

*Standards and
Assessment Guide*

**Graphic Design
Technology**

Introduction

Welcome to the Standards and Assessment Guide (SAG), a comprehensive resource designed to support excellence in assessment practices for all skills competitions hosted at the WorldSkills Competition. A key component of the SAG is the commitment to continuous improvement through ongoing review, ensuring that these guides consistently reflect the latest industry innovations and high standards of assessment in an open and transparent manner.

Purpose

The primary purpose of this guide is to provide a structured framework for the consistent and fair assessment of each skill competition. It aims to ensure that all assessments are conducted with a high degree of accuracy, reliability, validity, and reflect global industry standards. By adhering to these guidelines, assessors can maintain the integrity of the competition and uphold the high standards associated with WorldSkills.

Note: this guide is not a replacement for the Marking Scheme and should only be used as a reference when required during the assessment process. Competitors are not allowed to have a copy of this SAG in the workshop in either digital or paper form.

Scope

This document covers general assessment practices applicable to a diverse range of industry sectors including:

- Manufacturing and Engineering Technology
- Information and Communication Technology
- Construction and Building Technology
- Transportation and Logistics
- Social and Personal Services
- Creative Arts and Fashion

Each skill competition has its unique requirements and benchmarks, which are detailed within sections of this guide. The consistency of assessment across each skill is the overarching principle, ensuring a unified approach to evaluating Competitor performance to the highest standards.

Key Components

The guide is structured into several key components, each addressing critical aspects of the assessment process:

Assessment Principles and Objectives

- Emphasis on fairness, transparency, and objectivity in assessments.
- Alignment with global industry standards and best practices.

Assessment Methods and Tools

- Description of various assessment methods in Measurement and Judgement.
- Guidance on the application of appropriate assessment tools and equipment (if applicable).

Criteria and Benchmarks

- Examples of assessment criteria and aspects for each skill, outlining the expected competencies and performance standards.
- Benchmarks for different levels of proficiency i.e. Judgement award range 0, 1, 2, 3 or Yes/No criteria alongside clear measurable descriptors.

Expert assessment requirements

- Completion of the Access Programme.
- Approved Curriculum Vitae (CV).
- Reaching 100% Expert preparedness.
- Full participation of online and in-person Mandatory Assessment Training (MAT).
- Completion of practical assessment testing at the Competition.

Quality Assurance and Improvement

- Monitoring and evaluation: Ensuring assessments are carried out correctly and produce reliable results.
- Continuous improvement: Using feedback from Experts and Skill Competition Managers to enhance future assessments.
- Periodic review: Regularly updating processes to reflect current industry and WorldSkills standards.

Implementation

For effective implementation, this guide should be used for guidance purposes only and in parallel with the Technical Description for each skill. Experts are encouraged to familiarize themselves thoroughly with both the general guidelines and the particular requirements of their respective skill areas. Collaborative efforts between the Skill Management Team, Experts, and Competitors are vital for achieving the ultimate goal of global skills development.

Conclusion

The Standards and Assessment Guide embodies the commitment of the WorldSkills movement to nurturing talent and promoting the highest standards of vocational education and training worldwide. By providing clear and comprehensive guidance, we aim to empower Experts to conduct marking and assessment practices that are not only rigorous and equitable but also inspiring and transformative for all participants.

Thank you for your dedication to upholding these standards and contributing to the success of the WorldSkills Competition. Together, we can continue to champion skills excellence and celebrate the achievements of talented individuals from around the globe.

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HOW TO USE THIS GUIDE

Each measurement aspect is structured to fit within one to two pages and follows a consistent format: a brief description of what the aspect covers, the measurement conditions, specific clarifications and rules, and the assessment procedures (including DOs and DON'Ts). To avoid duplication, these rules apply to all aspects and are therefore not repeated within individual sections.

All individuals involved in the skill are expected to be familiar with and understand the requirements outlined in this document before the competition and assessment begin. During assessment, if any uncertainty, disagreement, or need for clarification arises regarding how a particular requirement should be interpreted or assessed, this SAG shall serve as the primary reference for the relevant aspect.

GLOSSARY

<https://glossary.worldskills.org/skills/208>

GENERAL ASSESSMENT RULES (APPLY TO EVERY ASPECT)

These rules were previously repeated within every aspect of the full SAG. They are consolidated here and apply to all 27 measurement aspects without exception.

- **SCM Referral:** any situation, condition, or circumstance not explicitly defined in this document MUST be referred to the Skill Competition Manager for clarification prior to any assessment decision. No independent decisions.
- **All-or-Nothing:** if any required condition of an aspect fails, the entire aspect = NO.
- **Deviation:** any deviation from a specified requirement = NO, unless a tolerance or exception is explicitly defined.
- **Exact Value:** specified values (sizes, names, counts, standards) must match exactly; no tolerance unless the test project explicitly states one.
- **Test Project / Marking Scheme Alignment:** Test Projects and Marking Schemes must align with the assessment principles and procedures defined in this guide. Task-specific requirements, values, tolerances, or exceptions may be defined where permitted by this guide. Any discrepancy or conflict between the Test Project, Marking Scheme, and this guide must be referred to the SCM/SMT for clarification and an agreed decision before assessment.
- **Output-Specific Assessment:** assess in the file/output named in the marking criteria. Correct implementation in one output does not compensate for failure in another, unless the marking scheme allows it.
- **Combined Criteria:** where requirements are assessed together, all must be correct — one failure = NO. Where assessed separately, evaluate only the named requirement (avoid double marking).
- **Multi-Item:** where several files, pages, artboards, images, or elements are assessed together, all must comply — one incorrect item = NO.
- **Verification Conduct:** verification must be objective, repeatable, and consistent across Experts. Never assess by visual judgement, assumption, estimation, intent, or partial correctness. Physical measurements should be confirmed by more than one Expert. Never alter, save, or rename competitor files; handle physical outputs carefully and never mix competitors' deliverables.

- **Verification Hierarchy:** Follow the assessment method specified for the individual aspect or Test Project. Where no specific method is stated and the same requirement can be reliably verified in both the final output and source file, verification in the final output is preferred. Use the source file where the final output cannot reliably establish the required condition or where source-file verification is explicitly required.
- **Quality Separation:** aesthetic quality, neatness, craft, and presentation are assessed under JUDGEMENT where included in the marking scheme — never under measurement unless explicitly stated.

