



2026 Territorial Skills Competition Contest Description

Graphic Design Technology

Secondary

Date: April 16, 2026, 8:00 A.M.

Location: Yukon University, Gym

Duration of contest: 6 Hours

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1. SKILLS FOR SUCCESS FOR CAREERS IN SKILLED TRADES AND TECHNOLOGY

The Government of Canada has updated the previous Essential Skills framework to the new Skills for Success model in response to the evolving labour market and changing skill requirements. This model outlines nine fundamental skills Canadians need to thrive in work, education, training, and daily life.

Skills/Compétences Canada aims to highlight the importance of these skills, vital for success in trade and technology careers. Competitors can see how Skills for Success are integrated into contest descriptions, projects, and project documents. Recognizing these skills during the competition helps competitors match tasks with specific skills necessary for success and understand how these skills apply within their trade or technology programs and future careers.

The nine key Skills for Success, validated for workplace success, are:

1. Numeracy
2. Communication
3. Collaboration
4. Adaptability
5. Reading
6. Writing
7. Problem Solving
8. Creativity and Innovation
9. Digital

2. CONTEST INTRODUCTION

2.1. Description of the associated work role(s) or occupation(s):

https://www.skillscompetencescanada.com/en/skill_area/graphic-design-technology/

2.2. Purpose of the Challenge

The purpose of this challenge is to assess competitors' ability to translate a real-world brand refresh into effective visual communication by designing cohesive marketing assets that reflect Mammoth's identity, values, and strategic goals.

2.3. Duration of Contest

Competition duration will not exceed 6 hours. Competitors will begin at 9:00AM and have until 4:00PM to complete all of their tasks, including tidying their work station. Competitors will be given an hour break for lunch provided by Skills Canada Yukon.

2.4. Skills and Knowledge to be Tested

Competitors will be evaluated on their ability to demonstrate the following skills and knowledge:

- Understanding and interpretation of a creative brief
- Application of brand identity, tone, and visual consistency
- Understanding and utilizing basic design fundamentals;
- Creation of marketing assets for multiple formats (print and digital)
- Concept development and creative problem-solving
- Technical proficiency with industry-standard design software
- Time management and organization within a timed competition environment
- Attention to detail and presentation of final deliverables
- Implementing time management and workflow planning;
- Using industry standard software for vector illustration & page layout software;
- Ability to design for both print and digital display;
- Applying print pre-press standards (resolution/screen ruling, bleed, etc.);
- Exporting to final formats (pdf, eps);

3. EQUIPMENT, MATERIAL, CLOTHING

3.1. Equipment and material provided by Skills Canada Yukon:

- Paper for preliminary sketches
- 8.5" x 11" Printer paper
- Printer for proofing
- Competitors may download fonts to use in addition to those available on their computer.
- USB Stick to transfer final project

3.2. Equipment and Materials Competitors Must Supply:

- Computers with Adobe Design Suite Installed
 - Software: Available versions of Acrobat, Illustrator, InDesign, Photoshop
- Computer accessories (mouse, keyboard, headphones, etc.)
- iPhone for music only.

3.3. Additional Information

- No outside resources, computers, tablets, books, webpages, data storage devices allowed.
- Portable audio players allowed, subject to inspection.
- Adobe Creative Cloud is used in the International Skills Competition.
- THE USE OF ARTIFICIAL INTELLIGENCE DURING THE COMPETITION IS STRICTLY PROHIBITED. USE OF AI WILL RESULT IN DISQUALIFICATION FROM THE COMPETITION.
- **Bring Your Own Device (BYOD) Information:** Competitors are required to bring their own device and software that meets or exceeds the stated requirements for their competition. Each competitor can choose their own device and software, so their workflow and process are what they are familiar with. If competitors are bringing a computer or laptop from their

school (instead of their personal computer), please ensure that the computer is unlocked allowing for USB sticks, documents and possibly software to be saved/installed to the hard drive.

4. HEALTH & SAFETY

4.1. Safety Orientation

During orientation, Competitors will participate in a Safety workshop and they will be expected to work and maintain a safe working area during the competition.

4.2. Field Level Risk Assessment

SCY will complete a Field Level Risk Assessment for every competition area in addition to a full walkthrough with a representative from Yukon Workers Safety and Compensation Board to identify potential hazards and create solutions. The primary goal of an FLRA is to identify and mitigate potential risks to ensure the safety of competitors.

5. ASSESSMENT

5.1. Point Breakdown

TASK	/100
Technical Proficiency	/20
Creativity and Originality	/20
Integration of Multimedia	/20
Adherence to Brand Guidelines	/10
Clarity of Message	/10
Visual Appeal	/10
Typography	/10

5.2. Qualifying for the Skills Canada National Competition

Competitors can secure a win in their specific competitions by demonstrating exceptional skills and abilities, and meeting or exceeding established evaluation criteria. However, qualification for the Skills Canada National Competition is not solely determined by winning at the territorial level.

The decision to advance further depends on additional factors, such as the National Technical Committee's (NTC) assessment and/or the judges' discretion,

which may take into account specific criteria beyond just event performance. These additional criteria could encompass a competitor's adherence to safety protocols, ethical conduct, teamwork, or overall professionalism, ensuring that those who represent the Territory at the national level not only excel in their technical skills but also embody the values and standards upheld by Skills Canada.

***Please note:** Not all territorial contest areas are eligible for the Skills Canada National Competition. Please refer to the SCNC website to determine if your skill area/level is eligible to compete.

6. ADDITIONAL INFORMATION

6.1. Competition Rules

Refer to the competition rules of the Skills Canada Yukon Territorial Competition which can be found on our website.

6.2. Ties

Tiebreaker #1: In the event of a tie, the candidate with the highest safety score will be declared the winner.

Tiebreaker #2: If a tie still remains, the competitor with the highest score in the **Technical Proficiency** will be declared the winner.

6.3. Accessibility & Accommodations

Skills Canada Yukon is committed to providing a barrier-free environment which allows everyone to participate in our programs and competitions. We strive to be fully inclusive to all manner of disabilities and identities. SCY provides the opportunity for any competitor to disclose a disability on our competition registration form. Requests for accommodations must be made at least 3 weeks prior to the competition date.

7. NATIONAL & TERRITORIAL TECHNICAL COMMITTEES

7.1. **There is currently no National Technical Committee member for Graphic Design.**

7.2. Please contact yukon@skillscanada.com with questions or concerns related to the competition.