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1. General Contest Information

1.1: Purpose of Contest

To provide competitors with the opportunity to demonstrate, through practical and theoretical application, their skills and task knowledge in the industry relevant to practiced skills, what is found in industry, and employment.

Please Note: All work is to be completed prior to this event on February 26th.

1.2: Objective/Description of event

You are to design and produce material promoting the 2026 Skills Ontario Competition as an exciting event, you will then put your skills on display during the competition, by presenting your creations to a set of judges. Your theme should reflect the diversity and excitement of the competition day to students aged 14 - 21.

1.3: Technical Committee

Judge(s): Grace Lavergne, gracelavergne@loyalistcollege.com



1.4: Contest Schedule

Date and Location: Thursday, February 26, 2026 – St. Lawrence College

9:00 - 9:30	Competitor Registration and Welcome (Cafeteria)
9:30 – 12:30	Competition
12:30 – 1:00	Lunch
1:00 – 3:30	Competition
3:30 – 4:00	Clean-Up
4:00 – 5:00	Dinner (pizza provided)
5:00 – 6:30	Awards Ceremony (Gymnasium)
6:30 – 7:30	Open house and collection of projects/tools

*Competitors must be on time for their contest or may be disqualified at the discretion of the Technical Committee.

Closing ceremony: Thursday, February 26th hosted at St. Lawrence College at 5:30pm

The student must be prepared to present their final concepts and respond to questions from the judges. The presentation and question period will be approximately **10-15 minutes** in length. A schedule will be determined at the start of the event at St. Lawrence College.

1.5: Additional Information

- All materials will be created prior to the event and will need to be brought to St. Lawrence on the day of competition.
- Competitors/schools will supply their own materials.
- Easels, projector, computer, and projector screen will be made available by competition.
- Rule infractions will result in appropriate mark deductions at the discretion of the Technical Committee. The Director of Competitions will review any disqualifications.
- There is no maximum number of attendances.



2. Skills and Knowledge to be Tested

2.1: Specific Requirements

The contest will have a rubric scoring system. The overall score will be the sum of the points awarded for each of the components. Points are awarded as the competitor(s)/project successfully meets/completes certain performance criteria. Performance criteria are structured, when possible, to provide a range of tasks from easy to complex for each category.

Competitors will be required to design graphics and use layout skills to create promotional material and a PowerPoint presentation. Participants will develop a theme and visual concept that will be applied to the following promotional pieces.

Competitors are expected to create:

- A) A Poster
- B) Media Campaign - 3 Media Advertisements
- C) Insightful Presentation

Required Elements:

A. Poster

- 2026 Skills Ontario Competition
- “Where the Future Performs”
- May 4th - 6th, 2025
- Skills Ontario logo
- Additional copy, text, and images can be included to support your concept/theme
- Design must communicate how the Skills Competition is an excellent experience for young people who want to get into the trades.
- Include a Call to Action
- The poster must be 10”x16” and is required to be printed in full colour and mounted on a 11” x 17” piece of foam core in a standard vertical (portrait) format, leaving a ½ inch border around the edges.
- No competitor name, school or identifying labels should appear on the front of the display board.
- Competitors’ name and school MUST be on the back of the board.

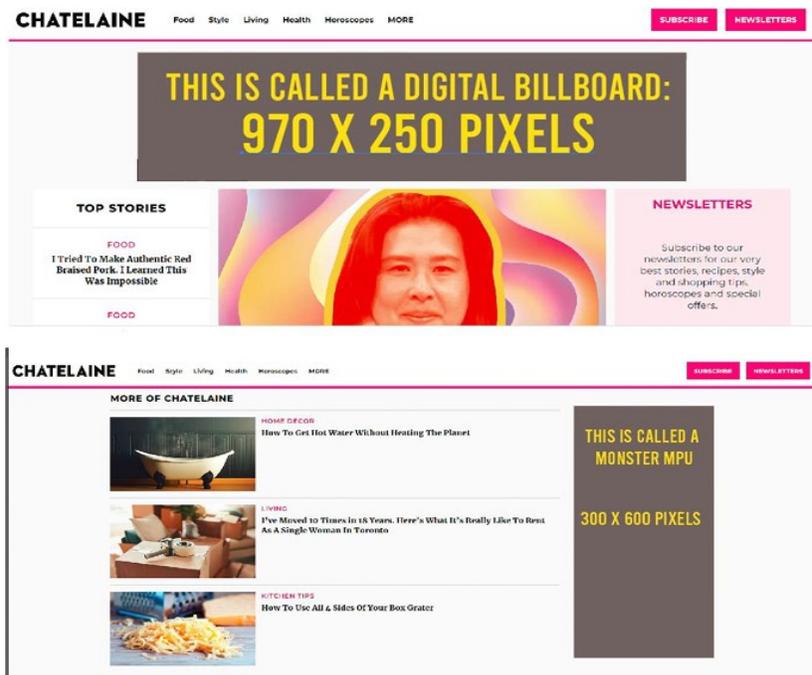


B. Media Campaign

3 Media Advertisements (one from social media, one from Out of Home, and one from Digital Ad) to be selected from the list below.