BLEED

MEASUREMENT CONDITIONS

- Bleed is required wherever any element reaches a final trim/cut edge
- (including non-visible flaps such as glue tabs, which are measured against the fold line, not a trim edge).
- The defined bleed value must match exactly the specification in the Test Project (no tolerance unless one is defined).
- Any element requiring bleed must extend fully and continuously to at least the outer edge of the required bleed area (partial, inconsistent, or stroke-only edge treatment does not satisfy this). Artwork may extend beyond the bleed boundary in the source file.
- If the specified bleed value cannot technically be achieved at a given edge due to dieline structure, the artwork must extend as far as possible within the available space, up to but not crossing an adjacent trim or cut edge.
- For custom shapes or dielines, bleed must follow the actual cut path, offset by the bleed value, with consistent bleed distance maintained around corners.
- If trim marks are required, the trim marks must be outside the bleed area.

SPECIFIC CLARIFICATIONS/RULES

- White areas / non-printing elements: Do not require bleed.
- "Bleed if needed" wording: Where a test project uses conditional phrasing such as "bleed if needed," this does not waive the requirement in cases where bleed is technically necessary — the base rule still applies.
- Custom shapes / dielines: Assess against the actual dieline geometry, not the artboard/document bleed setting alone. A correctly configured document bleed setting does not by itself satisfy the requirement if it doesn't match the true cut path.
- Internal cut-outs / windows: The same requirement applies to internal cut paths (e.g. die-cut windows or holes), not only outer trim/cut edges. Bleed is assessed only where printed artwork reaches the internal cut edge.
- Fold lines / packaging: Fold lines are not automatically treated as trim edges for bleed assessment. Where artwork is required to continue across a fold line, assess the required artwork extension/continuity according to the Test Project, dieline, or specified production requirement.
- Technical limitation: Where the required value cannot be achieved at an edge because the trim line exists as a line only (not an enclosed shape) and bleed cannot logically exist, bleed is not required for that edge only.
- Verification: Unless otherwise specified in the test project, bleed is verified in the digital source file. Output-specific bleed requirements apply only where explicitly defined.
- Print marks (e.g., bleed/trim marks) are not assessed under this aspect — see Print Marks (avoids double marking).
- PDF page bleed boxes: Use for rectangular page-based layouts only; they must not be used to verify bleed around custom dielines.

ASSESSMENT PROCEDURES (DO)

- Source file (InDesign/Illustrator): File > Document Setup > Bleed — source files only;
- PDF output: Acrobat > Preferences > Check the box labelled: Show art, trim, and bleed boxes; Verify that the PDF TrimBox/BleedBox corresponds to the required exported bleed and that artwork requiring bleed reaches the BleedBox.
- Source artwork: Verify that artwork requiring bleed extends to at least the required bleed boundary. Artwork extending beyond the bleed boundary is acceptable.
- Visually confirm elements extend fully into the bleed area
- Dielines/packaging: Where a bleed boundary is supplied, use the supplied bleed path for verification. Where no bleed boundary is supplied, in a temporary assessment copy, duplicate the trim/cut path and use Illustrator: Object > Path > Offset Path, entering the required bleed value. Verify that all artwork requiring bleed extends to or beyond the resulting offset path. Assess bleed distance along regular straight or curved sections of the cut path, not at corner junctions.

ASSESSMENT PROCEDURES (DO NOT)

- Do not measure bleed with unreliable tools/methods (e.g., inconsistent Acrobat Measure Tool) or by estimation
- Do not check bleed in the wrong file or incorrect output
- Do not construct arbitrary circles/rectangles as measurement references where Offset Path can establish the specified distance from the actual trim/cut path.

COLOUR MODE

MEASUREMENT CONDITIONS

- Document colour mode matches exactly the specification (e.g., CMYK or RGB) in the test project.
- Colour mode must be correctly set in the source file, where applicable.

SPECIFIC CLARIFICATIONS/RULES

- Document colour mode is a document-level property, not an individual image, graphic, or object property.
- Colour mode and colour type are assessed independently under their own aspects; the actual colours used in the artwork are not assessed here.
- Source File Verification: Source file is authoritative. PDF may support confirmation, but is not sufficient alone.
- InDesign and After Effects Limitation: Adobe InDesign and After Effects does not have a single reliable “document colour mode” equivalent to Photoshop or Illustrator. The Transparency Blend Space must not be treated as InDesign document colour mode.

ASSESSMENT PROCEDURES (DO)

- Illustrator: File > Document Colour Mode; also visible in the document tab/title bar (e.g., “CMYK/Preview”)
- Photoshop: Image > Mode; (title bar similar to Illustrator)
- PDF supplementary check: In Acrobat Pro, use Print Production > Output Preview > Show: RGB to identify any RGB content present in a CMYK PDF. This may be used to identify potential colour-space errors but does not replace source-file verification.
- Application limitation: Document colour mode is assessed only where the source application provides a defined document colour mode setting, such as Adobe Photoshop and Illustrator. InDesign and After Effects do not provide an equivalent document colour mode setting and therefore must not be assessed under this aspect.

ASSESSMENT PROCEDURES (DO NOT)

- Do not rely on PDF output alone
- Do not judge visually or assume colour mode based on appearance
- Do not mix colour mode assessment with colour type

COLOUR PROFILE (ICC PROFILE)

MEASUREMENT CONDITIONS

- ICC profile matches the specification exactly — no substitutions.
- Correctly assigned or converted in the working space, as applicable.
- Correctly embedded in the output files where required.
- Consistent across all required elements (e.g., all images).
- ICC profile file included in the package where explicitly required.

SPECIFIC CLARIFICATIONS/RULES

- Assess only in the source file/output file specified in the criteria.
- ICC profile embedding: the required profile must be embedded in the specified source/output file. An untagged file or an incorrect embedded profile = NO.

ASSESSMENT PROCEDURES (DO)

- Illustrator: Edit > Assign Profile · InDesign/Photoshop: Edit > Convert to Profile > Source Space
- After Effects: File > Project Settings > Color > Working Space
- Images: Links Panel > select image > ICC profile info; if shown as “Document CMYK/RGB”, verify the actual profile in the source PSD
- Graphics/Vector: Links Panel > select image > ICC profile info; if shown as “Document CMYK/RGB”, verify the actual profile in the source illustrator file
- PDF: Acrobat > Standards Panel > Output Intent > check Identifier/Info (preferred for PDF/X), or Preflight > Analyze > Overview > Color Spaces

ASSESSMENT PROCEDURES (DO NOT)

- Do not use the Output Preview Simulation Profile — it simulates appearance only

COLOUR TYPE

MEASUREMENT CONDITIONS

- Colour type used exactly as specified; plates match in Output Preview separations.
- Number of colours exact, or within the defined range (unrestricted if unspecified).
- Required combinations (e.g., CMYK + Spot) are present, with no unintended additional plates, except plates generated solely by required automatic print marks.
- 100% colour values respected where required — no tint, transparency, or opacity variation.
- Black = 100% K (CMYK 0/0/0/100) or #000000 in RGB; White = absence of ink (paper) or #FFFFFF — unless otherwise defined.

