation.
13	Competition Spec additional rules and requirements	Detail of additional specific rules and requirements for this competition spec.	<p>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.</p> <p>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.</p>

			All electrical equipment must be PAT tested and labelled before using at the competition and all the supporting equipment must be fit for purpose.
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JUDGE MARKING SHEET

Competitor	College	Pre-Competition Submission(15%)	Use of Typography (15%)	Use of Graphic Elements (15%)	Answering brief (15%)	Brand Consistency (10%)	Outcomes (30%)	Total Score Out of (100)
<p>Comments:</p> <p><i>Use this space for any specific comments noting the competitors as appropriate.</i></p>								