KFE SKILLS SHOWCASE - #KFE4Skills 2021

KFE KENT FURTHER EDUCATION

KFE4Skills SHOWCASE BRIEF – GRAPHIC DESIGN

To be completed by the Lead Brief Writer in agreement with and on behalf of designated college industry leads. All industry templates to be completed and on the KFE site by 21st May 2021. Leads should complete all orange accent sections and return to rule5solutions@gmail.com

Industry Name	Graphic Design	

Lead Brief Writer	Name: Mark Hill	Email: Rule5solutions@gmail.com
EKCG Industry Lead	Name: Ruth Anderson	Email: Ruth.Anderson@eastkent.ac.uk
MKC Industry Lead	Name: Babs Jossi	Email: Barbara.Jossi@midkent.ac.uk
NKC Industry Lead	Name: TBC	Email: TBC

	Section	Guidance	Confirmed lead details for showcase
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 West Kent College and 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. This is except where the industry specs have indicated either a higher level of entrants for a specific industry such as performing arts or teams such as for digital video production.	Confirm number of students per college organisation: **Each college organisation (not campus) may register up to 2 students. *** Confirm number of students in total showcase: **Up to 6.** ***In the event that 3 colleges support this showcase the entry number will be 6 students in total. If two colleges participate this may increase to 3 per college.**
3	Showcase Task Brief Description	To be completed by lead brief writer: This section should describe in uncomplicated terms what the students are to prepare or demonstrate and how or in what way.	Complete showcase brief (detail the task or challenge): This showcase task is for the students to: 1. Create and present an impactful design concept 2. That is transferable to virtual / social media use

It should provide the total time required for the task in addition to the time that the showcasing element may take. For example, the pre-event preparation for creating a digital video may take several hours but the showcase product might be 2 minutes in duration.

Tasks ideally should be singular in nature and not multiple tasks.

3. That may form the basis of related assets production such as programmes or brochures etc
4. Which includes a unique designed logo or creative header and uses effective typography and colour (but includes substantial use of green hex code: 40B390
5. Script and / or image / info-graphic content

The theme/topic for the design task is:

Option 1:

A Kent & Medway apprentice graduation ceremony is taking place on 8 October 2021. This will be a large-scale virtual event involving graduates, employers, training providers and VIPs. It will require a unique look for promotional materials. The client would like to see what ideas students can produce which may be used for the event's collateral and included in the virtual event.

Option 2:

Utilise this year's course work including assessed material which may contribute towards your graphic design qualification in a manner that meets the 5 points of the task outline.

Any research into contemporary event graphic design trends would be worthwhile.

It is recommended that as students develop ideas that they collate research into a sketchbook as this may form part of the presentation contents used in the showcase in order to demonstrate design processes.

It should be noted that ideas should lend themselves to production of other assets that potential clients can effectively use across a variety of platforms, printed

			documents, merchandise, etc is something that should be paramount. Scale-able and editable work is ideal. o Completed showcase content videos / presentations to be supplied to KFE by **10 June 2021**.
4	Core Competency	Summarise relevant education level industry competency being showcased or demonstrated.	Indicate bullet point core competences the challenge may validate related to the main programmes of the students if applicable: Students participating in the showcase should be able to meet the following competency expectations: 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	Showcase / Demo Duration	This is the time that the actual showcase or demonstration activity will take per student or team – for example 2 or 5 minutes. The total showcase time for the industry skill should also be indicated – for example 15 minutes if 3 students undertook a 5 minute demo.	Confirm the expected time required for individual students (teams) to: o Graphic Design is expected to have a showcase time of 20 minutes. Prepare for the showcase task: This is flexible and is at the discretion of the students and each college's industry lead, but should reflect the task level and duration. Duration of the finished task for the purposes of the showcase:

KFE KENT FURTHER EDUCATION

			There will be up to 2 minutes per student to demonstrate their design and summarise their design ideas and concept. So up to 4 minutes per college organisation assuming 2 participants. This may be adjusted based on the final total number of students participating. Total time required for the whole showcase transmission on Remo: From 8 minutes to 12 minutes for showcase transmission on Remo subject to 2 or 3 colleges participating and each registering 2 students. If only 2 colleges participate more time will be given. The Graphic Design showcase will also include up to 5 minutes of overview or summary content from industry lead staff which may include speaking to the students as a panel about their work and experiences at college undertaking Graphic Design or indeed their next steps. This would be via Remo which can facilitate several presenters in discussion similarly to a conference panel. It can be optional as this latter section would be live to include a friendly vote on the Remo audience's favourite designs (TBC).
6	Showcase Format or Medium	Indicate which: - Pre-recorded video and supplied as a ready video in advance to be played via Remo on the day, - PowerPoint or other presentation form to be supplied in advance to be relayed via Remo on the day, - Video feed to be streamed live on the day, - Presentation to be streamed live on the day, - Demonstration or performance to be streamed live on the day,	Indicate how the showcase content will be provided (format): The following options can be planned: - Live presentations on Remo. - Video or presentation submissions. - Presentations may be in PowerPoint or other supported formats. Indicate how the showcase content is planned to be transmitted: To transmit on Remo as a set of sequential showcases by each colleges' students which will be introduced by college in alphabetical order. Staff leads may wish to provide an introduction collectively and / or as suggested in the showcase duration include a Q&A or interactive panel with some or all of the students that produced the designs.
7	Technical Requirements	Detail any technical requirements such as ICT or other equipment / tools / resources	Detail any technical requirements needed: Suitable graphic design production facilities and equipment for students.

		required and / or the technical scope for students – for example what sort if ICT might be required for web design or the manner in which digital video production films should be supplied. For hair and beauty this may include any reference to ensuring that products are tested for allergic reactions etc.	
8	Student Support Required	Detail if student helpers are required and how many per student undertaking the demonstration or showcase task, such as: o Models for hair and beauty industries o Technical helpers (for example lighting and production in performing arts) o Actors or extras in digital video production films o Other helpers	Details of student helpers required: o Additional student helpers are not expected to be required. What roles will they primarily assist with: NA How many will be required per student / college organisation: NA

9	Resources & Attire	Detail any PPE or dress code requirements.	Confirm specific PPE or dress code requirements: As per expectations for each college and industry standards relevant to undertaking the task.
10	Health & Safety	Confirmation that relevant health and safety checks and assurances are undertaken or are to be by each college locally where necessary.	Confirm if requirement is necessary: This is to be confirmed at each college as necessary.
11	Risk Assessment	Confirmation that relevant risk assessments have been or are to be undertaken locally where necessary.	Confirm if requirement is necessary: As above and should be filed as per each college's procedures.
12	Other Aspects	Detail any other considerations:	Confirm any other considerations or details for the showcase:

		- There are not expected to be other requirements, but each college may wish to consider any additional needs to support the students. - All students and helpers will be expected to confirm they are happy for their images and videos to be included in the event day and post event promotion. Registration and participation in the day assumes consent in line with the Showcase Guide document: https://92e39247-baed-44fc-95c6-d1e744d98664.filesusr.com/ugd/c07644_6afca1b3b03d43f695342b2cd152f86a.pdf

Note: For a copy of this pro-forma in MSWord please contact rule5solutions@gmail.com