SPECIFIC CLARIFICATIONS/RULES

- Task- or section-specific colour requirements are followed independently; colour types must not be carried across tasks unless specified.
- All elements, including placed images, must follow the required colour type — mixed application = NO.

ASSESSMENT PROCEDURES (DO)

- Verify by actual plates (separations), never by visual appearance.
- Acrobat > Output Preview > Separations: check plate number, type, and names
- Check every element (images, vectors, text, backgrounds, etc.) for compliance

ASSESSMENT PROCEDURES (DO NOT)

- Do not ignore hidden or unintended colour plates

DIELINE (DIECUT)

MEASUREMENT CONDITIONS

- All required dieline elements present as specified.
- Each element on its correct layer; layer names match exactly; layers contain only their own elements.
- Spot colours used per element, with exactly matching names, visible as separate plates.
- Stroke weight matches exactly where specified; elements remain as strokes (not outlined/expanded).
- Line representation (solid/dashed/dotted) matches the specification.
- Overprint applied where required.
- Glue areas free of ink coverage (no artwork ink beneath glue tabs/areas).
- Dieline layers preserved in the output PDF (visible in the Acrobat Layers panel), not merged or flattened unless explicitly required.
- Dieline applied to the actual trim edges/shape, not the artboard only.

SPECIFIC CLARIFICATIONS/RULES

- Glue Area (Ink-Free) Rule: glue areas must remain free of ink coverage. Any construction method for indicating glue dots/areas is acceptable unless the test project specifies otherwise.
- Overprint: dieline elements must be set to overprint unless the test project states otherwise;
- Structural correctness/feasibility of the dieline is NOT assessed — only technical execution.
- Bleed on glue tabs and non-visible flaps follows the Glue Tab Bleed Rule (stated once under Bleed).
- Legend: if explicitly required, it must be present (missing = NO); if not required, inclusion is acceptable unless additional content is restricted.
- Perforated/tear-off elements that are part of the intended design are acceptable per the test project.

ASSESSMENT PROCEDURES (DO)

- Acrobat > Layers Panel: toggle each layer — layers exist, names match, no mixed elements
- Acrobat > Output Preview > Separations: each element as a separate spot plate, correct names, no extras
- Acrobat: Output Preview > Toggle Simulate Overprinting
- Source file: Isolate the dieline layer and verify the specified stroke weight using the Stroke panel
- PDF: open in Illustrator for verification and check the dieline stroke weight using the Stroke panel; do not alter or save the competitor's PDF
- Glue areas: confirm no artwork ink beneath (Output Preview / Separations)
- Attributes Panel: confirm overprint settings

ASSESSMENT PROCEDURES (DO NOT)

- Do not assess stroke weight using Acrobat or the printed output. Verify in the native/source file, or open the PDF in Illustrator for verification where required
- Do not assume overprint without checking the Attributes panel
- Do not assess the structural logic of the dieline
- Do not penalize visibility caused by necessary cutting references in the mock-up

IMAGE / ELEMENT DIMENSIONS

MEASUREMENT CONDITIONS

- Dimensions match the specified values exactly, in the correct unit.
- Minimum sizes met or exceeded; maximum limits not exceeded.
- Both width and height are correct where specified.
- Element not scaled or distorted where exact/100% size is required.

SPECIFIC CLARIFICATIONS/RULES

- Width and height are assessed independently — both must be correct.
- Assess only the specified element; do not confuse it with surrounding elements.
- Software Precision Exception: minor rounding variations (e.g., 1.9999/2.0001 cm) are acceptable if caused by system rounding, not incorrect scaling.
- Stroke Boundary: measure the visual edge (actual object boundary), not stroke expansion or bounding-box inaccuracies.
- Where measurement tools are unreliable, a reference shape with exact dimensions may be used for careful, consistent visual verification.
- Unspecified dimensions are not assessed under measurement (judgement only).

ASSESSMENT PROCEDURES (DO)

- Source file: Properties/Transform panel — width and height
- PDF: open in Illustrator for verification only; check the required element dimensions using the Properties/Transform panel without altering or saving the PDF
- Reference shape/line with exact dimensions for visual cross-check where needed
- Physical ruler only where print output dimensions are explicitly assessed; for differences below reliable ruler precision (under ~1 mm), prioritise the digital/source file. Physical measurements confirmed by more than one Expert.

ASSESSMENT PROCEDURES (DO NOT)

- Do not use unreliable PDF tools (e.g., Acrobat Measure Tool)
- Do not rely on bounding-box values where stroke affects measurement

IMAGE RESOLUTION

MEASUREMENT CONDITIONS

- Resolution matches the exact value, or falls within the defined range.
- Actual and effective PPI correct where applicable; all images comply.
- Images linked, allowing proper verification.

SPECIFIC CLARIFICATIONS/RULES

- Effective PPI governs compliance; actual PPI may differ — except where 100% scale/no scaling is required, in which case actual must equal effective, and the scale must be exactly 100% (not 99.99% or 100.01%).
- Applies to raster elements only (not vectors).
- Source file is the preferred verification method; PDF only if the source is unavailable.
- Resolution units: PPI or PPCM display settings do not affect compliance. Assess the equivalent resolution value after unit conversion; do not penalize the unit selected in the software.

ASSESSMENT PROCEDURES (DO)

- Illustrator/InDesign: Links Panel — enable/check Actual & Effective PPI; where 100% scale is required, also verify that the placed image scale is exactly 100%.
- Photoshop: Image > Image Size
- Fallback: Acrobat > Output Preview > Object Inspector

ASSESSMENT PROCEDURES (DO NOT)

- Do not rely on PDF checks when the source file is available
- Do not ignore actual-vs-effective differences

LAYOUT DIMENSIONS

MEASUREMENT CONDITIONS

- Layout dimensions match exactly, in the correct units.
- All pages/artboards match where uniform size is required.
- Output file (PDF/print) dimensions match the requirement.

SPECIFIC CLARIFICATIONS/RULES

- Source file and output dimensions are assessed separately, per the criteria; requirements must not be mixed across outputs.
- Print Marks Rule: where print marks exist, the final trimmed size (trim box) must match the specification; the overall document/media size will exceed the trimmed size to accommodate marks — this is expected and acceptable. Verify the trimmed size independently (PDF trim box / source page size). If no PDF output size is specified, the increase is acceptable.
- Layout dimensions are independent of image/element dimensions, bleed, and dieline.
- Original/specific scale requirements are verified via the source file, not visual estimation.

