

KFE Guidance Note – KFE4Skills21 Hybrid Online Event:

This document provides the KFE competition specification outline for the 2021 hybrid format competition round detailed below. It sets out the expected elements of each industry round's competition. It is designed to ensure each competition within **KFE4Skills 2021** is similarly framed and that essential information is uniformly provided.

As every industry round differs, where such differences require amendments to the overall Competition Rules & Guidance, relevant specifications will include such details (for example entry criteria, pre-qualification submissions and competitor or team numbers for some industry rounds).

Registration for the competition rounds must be completed by the closing date by college staff via the KFE website's Skills Competitions Page:

<https://www.kentfurthereducation.org/skills-competitions-1>

Competition Rules & Guidance and all other information about KFE4Skills can also be found here. The overall Competition Rules & Guidance must be read in conjunction with this specification document.

2021 is a hybrid event whereby competition skills are demonstrated at local colleges and linked to others through digital tools and an event platform. Arrivals and sign-in for each round may vary slightly. Competition day is from 9am-5pm with most industry rounds commencing from 9:30am following local sign-in and event launch on the main event platform.

Familiarisation time and health and safety briefings may be necessary and will be included in relevant rounds' schedule. All competitions should be completed by 4pm and all awards and the event overall by 5pm.

Good luck if you are competing and thank you if you are supporting delivery of, or entering this competition! Further information about KFE4Skills: www.kentfurthereducation.org or email: kentfurthereducation@gmail.com

Competition Outline – Graphic Design

This **KFE4Skills** competition is designed to prepare competitors for real life scenarios in the industry. It is also intended to hone and improve skills and the ability to make decisions and resolve challenges which could be faced in a typical day or in exceptional circumstances.

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 their choice.

An example competition brief from 2020 is at Appendix 1. The 2021 Task briefs will be available on the KFE website competitions page from 1st February 2021. The rest of this outline provides the general guidance including entry criteria and competitor numbers for this industry skill.

KFE Competition Specification #KFE4Skills 2021

Criteria for entry

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. Note NKC/WKC will not be competing in 2021.

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 selection process at the entrants local college and with the endorsement and verification of the lead staff from that college.

Each college organisation (not campus) may enter 4 competitors. This means this industry competition may have up to 8 KFE4Skills finalists participating on the day (4 per KFE college organisation (MKC and EKC)).

KFE Competition Specification - Graphic Design

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:

- This competition will involve substantial pre-event day preparation as well as some event day challenges designed to check and test skills and knowledge, as well as examine your pre-event day submission material.
- To enable all competitors to have an equal and sufficient time span to create a high quality pre-event submission the exact challenge brief will be posted on the KFE site's competitions page from 1st February 2021.
- This is an Independent design task, and you should not 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-Event Day submission is especially important and you must have this with you on the day of the competition. This will also need to be emailed / uploaded as instructed in the competition brief.
- Take care with your work organisation; project planning is key to success.
- Create a digital folder for the project and save everything to it using commonly available software.
- Clearly organise your work: imagine your work in a professional context and what would happen if someone had to take over or continue your work. Make things clear and concise and be logical with labelling digital files. This will make it easier when you submit files for judging.

Core Competences

Competitors taking part in this competition should be able to:

- **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.

Overall Competition Timings

KFE4Skills 2021 will be undertaken in a hybrid format. This requires competitors from each college organisation to participate from their respective college campus sites. An overall online event platform will be used to support the day and for engagement with each industry competition at key points during the day. Individual industry competitions will link participating colleges using other online conferencing tools.

Competitors should arrive on the day at their colleges as detailed below from **9am to 9:15am when competitors will sign-in at their college's industry round desks or work stations.**

Competitions will commence from 9:30am including any familiarisation period required by all competitors. All competitions should be completed by 5pm including all judging announcements of winners and awards ceremonies.

Note: A free lunch voucher option will be available to competitors. The venue's commercial food outlets and the event's rest areas may be used additionally if required and if open in accordance with any Covid-19 safe requirements in place at the time. The event lunch period will be between 12 noon and 2pm and competitors should be given time during that window for lunch and relaxation up to maximum of 1 hour. For practical reasons how this is undertaken is at the discretion of the industry skills competition organisers.

The Skills Competition

Pre-competition Submissions

The competition brief as advised will be posted on the KFE website prior to the competition. Therefore, it is essential that each college's competitors are selected in accordance with the competition rules and fully registered via the KFE website by 1st February 2021 (including any amended entrant details).

Live Competition Brief

To ensure a genuinely competitive challenge and to test the robustness of the pre-competition submission work, the specific content of the competition's event day challenges will be delivered on the day of the *live* competition. Competing students must have access to and / or bring their Pre-Competition submission and **digital folder** for their personal use during the event.

KFE Competition Specification #KFE4Skills 2021



This is a real design challenge where the winning designs could be used as part of a forthcoming advertising campaign, for example for an event or product. **This could include future KFE activities, such as an online exhibition or video linked to other industry skill rounds.** In such cases this could give further opportunities to build personal portfolios and experience.