- Social Media: Facebook Ad
- Social Media: Instagram Post Ad
- Social Media: Instagram Story Ad
- Out of Home: Place Based Ad
- Out of Home: One Side Bus Ad
- Out of Home: Digital Street Billboard
- Out of Home: Gas Station Pump Top Ad
- Digital Ad: Digital Billboard 970 x 250 pixels
- Digital Ad: Monster MPU: 300 x 600 pixels
- Digital Ad: In-App Ad: 1080 x 1920 pixels

Examples to refer to for Digital Ad units: This is the website of a major magazine brand.





For all media assets:

- Ads should include a graphic that would attract and encourage students to enter the Skilled Trades, with the goal of participating in the Skills Competitions.
- Ads should be compiled as a series to complement one another and drive awareness around the competition.
- Place all ads in a real-world environment / mockup - i.e.: billboards as seen on a street, ad units as seen on a site (select a website, do not design a website)
- All ads should have the Skills Ontario logo and the Tagline: “Where the Future Performs” and refer to the date, May 5th, 2025.
- All designs must reflect a consistent theme and demonstrate a sense of continuity across all three pieces but should not be exactly the same.
- Photos may be taken from Skills Canada / Skills Ontario’s website and social media.
- Media Assets should be presented in full colour.
- These designs (not including the poster) will be seen in the PowerPoint presentation only. No printout of the media design elements is required.
- If you want to enhance your concept, you may include an influencer to help promote the competition to the target audience. (google images are allowed, but must have sources cited in the presentation)

C. Presentation (10 Minutes)

Written/Visual Component:

- Each competitor will be required to prepare a presentation in pdf format (1920 x 1080 pixels)
- The title slide must include the competitor’s name and the school’s name.
- 2 min 2 slide max Personal Brand Introduction
 - Personal logo
 - Who are you?
 - What is your personal brand or mission statement?
 - Why are you passionate about graphic design?
- Explain your design decisions from concept to execution.
 - Why did you choose the colour palette?
 - Why did you choose that layout?
 - What did you research?
 - What were your original sketches?
 - How are all the four elements linked together?
 - Explanations of your selection of media choices
 - Why did you select those media advertisements?



- How does it best reach your target audience?
- **All designs for the poster and media campaign must reflect a consistent theme and demonstrate a sense of continuity across all three pieces.**

Presentation Component:

- Present your Visual PowerPoint presentation.
- Oral presentation must outline to the judges your design thought process for the theme and finished design concepts.
- Overview of the Media choices and rationale Timeline of Presentation
- Competitors will be asked up to 5 questions during the presentation.

Presentation Timeline:

- 3 Minutes - Set Up
- 10 Minutes - Presentation
- 5 Minutes - Question and Answer
- 2 minutes - Take Down

2.2 Technical Details:

- All graphic designs and PDF layouts presented must be the individual competitor's own original and creative work.
- All work must be completed prior to the Skills competition.
- Photoshop, Illustrator, or Canva mockup (i.e., bus or billboard) of the media components can be used if the actual design is of the competitor's own creation.
- Use of photos from previous Skills events can be used but must be of good quality.
- **All graphic design and pdf layouts presented must be the individual competitor's own original and creative work. NO AI may be used.**
- **Bring a USB with your PowerPoint presentation and clearly label the file.**



3. Judging Criteria

Presentation	__ / 40
Overall Presentation: Prepared, polished, speaks clearly, knows materials, can answers confidently	__ / 10
Research: Data supported decisions, well thought-out research, intelligent well supported media choices	__ / 10
Creative Process: Show us your visual design process	__ / 10
Originality: Explain or show how this idea is original	__ / 5
Design Decisions: Student explains the design decisions together and has an understanding of the target audience	__ / 10
Professionalism	__ / 40
Professional caliber of Graphic Design in physical poster	__ / 15
Professional caliber of Graphic Design in media campaign	__ / 15
Design consistency	__ / 10
Presentation Readiness	__ / 15
On time arrival day of competition	__ / 3
Professional and fitting attire	__ / 5
USB backup	__ / 1
Mounted poster specifications are followed	__ / 3
Mounted posters are put together in appropriate fashion and no lifted corners	__ / 3
Questions	__ / 10
Students answer questions thoughtfully and are able to justify their answers	__ / 10



To Note:

Limestone Skills reserves the right to reproduce any of the promotional packages in whole or in part without the permission of the student but will acknowledge the creator of the reproduction.

Students selected for the interview may not participate in another contest.

The Limestone Skills Competition Logo – Logo will be provided as a PNG.

3.2: Tie Breakers

Competitors that have the most consistent designs will win if there is a tie.

4. Equipment and Materials

4.1: Supplied by Competitor

- Poster project mounted on foam core as outlined in the scope.
- A USB loaded with PowerPoint presentation
- Programs used to create images
- Laser pointer/pointer stick (optional)

Note: additional materials or assistance devices are not permitted without permission from the competition, please contact the chair if you require any additional accommodation.

4.2: Supplied by Competition

- Projector
- Projector screen
- Easels

4.4: Prohibited

Use of Artificial Intelligence to create components is prohibited.

5. Safety

Safety is a priority at the Limestone Skills Competition. At the discretion of Technical Committee, any competitor can be removed from the competition site for not acting in a safe manner.