ASSESSMENT PROCEDURES (DO)

- Illustrator: Artboard Tool/Properties · InDesign: Page Tool to verify individual page dimensions; Document Setup may be used where all pages have a uniform size · Photoshop: Canvas Size
- Acrobat: Set Page Boxes > Margin Controls > Apply to: TrimBox;
- verify the dimensions shown under “TrimBox size”
- Print output: physical ruler

ASSESSMENT PROCEDURES (DO NOT)

- Do not include bleed in layout dimensions unless specified
- Do not rely on approximate digital measurement tools

FILE FORMAT

MEASUREMENT CONDITIONS

- File format and extension match the specification exactly.
- Where multiple formats are allowed, the file matches one of them.

SPECIFIC CLARIFICATIONS/RULES

- Generic requirement (e.g., “image file”): any valid file within the category is acceptable.
- File format is independent of colour mode, resolution, ICC profile, and PDF standards — assessed separately. An incorrect PDF standard does not affect format marking unless combined in the criteria.
- Software Requirement: where specific software is required, the source file must be created in that software’s format; files created outside the allowed software = NO.
- Linked assets: where the Test Project specifies required or permitted file formats for linked images/graphics, all linked assets within the source document must comply with those requirements.

ASSESSMENT PROCEDURES (DO)

- Finder / File Explorer: extension and system file type; Get Info to confirm
- Open the file to confirm format compatibility
- InDesign/Illustrator: check the Links panel to verify the file format of linked images/graphics where specified.

ASSESSMENT PROCEDURES (DO NOT)

- Do not judge by the software used instead of the actual file format

FILE NAMING

MEASUREMENT CONDITIONS

- Name matches exactly, including case (treated as case-sensitive).
- Correct symbols, spaces, underscores, hyphens, prefixes, and suffixes; no extra spaces before, within, or after the name.
- Competitor/workstation number present, correct, visible, and placed as specified.

SPECIFIC CLARIFICATIONS/RULES

- Only files and folders submitted within the designated Final Folder are assessed. File naming is assessed only for the files/folders explicitly required by the Test Project. Files outside the Final Folder are not assessed.
- Physical outputs: handwritten or printed naming is acceptable unless the test project specifies otherwise — it must be clear, visible, and correct.

ASSESSMENT PROCEDURES (DO)

- Finder: verify letter by letter (includes characters) against the test project; Get Info for full name and extension
- Physical output: visually confirm the printed/written name or number

ASSESSMENT PROCEDURES (DO NOT)

- Do not rename or modify files during assessment
- Do not confuse file naming with file format

PDF FORMAT

MEASUREMENT CONDITIONS

- Exact standard (e.g., PDF/X-4:2010) and exact version (PDF/X-3:2002 ≠ :2003).
- Compatibility/version and Adobe PDF preset match where specified.
- Standards verification in Acrobat shows “Verification Successful” (except the defined exception).

SPECIFIC CLARIFICATIONS/RULES

- Generic “PDF” requirement: any valid PDF is acceptable — no restriction on standard or preset.
- If a clearly wrong standard is used, verification is unnecessary — aspect = NO.
- RGB-in-PDF/X Exception: where a PDF/X standard and an RGB ICC profile are both required, verification may show “Failed” — acceptable, must NOT be penalized.
- Verification Reliability: if verification shows “Failed” on the first attempt, close and reopen the file and verify again. Failed twice = NO; successful on the second attempt = YES. Base the decision on a consistent second check.
- “Preserve Editing Capabilities” is not available for PDF/X standards — do not assess unless explicitly required.
- PDF format is independent of ICC profile, print marks, overprint, layers, and colour settings unless explicitly combined.

ASSESSMENT PROCEDURES (DO)

- Acrobat > Standards Panel > Verify Conformance — check status (reopen and recheck on first failure)
- Acrobat > Preflight > Analyze > Overview — PDF version

ASSESSMENT PROCEDURES (DO NOT)

- Do not assess the PDF standard in the source file
- Do not conclude failure from a single verification attempt

SAVING (FOLDER STRUCTURE)

MEASUREMENT CONDITIONS

- Structure, hierarchy, and folder count match exactly; folder names match exactly.
- Files placed in the correct folders and saved in the correct location.
- All required deliverables explicitly required by the Test Project are present; no missing and no extra files/folders (unless allowed).
- Required final deliverables provided — source files are not delivered in their place.
- No duplicate or multiple main folders where these are not required.

SPECIFIC CLARIFICATIONS/RULES

- The Test Project takes precedence when determining the required folder structure and deliverables. A packaged/collected folder is required only where explicitly requested in the Test Project.
- Saved location is assessed under this aspect (see the cross-references in Package and Time Schedules — avoids double marking).
- Assessment must be conducted from the correct folder where duplicates exist.
- Task-based submission: required files for the task must be present; unrelated additional files may be ignored if not part of that task.
- Folder structure and folder naming are assessed together; file naming is separate unless explicitly combined.

ASSESSMENT PROCEDURES (DO)

- Finder in List or Column view; fully expand the hierarchy
- Check folder count, names, placement, location, and deliverables against the test project

ASSESSMENT PROCEDURES (DO NOT)

- Do not check structure in Gallery/Icon view or without fully expanding folders

PACKAGE (PRODUCTION FOLDER)

MEASUREMENT CONDITIONS

- Package folder present with all required files and assets.
- Correct native/source file included; links present and correctly connected.
- Required fonts included; required PDF/output files present in the correct formats.
- No extra files where an exact asset list is specified.
- Folder naming matches where assessed.

SPECIFIC CLARIFICATIONS/RULES

- Terminology: 'package'/'collected'/'consolidated'/'print-ready'/'production' folder refer to the same requirement unless defined differently.
- Generic package request: contents generated by the software's package/collect function are acceptable.
- Native/source files: the original editable Illustrator or InDesign files must be included where required. All linked assets used by these files must also be included in the package and correctly connected, unless otherwise stated in the Test Project
- Fonts: missing system/local fonts = NO. Adobe Fonts may not package due to licensing restrictions — must not be penalized when verified as Adobe Fonts.
- A PDF standard required inside the package is verified per the PDF Format aspect.

ASSESSMENT PROCEDURES (DO)

- Finder / File Explorer: open the package and check contents — never assume without opening
- Open the source file: confirm links are connected to the packaged assets
- Package report > Font Information: distinguish Adobe Fonts from missing system/local fonts

ASSESSMENT PROCEDURES (DO NOT)

- Do not re-assess saving location under this aspect (see Saving), unless the marking scheme combines them
- Do not penalize Adobe Fonts that cannot be packaged

REQUIRED TEXT PRESENT

MEASUREMENT CONDITIONS

- All required text present and copied accurately.
- Spelling, numbers, punctuation, and symbols correct; required case followed.
- Text not reworded, shortened, reordered, changed in numbers, translated, or replaced without permission.
- Task-specific text used in the correct task/output.
- Additional text included — permitted unless otherwise stated in the test project.
- Stylized text remains identifiable and readable.
- Text outlined where the output requires it and left editable where editable text is required.

SPECIFIC CLARIFICATIONS/RULES

- Correcting an obvious spelling or grammar error in supplied text is NOT an incorrect modification and must not be penalized (nor additionally rewarded).
- Changing symbols in a way that alters meaning or content = NO; changing list bullet styling as a deliberate design decision is acceptable.
- Formatting (font, size, weight, colour, leading, kerning, tracking, alignment, breaks) may change unless restricted; content must remain correct, complete, and in reading order.
- Case: exact where specified; otherwise, any case is acceptable if wording/spelling/numbers/punctuation remain correct.
- Task-specific text is used only for its task; Task 2 text cannot compensate for missing Task 1 text.
- Stylization: letterforms must remain recognizable and must not resemble another character/number/language letter. Negative-space letterforms are acceptable if identifiable and introduce no unintended wording.
- Translated text: check presence, approximate volume, and placement — not spelling/grammar of non-English text; completely missing or clearly incomplete = NO. English text is checked fully.
- Printing Issue Exception: text present in the digital file but missing only due to a confirmed printing issue (validated by the marking team/SMT) is not penalized under this aspect.
- Master-page text (page numbers, running headers/footers) is assessed separately unless otherwise stated.
- Required text ≠ file/folder/layer/colour/swatch naming — assessed under their own aspects unless combined.

ASSESSMENT PROCEDURES (DO)

- Identify the required text in the test project/appendix for the specific task
- Short text: compare word by word. Long editorial text: check headings, subheadings, captions, and paragraph start/end points
- Check numbers, punctuation, and symbols carefully; confirm outlining where required

- Use more than one Expert to cross-check large text sections

ASSESSMENT PROCEDURES (DO NOT)

- Do not correct supplied text during assessment
- Do not judge stylized text visually without confirming readability
- Do not assess translated text beyond language capability

REQUIRED IMAGES/ELEMENTS PRESENT

MEASUREMENT CONDITIONS

- All required images/elements present, from the specified appendix/folder/source.
- Quantity requirements met (exact / minimum / maximum).
- Named or indicated assets used exactly; correct task/output and required placement.
- Required collage/composition/montage format followed.
- Repetition avoided where not permitted; elements remain identifiable.
- Assets remain linked — not embedded, vectorized, or disconnected — where linked use is explicitly required.

SPECIFIC CLARIFICATIONS/RULES

- Quantity Verification: (A) linked images — count via the Links panel in the source file (Illustrator/InDesign); (B) composition/montage/collage — open the source PSD and count the image layers used.
- Repetition: where not restricted, repeated use of the same image/element counts as ONE image towards any required quantity — not an additional image usage.
- Quantity wording: exact number = exact; “at least” = minimum; maximum = must not exceed; unspecified = unrestricted.
- Composition/montage: format, required number, and required source assets must all be correct.
- Linking: if linking is required — embedded/missing/disconnected = NO; if unspecified, embedded images may be accepted where the required asset can still be verified.
- Vectorizing a supplied raster image does not satisfy required image use unless explicitly allowed.
- Cover flaps may appear as a separate page/artboard when cover and inner pages are combined in one file — acceptable within the required cover structure.
- Placement is assessed only where a location is specified.
- Separate from image resolution, dimensions, colour, quality, and naming — unless explicitly combined.

ASSESSMENT PROCEDURES (DO)

- Test project/appendix: identify the required assets per task
- Links Panel: linked images, file names, source locations
- Photoshop Layers Panel: assets used in compositions

ASSESSMENT PROCEDURES (DO NOT)

- Do not count wrong images/elements just because the quantity is correct
- Do not assess visual quality or composition here

MOUNTING

MEASUREMENT CONDITIONS

- Required printout mounted on the correct board and firmly fixed.
- The correct printout mounted, for the correct task/output.
- Correct number of printouts and boards.
- Board size and printout trim size match where specified.
- Positioning, centre alignment, and margins/gutters as specified subject to the permitted ± 2 mm tolerance.

SPECIFIC CLARIFICATIONS/RULES

- Mounting and print output are separate requirements — one never compensates for the other.
- Loose placement on the board = NO; firm mounting is required unless otherwise stated.
- Centre alignment: where geometric centering is specified, verify by measurement; a tolerance of ± 2 mm is permitted. Where centering is not specifically defined, optical centering is acceptable.
- “Mounted suitably” (no further specs): exact board size is not assessed — presence of the mounted output is sufficient.
- Print vs Mounting deliverables: where the same printout specification appears under both, they are separate deliverables unless the test project explicitly combines them (“use this printout for mounting”).
- Mounting quality, neatness, trim quality, glue finish, and aesthetics belong under judgement, not measurement (unless explicitly stated).

ASSESSMENT PROCEDURES (DO)

- Physical check: printout mounted and fixed; physical ruler for board, trim, and spacing where specified
- Count printouts and boards; more than one Expert confirms physical measurements

ASSESSMENT PROCEDURES (DO NOT)

- Do not place objects on mounted outputs; do not handle with dirty, greasy, or wet hands

PRINTOUTS

MEASUREMENT CONDITIONS

- Required printouts present, in the exact quantity.
- Correct size/format, trim state, and scale where specified.
- Correct single/double-sided requirement and paper/sheet type, weight, or thickness where specified.
- Final prints submitted where final prints are required — development or test prints do not satisfy this.
- Required marks, labels, or competitor/workstation number present and placed correctly.
- Stapling/grouping/order followed where specified.
- Final printouts must be placed in the designated collection area at the competitor's workstation.

SPECIFIC CLARIFICATIONS/RULES

- Final submission = printouts placed in the designated collection area at the workstation at the end of competition time. Discarded prints (bins, floor, outside the workstation) are not assessed; unwanted prints left ON the workstation count as submitted — extra printouts where not required = NO. Competitors must discard unwanted prints before submission.
- Competitor number: if no format is stated, handwritten, printed, or labelled formats are acceptable.
- Printer Technical Issue: confirmed printer delays/errors are handled by the SCM; reprint or extra time only under SCM instruction. Competitor error = NO.
- Minor registration shifts or unavoidable printer limitations may be tolerated only if confirmed by the SCM; clearly incorrect print setup = NO.
- Print quality, torn/creased paper, ink quality, and neatness belong under judgement — if the printout is present and meets the specifications, award the presence requirement.
- Collection: carefully collect, count, record, and safeguard printouts; never mix competitors' outputs.