Kent Further Education (KFE) and its constituent colleges reserve the right to use any work produced during the competition for future purposes including promotion and PR of KFE4Skills.

Order of Competition

These timings are provisional and will be reflected by the overall event schedule.*

- 9:00-9:15am - Arrival and event registration at local home college
- 9:15-9:30am - Competitors (and staff) log in to REMO Event hosting platform
- 9:30-9:40am – Event Welcome and Launch via REMO
- 9:40-9:45am – Local colleges link using online conferencing tools (Zoom or Teams TBC)
- 9:45-11:00am - **Competition Part 1 – Pre-Submission Review**
- 11:00-11:15 - Refreshment and Comfort Break
- 11:15-12:45pm - **Competition Part 2 Challenge Task**
- 12:45–1:30pm - Lunch
- 13:30-2:30pm - **Competition Part 2 Challenge Task**
- 2:30-3:00pm – Judging Panel
- 3:00-3.15pm – Judging confirmation – Link to REMO
- 3.15pm – REMO winner announcements
- 3.30pm – Industry Round Closes

Resources & Attire

With the exception of the Pre-Competition submission all studio materials will be provided for the event at home college's campus sites. Students are requested to bring their preparatory sketchbooks, digital folder and pre-competition submissions (or have access to), as these will be the only resource available.

Marking Criteria

- 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.
- Development of a style consistency across all the outputs

Marking & Assessment

Marking criteria can be seen on judges marking sheets but should match the above criteria. Further details may be confirmed with the brief when issued.

Judges Marking Sheets

The KFE competition will use marking guides best suited to the industry event. An example scoring sheet is below.

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.

Local College Contacts

The following named staff are the identified leads at each college for this industry competition. They may be contacted in the first instance for information pertaining to each colleges' entry, selection process and preparations for their students:

- EKC Group – Matthew Bowen / Ben Kidger
- MKC – Ross Buttery
- NKC – (TBC)
- WKAC – (TBC)

Competition Awards

Each industry competition will select three overall winners with judging scores defining the overall first, second and third places as gold, silver and bronze. Medals will be provided to the three winners and a participation certificate of commendation will be provided to all that take part.

Event Contact

For general information about the competition please contact KFE via the 'contact' form on the KFE site at www.kentfurthereducation.org or speak to your college's local competition lead.

Event information and specification updates are available at www.kentfurthereducation.org. It is recommended that the Skills Competitions page is checked regularly as specifications may be modified up to a week before the event.

KFE Competition Specification #KFE4Skills 2021

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)

Comments:

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

KFE Skills Pre-Competition Task 2020 Graphic Design – Appendix 1

Actual 2020 Task Briefs to be Confirmed February 2020 – Check Back on Site!

2019 Example Below:

KFE4Skills Pre-Competition Briefing 2020 – Graphic Design

Preparation Activity

KFE Graphic Design Competition 2020 - Preparatory Information

The brief for this competition will take place across one day and will be provided in full on Wednesday 4th March during the initial briefing. There is no set design task to do before you arrive, however I would suggest you 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.

Any research into contemporary graphic design trends would be worthwhile. The brief has been set by a top UK based design agency who work for some major brands across the world and so 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.

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 for 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 judges will all be from the design industry and not linked to any of the colleges taking part.

If you have any questions or require any specific materials/equipment for the day, then contact:

Competition Lead

Graphic Design

Email:

Contact Number:

KFE4Skills Pre-Competition Briefing 2019 – Graphic Design

Preparation Activity

As part of the project you must provide the following evidence in a sketchbook. This must be brought to the one day event and provides 15% of your mark for the Day.

A Research Sketchbook containing the following areas of investigation

- Slogan/Strapline research
- Logo Design
- Research into Historical and Contemporary Educational posters
- Leaflet/Booklet formats
- Research into other Branding and Merchandise Solutions
- Research into rising visual trends in graphic design

Expect to spend a minimum of 7 hours researching these topics and selecting the best examples you can find. Make notes throughout your research on key learning points and reasons for your choice.

Please ensure your sketchbook is labelled with your name and the full correct name of your college.

Brief

All participants are invited for a one day design challenge where you will be briefed fully on the expectations of the task.

Here you will be given a brief to test your existing skills and creative abilities.

Please bring with your research sketchbook detailed above as this will form 15% of your marks for the event.

You will have full access to the Adobe Creative Cloud package, A3 Wacom Intuos 4 Graphics Tablets, Desktop Scanners Photocopiers and Printers, you may wish to bring your own pens and pencils for any preparatory work you may to perform during the competition.

Should you need any additional equipment please let us know.

Competitors taking part in this competition should be able to:

Design: The ability to design and produce a concept from scratch.

Technical: Be able to use a four colour print process.

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.

Contact Details

If you have any questions or concerns please contact: