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worldskills Pakistan

National Skills Competition 2026

Competitor Preparation Guidelines

Trade Name: Graphic Design Technology

Competition Dates: May 12-13, 2026

Competition Venue: NAVTTC CoE, Islamabad

1. Scope of Preparation

Preparation should focus on speed, accuracy, creativity, and professional execution. The competition is an opportunity to demonstrate not just your skills, but your ability to perform at a level that meets international standards.

Competitors should focus on the following key competency areas:

Software Literacy

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

1.1. Logo Design

- Vector Based Logo with Limited Spot Colors

1.2. Logo Guide

- Logo usage guide including typography and colour standards.

1.3. Flyer Design

- multi-page editorial with cover and back page using editorial principles.

2. Nature of Competition Tasks

The competition tasks will typically include:

- Branding & Identity Design
- Magazine Design
- Flyers / Brochure Design
- Image Manipulation
- Book Cover Design
- Article Layout Design

3. Assessment Criteria

Competitors will be evaluated on:

- Ideas & Originality of Work
- Target Market Fit Design
- Visual Composition
- Typography usage
- Color usage
- Software Knowledge
- Time Management
- Accuracy of work
- Technical aspects

4. Important Notes

- Competition duration will be 6–7 hours
- Tasks are time-bound and performance-intensive
- Accuracy, safety, and quality are equally important
- Task variations may be introduced during competition
- Assessment will follow international competition standards