ASSESSMENT PROCEDURES (DO)

- Collect final prints from the workstation; physical ruler for size/trim/scale where specified
- Count; check sides, paper, competitor number, grouping/stapling/order

ASSESSMENT PROCEDURES (DO NOT)

- Do not assess discarded prints; do not ignore extra prints left on the workstation
- Do not place objects on printouts or handle them carelessly

MOCKUPS

MEASUREMENT CONDITIONS

- Required mock-up present, in the exact quantity and required (physical/digital) format.
- Constructed/assembled as specified, with all required parts complete (cut-outs, windows, folds, staples, glue, product fit); correct size/scale where required.
- Correct print/output and material/paper used.
- Trimmed, folded, glued, stapled, or finished as required; product/object placed where specified.
- Physical mock-up matches the final dieline/output where required.
- Digital mock-up shows the required design/application in the required file format.

SPECIFIC CLARIFICATIONS/RULES

- Packaging mock-ups: final printed design used; dieline/fold/perforation/glue elements not visible unless allowed — cut/trim references may be partially visible where needed for manual cutting; perforation may be visible where part of the intended design/function.
- Dieline consistency: the constructed mock-up must correspond to the final dieline in the digital/print file — mismatch = NO.
- Product fit: if the product does not fit due to incorrect construction = NO; instability from weak material/sheet density is assessed fairly, not penalized unless construction is wrong.
- Editorial/booklet: all pages/sections included; required binding/stapling followed — any suitable method acceptable if unspecified and complete.
- Stickers/labels: must be applied where application is required — trimmed but unapplied = NO; if application is not required, a trimmed sticker/label may be acceptable.
- Size/scale and placement are assessed only where specified.
- Handling & damage: handle gently; photograph mock-ups before assessment where possible; report assessment damage to the SCM immediately and assess fairly on available evidence.
- Recommendation: complete judgement marking before detailed measurement handling of fragile physical mock-ups.

ASSESSMENT PROCEDURES (DO)

- Physical: ruler for size/scale; verify presence, quantity, assembly, finishing, product placement
- Digital: open the file — design/application present, format and technical specs correct
- Cross-check against the final print/dieline/output where applicable

ASSESSMENT PROCEDURES (DO NOT)

- Do not penalize minor damage caused during assessment handling if reported and verified / Do not shake, force, bend, or stress mock-ups; mix competitors' mock-ups

PRINT MARKS

MEASUREMENT CONDITIONS

- Required marks present — and only the requested marks.
- Crop/trim marks correctly applied, outside the trim/artwork area, not entering the bleed area.
- Colour bars correspond to the colour types used; all used spot colours represented where required.
- Fold marks included and placed outside artwork where required.
- Stroke weight/offset matches where specified.

SPECIFIC CLARIFICATIONS/RULES

- Bleed ≠ bleed marks: if bleed is required, apply document bleed; bleed marks only if explicitly requested — unrequested bleed marks = NO.
- Crop marks and trim marks are the same printer's marks.
- Colour bars: CMYK artwork → CMYK bars; spot artwork → spot bars; combined → both (where colour bars are required).
- Acceptable auto-generation: grayscale bars within a generated CMYK bar set; registration/star targets generated with registration marks; consistent spot bars across all pages of a single multi-page PDF even where the spot is not used on every page.
- Fold marks: automatic where supported, otherwise manually created outside the artwork/trim area — never confuse with packaging fold lines.
- Custom-shaped packaging/labels: automatic rectangular artboard marks may not represent the custom shape — required indicators may be created as part of the dieline; distinguish printer's marks from dieline construction.
- Artwork smaller than the artboard: marks applied to the actual artwork/trim area are acceptable where that matches the requirement.

ASSESSMENT PROCEDURES (DO)

- Acrobat: visual check; Preferences > Page Display > show Art, Trim and Bleed boxes — confirm placement
- Acrobat > Output Preview: colour bars and spot plates
- Illustrator source file: stroke weight/offset where specified

ASSESSMENT PROCEDURES (DO NOT)

- Do not save or alter the competitor's PDF during verification
- Do not assess PDF standard, ICC, or bleed here unless explicitly combined

OVERPRINTING

MEASUREMENT CONDITIONS

- Required dieline elements set to overprint where required.
- Required artwork elements overprinted where explicitly specified.
- Correct property used — Overprint Stroke for lines, Overprint Fill for filled objects.

SPECIFIC CLARIFICATIONS/RULES

- Dieline overprint applies unless the test project states otherwise; elements with no ink beneath them (e.g., glue dots/areas) are exempt — this distinction cannot be verified in PDF checks alone.
- Artwork elements are overprinted only where explicitly required.
- Correct appearance does not confirm a correct overprint setting; correct layer/spot colour does not compensate for a missing overprint.
- Source file verification is preferred.

ASSESSMENT PROCEDURES (DO)

- Illustrator source file: select object ➤, then verify using Attributes Panel > Overprint Stroke / Overprint Fill
- InDesign source file: select object, then verify using Output > Attributes Panel > Overprint Stroke / Overprint Fill
- PDF: Acrobat > Output Preview > Simulate Overprinting / Separations

ASSESSMENT PROCEDURES (DO NOT)

- Do not confuse spot colour with overprint

INTERACTIVITY

MEASUREMENT CONDITIONS

- Required features present and working in the required output — tested, not assumed.
- Correct destinations, actions, and media, applied to the correct object/page/area.
- Audio/video/media plays; forms fillable; navigation works; QR codes scan to the correct destination.
- Output exported in a format supporting the required features.
- Non-printing interactive elements hidden in print PDF/printouts where required.
- Required PDF viewing/presentation settings applied (actual size, fit page/width, single page, two-up view, page layout, full-screen, etc.).

SPECIFIC CLARIFICATIONS/RULES

- Feature compatibility: hyperlinks/bookmarks work in standard PDFs; animations, object states, media, buttons/forms usually require interactive PDF/output support — consider the feature and the export format.
- Source Verification Exception: where a feature has known Acrobat/viewer compatibility limitations, the source file may be checked to confirm correct build — but incorrect build in source = NO.
- Non-printing elements: visible components (buttons, media frames, animations, overlays) must not print; hyperlinks are invisible and may remain; QR codes may remain visible as printed linking elements.
- Full-screen requirement: Acrobat displays a full-screen prompt on opening — no prompt means the setting was not applied.
- Certain interactive features can only be tested in EPUB Interactivity Preview.
- QR presence alone is insufficient where functionality is required.

