

TEST PROJECT

Design A

Submitted by:

WorldSkills Foundation
Arwid Wibom SE

Competition Time:

2 hours





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INTRODUCTION

WORLDSKILLS FOUNDATION: SHARING THE TREASURE BEYOND THE COMPETITION

The WorldSkills Foundation (WSF) was established in 2011 with the aim to share the unique talents and expertise of the global network of WorldSkills Champions and Experts, contributing their energy and efforts to projects that can help improve lives around the world.

Each WSF project aims to build collaboration between highly skilled young professionals, and is supported by strategic global partnerships. Since 2013 – driven through our partnership with IAPMO (International Association of Plumbing and Mechanical Officials) and the World Plumbing Council – WSF have focused strongly on the areas of public health and sanitation, particularly in less developed countries. During this time WSF have sent WorldSkills Champions to Nepal, Bangladesh and South Africa to support a series of community programmes. From this background, the Community Plumbing Challenge was born.

COMMUNITY PLUMBING CHALLENGE (CPC), 2015–16

The CPC is a combined initiative of WorldSkills Foundation, IAPMO and the World Plumbing Council. It launches in Nashik, India, in November 2015. A second edition is planned for South Africa between July and September, 2016. After this, our goal is for the CPC to become established as an annual event, presented in different locations and communities across the world.

The goal of the CPC is to bring the very best aspects of WorldSkills – passion, creativity, skilled expertise and action – directly to the heart of a community-in-need, encouraging a unique knowledge-transfer experience and achieving small but sustainable results that empower and improve living conditions.

WSF needs help creating a one-page website to promote this CPC series. The website is to be a general campaign and information site for CPC supporters and stakeholders. The CPC programme aims to raise awareness around sanitation issues related to public health, and each individual CPC event will deliver a series of multimedia resources that explain installation and maintenance of wastewater systems, plus information about participating individuals and partners. The website should be designed to accommodate this content in an appealing way that encourages further user interaction and exploration of the site.

On the first day of WorldSkills São Paulo 2015, Competitors in Skill 40 – Graphic Design Technology – created an emblem and visual identity for the CPC programme. Visitors to the Competition have voted on their favourite designs during days two and three, and so today their selection is being provided to Skill 17 – Web Design – to develop as a one-page website. WSF and CPC partners will implement one of the final Web Design solutions as the actual website for the CPC series, post-WSC2015: more information will be communicated after the event. This is a unique and exciting collaboration across skills competitions!

DESCRIPTION OF PROJECT AND TASKS

Your task is to create a design for a one-page web site. You have been provided with media files including a CPC emblem, visual identity (in form of a poster) and supporting images. The emblem and visual identity must be clearly adopted in your design, while supporting images can be used at your discretion. You must create a design that complements the visual identity provided by the poster.

A one page design is a web page where all the content is displayed on one long scrollable page and the main navigation uses scrolling of the page instead of separate subpages.

Your one-page design must have a width of 1366 pixels. Your design can be as long as you like, as you scroll down.



This is a design module therefore; all interactions should be visible in the design images. Only submitted .png files will be assessed. Your design will be assessed by industry standards and needs to incorporate best practice of one page design.

The final one-page design must incorporate the following items:

- Video gallery
- Photo gallery
- Social media feed
- Team information
- Resource download option

Your design should also include the logos of the CPC partners and they should be clearly indicated as partners.

INSTRUCTIONS TO THE COMPETITOR

- Save your file in your root directory on the server called "**XX_Design_A**" where XX is your country code.
- Your submitted work for this project should consist of one .PNG files
- Naming of File:
 - XX_onepage.png
- Save any source files of images to a folder called "XX_source_files" inside "XX_Design_A" folder. Source files are the files containing the layers, development files, i.e. .psd/.ai/.jpg/.svg/...

FILES PROVIDED

ITEM	DESCRIPTION
media.zip	Media files supplied by The WorldSkills Foundation (WSF).

MARKING SCHEME SUMMARY

SECTION	CRITERION	JUDGEMENT MARKS	OBJECTIVE MARKS	TOTAL
A1	Suitability	2	1	3.0
A2	Visual identity	2.5	0.75	3.25
A3	Effectiveness	4	0.75	4.75
Total		8.5	2.5	11