ASSESSMENT PROCEDURES (DO)

- Open the required output and test every feature: click links/bookmarks/buttons/forms, play media, scan QR codes
- InDesign: Window > Interactive panels; Workspace > Digital Publishing (where source verification is justified).
- Use EPUB Interactivity Preview to test features that can only be verified there.
- Acrobat: opening view, page layout, and full-screen prompt where required

ASSESSMENT PROCEDURES (DO NOT)

- Do not give marks for source setup alone if the required output does not function and no compatibility exception applies

AUTOMATIC TABLE OF CONTENTS

MEASUREMENT CONDITIONS

- TOC created via the automatic feature and updates correctly when tested.
- Required paragraph styles used for generation; required TOC style/name used.
- Entries and page numbers generated automatically; required formatting options applied.
- PDF bookmarks generated from the TOC where required.
- Exact content where specified; no extra entries where restricted.

SPECIFIC CLARIFICATIONS/RULES

- Update Test: open the source file, temporarily modify a linked entry if needed, run Update Table of Contents, confirm the update — do NOT save afterwards.
- Generic TOC request: any valid automatic content is acceptable (assessment is automation, not text); empty TOC = NO.
- Formatting options where specified: entry style, page-number placement, separator character, PDF bookmark option — all must be correct.
- A correct-looking visual TOC in the PDF does not compensate for a non-automatic TOC in the source.
- TOC assessment is separate from required-text errors unless combined within the same assessment aspect in the marking scheme.

ASSESSMENT PROCEDURES (DO)

- Source: Layout > Table of Contents (setup and TOC style); Layout > Update Table of Contents (test)
- Paragraph Styles panel: required styles applied
- PDF: Bookmarks panel where bookmarks are required

ASSESSMENT PROCEDURES (DO NOT)

- Do not save the source file after testing
- Do not verify only the PDF where source automation must be checked

STYLES (PARAGRAPH / CHARACTER / TABLE / CELL / OBJECT / TOC)

MEASUREMENT CONDITIONS

- Required styles created; names match exactly, including case.
- Correct number of styles where specified; no additional styles where restricted.
- Styles applied to the correct text/object/table/cell/TOC elements.
- No overrides where clean styles are required, except permitted kerning and tracking adjustments.

SPECIFIC CLARIFICATIONS/RULES

- Character styles cannot replace required paragraph styles; they may support formatting and avoid overrides unless restricted and follow the same naming/quantity/application rules where specifically required.
- Kerning and tracking overrides are permitted for typographic refinement and are not considered prohibited style overrides.
- Appearance independence: visual appearance is not judged — assessment is correct creation, application, and absence of overrides.
- Master-page elements (page numbers, running headers/footers, markers) are assessed here only if the test project explicitly requires styles for them.
- Table/cell/object/TOC styles follow the same name + application requirements.

ASSESSMENT PROCEDURES (DO)

- Preferred first check: Paragraph Styles panel menu (top right) > style-override indicator [a+] to find overrides. Secondary: Preflight Panel > Define Profile > Text > Paragraph/Character Style Overrides. Paragraph-vs-character usage must still be verified manually.
- Select required text/objects: check the applied style and the “+” override marker
- InDesign: Window > Styles (all panels); Layout > Table of Contents for TOC style. Illustrator: Window > Type > Paragraph/Character Styles

ASSESSMENT PROCEDURES (DO NOT)

- Do not give marks because a style merely exists in the panel
- Do not check a single text block where styles apply across the document

MASTER PAGES (PARENT PAGE ELEMENTS)

MEASUREMENT CONDITIONS

- Required elements created on the master/parent page and fully applied to the correct pages.
- Repeated elements appear consistently on the required pages.
- Correct number of master's where specified; required page numbers/headers/footers/markers included.

SPECIFIC CLARIFICATIONS/RULES

- Dynamic elements: where specified, the correct dynamic element must be used (e.g. Section Marker, Current Page Number, Running Header). Static or manually typed replacements are not acceptable, even if the displayed content is visually correct.
- Empty space alone is not a recurrent design element.
- Master count: exact where specified; otherwise, competitors may use any number.
- Optional use: where masters are not required, using them is acceptable — do not penalize unless prohibited.
- Content accuracy: where a required master element contains specific text/information, the content must be correct.
- Extra elements: penalized only where additional content is restricted.

ASSESSMENT PROCEDURES (DO)

- InDesign: Pages Panel - masters exist; double-click master/parent to confirm elements; check assignment on required pages; where dynamic elements are required, verify that the correct dynamic element/function has been used, not only the displayed text.

ASSESSMENT PROCEDURES (DO NOT)

- Do not penalize extra master pages unless the number is restricted
- Do not rely on PDF/print output alone

USAGE OF CORPORATE GUIDELINES

MEASUREMENT CONDITIONS

- Required guidelines followed correctly; supplied brand elements used as specified — not missing, altered, recreated, or of the wrong version.
- Correct corporate colours (value, type, tint, opacity), fonts, and typography rules; no unauthorised font substitution.
- Logo placement, size, orientation, colour version, and clear space per guideline.
- Brand elements in the correct task/output/location; no prohibited usage.

SPECIFIC CLARIFICATIONS/RULES

- Mandatory vs optional: mandatory guidelines are followed exactly (deviation = NO); optional use/non-use is never penalized, but use must not violate explicit restrictions.
- Additional design input: competitor-added colours/graphics may coexist where allowed, without violating mandatory restrictions; where strict use of supplied elements only is required, unauthorised additions = NO.
- Measurable specifications (values, sizes, colours, fonts, placement, clear space) must be verified with objective methods — visual judgement alone is insufficient.

ASSESSMENT PROCEDURES (DO)

- Test project/appendix: identify the guideline rules
- Colour values: swatches / Output Preview / source panels; typography: fonts and properties in the source file
- Logo: correct version, placement, size, and clear space where specified

ASSESSMENT PROCEDURES (DO NOT)

- Do not accept recreated or altered brand assets unless allowed
- Do not confuse guideline compliance with general design quality unless combined

TIME SCHEDULES RESPECTED

MEASUREMENT CONDITIONS

- Deliverable submitted/saved/uploaded within the specified time.
- Official submission/collection procedure followed.
- Any extension or technical delay officially confirmed by the SCM.

SPECIFIC CLARIFICATIONS/RULES

- Official Time: the SCM announcement/official competition clock is the only reference — never personal devices.
- Collection: only deliverables in the required location at collection time are valid; later submissions require SCM approval.
- Stop Work: when time ends, competitors must stop immediately — further editing, saving, printing, assembling, exporting, or uploading after time = NO unless officially permitted.
- Timestamps: file modified/saved/exported timestamps are supporting evidence; they do not override formal collection records.
- Uploads: files must be FULLY uploaded before the deadline — started-before/completed-after = NO unless the SCM confirms a technical/system issue.
- Printer delays: file sent to print before the deadline but delayed by the printer → refer to the SCM; competitor sending late/incorrect files = NO.
- Technical Issue Exception: late submission is acceptable only where a genuine issue occurred, was reported immediately, was verified by the SCM, and an official extension was granted.
- Wrong location at deadline: saved location is assessed under Saving (Folder Structure); the CIS marking scheme must define clearly whether location affects the time aspect (avoids double marking). Unless explicitly combined, this aspect assesses timing only.
- Partial submission: YES only for the on-time part if assessed separately; combined deliverable with a missing/late part = NO.
- Fairness: same time reference, procedure, and evidence standard for all competitors; no informal or independent exceptions — SCM approval only.

ASSESSMENT PROCEDURES (DO)

- Official timetable/test project: exact deadline; official clock/SCM announcement as reference
- Collection records, file timestamps, server/drive folders; printer records only where delay is claimed
- Record late/missing submissions clearly and consistently

ASSESSMENT PROCEDURES (DO NOT)

- Do not treat technical quality as timing compliance / Do not assess timing differently between competitors

VARNISH

MEASUREMENT CONDITIONS

- Required varnish present, on its own dedicated, separate layer with the exact required name — never mixed, merged, or flattened with artwork/print layers.
- Spot colour used with the exact required name; visible as a separate plate in Output Preview.
- Set to overprint; applied only to the required areas, unless additional areas are allowed.

SPECIFIC CLARIFICATIONS/RULES

- Spot varnish: only the selected/required areas carry varnish — full-page varnish is unacceptable unless explicitly required; the varnish must match the specified shape/area.
- Varnish is a production element, not artwork: it must remain separately identifiable, must not visually replace required design elements, and must not be flattened where a separate plate is required.
- Correct spot colour does not compensate for missing overprint.

ASSESSMENT PROCEDURES (DO)

- Source: Layers (varnish-only layer), Swatches (spot colour), Attributes (Overprint Fill/Stroke)
- Acrobat: Output Preview > Separations (separate varnish plate); Layers panel where PDF layers are required

ASSESSMENT PROCEDURES (DO NOT)

- Do not confuse varnish with transparency, gloss effects, or gradients
- Do not penalize different layer/colour names where the test project allows them

JUDGEMENT

The SAG judgement criteria form a general criteria library for all competition days. Not all criteria are relevant for every task.

Each criterion must be judged in relation to the brief, audience, purpose, output, production context, and intended use.

Note: Creating fixed 0–3 examples for each judgement criterion is of limited value, as design quality is highly context-dependent and fixed examples may narrow the interpretation rather than support fair assessment.

Concept and Communication

- Concept Strength and Distinctiveness: strength, relevance, and distinctiveness of the core idea in response to the brief
- Creative Direction: clarity, coherence, and suitability of the visual approach
- Communication of Purpose: clarity and effectiveness in communicating the intended message, function, or call to action
- Audience and Target Market Alignment: suitability of visual language for the intended audience, market, cultural context, and intended use
- Brand Alignment: consistency and appropriateness in relation to the provided or developed brand system, where applicable

System and Series

- System Cohesion: visual unity and recognition across different applications or touchpoints
- System Flexibility: adaptability across formats, items, or applications while maintaining recognition and coherence
- Series Cohesion and Differentiation: appropriate balance of consistency and distinction between individual members of a related series
- Series Progression: clarity of sequence, development, or narrative within a series

Composition and Layout

- Composition: overall arrangement, balance, tension, proportion, and spatial relationship of visual elements
- Visual Hierarchy: prioritisation of visual information and guidance of viewer attention
- Layout Structure: effective use of alignment, spacing, margins, columns, grids, and other organisational structures
- Rhythm and Flow: visual pacing, movement, variation, dynamism, and continuity across surfaces and outputs
- Use of Space: use of positive and negative space to support clarity, focus, balance, and visual impact
- Image and Text Integration: relationship between imagery, text, and supporting elements

Typography

- Typography Choice: suitability and legibility of typeface selection and pairing for the brand, message, tone, and audience

- **Typographic Hierarchy:** organisation and prioritisation of information through typography
- **Typographic Readability and Accessibility:** clarity, comfort, and flow of reading in relation to text length, spacing, format, and reading conditions
- **Typographic Consistency:** coherent and controlled application of typographic styles and relationships throughout the design
- **Typographic Detail:** refinement of spacing, alignment, line length, leading, kerning, and typographic relationships
- **Note:** consider the reading mode — continuous reading, scanning, reference use, selective reading, and quick access may each require different decisions in size, contrast, spacing, hierarchy, line length, and layout.

Colour

- **Colour Choice:** relevance of the palette to the brand, message, tone, and audience
- **Colour Contrast and Accessibility:** effectiveness of colour relationships in supporting differentiation, emphasis, readability, and accessible perception
- **Colour Application and Control:** consistency and effectiveness of colour relationships in supporting clarity, cohesion, and visual organisation
- **Single-Colour Reproduction:** retention of visual clarity, hierarchy, and recognition when reproduced in one colour

Imagery and Graphic Elements

- **Image Selection:** suitability and coherence of imagery for the message, tone, audience, and context
- **Image Treatment:** quality and consistency of cropping, editing, colour treatment, and visual integration
- **Graphic Element Use:** suitability, coherence, and effectiveness of graphic elements in supporting communication and engagement

Packaging

- **Packaging Communication:** clarity, appeal, and suitability of the packaging as product communication
- **Product Recognition:** clarity with which the product, variant, flavour, edition, or key offer can be identified
- **Shelf or Display Impact:** ability to attract attention, create engagement, and communicate effectively in the intended environment
- **Dieline and Structural Quality:** structural effectiveness, functionality, durability, and suitability of the dieline

Animation

- **Motion Concept and Purpose:** relevance of motion to the communication idea and user experience
- **Motion System and Coherence:** consistency of movement style across animated elements, scenes, or states
- **Pacing and Timing:** control of speed, duration, rhythm, emphasis, and readability
- **Transitions and Scene Flow:** continuity and clarity between scenes, states, or visual changes

Special Finishing

- Spot Varnish Application: effectiveness and relevance of the spot varnish in creating emphasis, tactile/visual enhancement, and refinement
- Cut-Out Application: effectiveness and relevance of the cut-out in supporting structure, interaction, visibility, or the design concept

Physical Presentation

- Presentation Board Quality: overall quality of cutting, mounting, alignment, cleanliness, and finishing
- Mock up Quality: overall quality of cutting, folding, assembly, alignment, cleanliness, and finishing

Presentation

- Presentation Manner: professional presence, composure, body language, and effectiveness of delivery appropriate to the presentation context
- Delivery Control: structure, speech clarity, pacing, transitions, and continuity of the explanation
- Audience Engagement and Connection: effectiveness in maintaining audience attention, awareness, connection, and audience-facing communication
- Support Material Use: purposeful and effective use of supporting visual materials to strengthen the explanation