Test Project

Day 1 - Branding

Graphic Design Technology

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Description of project and task

Overview

WorldSkills celebrated its 75th anniversary in 2025 and is guided during the period 2025–2035 by the vision statement **“Shaping a Skills-Driven Future”**.

You are asked to develop a visual identity concept for this vision statement. This is not a full rebrand of WorldSkills, but a distinctive wordmark and supporting visual language within the established WorldSkills brand environment.

The wordmark **must not simply repeat** the main WorldSkills branding. It should develop its own recognizable character while clearly building on the existing brand and retaining a visual link to the WorldSkills family. It should function like a thematic identity within a larger brand system: clearly connected to the parent brand, but with a distinct visual language for a message and period.

Objective

Create a distinctive and future-focused visual identity for the vision statement **“Shaping a Skills-Driven Future”**. Your solution should include a wordmark system, specified applications, and supporting visual elements that work consistently across print and digital formats.

The result should establish a coherent and professional design direction for the required applications and support your oral presentation on the following day.

Task deliverables

You will design a typographic wordmark and create a complex, composite key visual by combining provided photography with your own vector illustrations. You will apply these elements to a print-ready Report Cover, and finally answer questions related to your artwork.

TASK	TITLE	DESCRIPTION
1	**Wordmark**	Develop a distinctive wordmark for the vision statement **“Shaping a Skills-Driven Future”**. Create a flexible wordmark system in the required configurations.
2	**Key Visual and Cover Page**	Develop a coherent visual language for the vision statement. This should include a photographic image direction and may also include additional visual elements that support the identity consistently across applications.
3	**Vision Abstract Page**	Apply the wordmark system to the specified assets: a cover page, an online hero banner.
4	**Presentation and Notes**	Complete the provided form in your own language. This is a **written response only** and will support your oral presentation on the following day. No additional slides, boards, or presentation visuals are required for this task.

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Key considerations

Vision Statement	Your design should communicate “Shaping a Skills-Driven Future” in a clear and contemporary way. The visual language should feel forward-looking, optimistic, and internationally relevant, while reflecting excellence, innovation, education, and skills.
Brand Relationship	Your solution should build on the established WorldSkills brand environment without repeating or replacing the parent brand.
Distinctiveness	The wordmark and visual language should be recognizable and original, with a clearly differentiated character that remains visibly connected to the WorldSkills family.
Audience Relevance	The identity should speak to an international audience that includes young people, educators, industry representatives, policy makers, partners, and competition audiences.
System Thinking	The wordmark, applications, and visual language should work together as one coherent visual system rather than as isolated design outcomes.
Flexibility	The identity should function consistently across the required print and digital applications.
Image Direction	The photographic image direction should be coherent and art directed consistently. Where additional visual elements are used, they should support the same overall identity.

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Target group and demographics

Primary Audience	Young people considering skills-based futures, alongside educators and institutional stakeholders who shape or support those pathways
Secondary Audience	WorldSkills Member organizations, partners, sponsors, industry representatives, media, and broader public audiences
Age	Primary focus: approximately 16–30. Secondary audience: adult professional and institutional stakeholders
Location	International
Behaviour	Digitally engaged, visually aware, internationally minded, and interested in education, innovation, opportunity, and future careers
Important to know	The audience should see skills as contemporary, ambitious, and globally relevant. The identity should therefore feel credible, engaging, and future-oriented rather than institutional or static.

Task 1: Wordmark, due by 12:00 P.M.

Concept/Instructions

Create a distinctive **wordmark** for the WorldSkills vision statement **“Shaping a Skills-Driven Future”**.

The wordmark should build on the established WorldSkills brand environment without simply repeating the parent brand. It must develop its own recognizable character and function as a thematic identity for this specific message. Focus on typography, legibility, unique letterforms, and visual balance.

Your concept should communicate the vision statement in a clear, contemporary, and forward-looking way. The result should be suitable for use across the required applications in later tasks and form the foundation of the overall visual system.

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Specifications

Artwork Construction	Adobe Illustrator, MUST create as a production-ready vector artwork. MUST No pixel graphic allowed. MUST Your Illustrator Document must have minimum two “2” layers named: • “Live Text” with fully editable text • “Outlined Final” all fonts converted to outlines
Wordmark Text	**Shaping a Skills-Driven Future** • CAN be flexible regarding capitalization and the use of hyphens • MUST include the full text
Document Size/Artwork Format	180 mm (width) × 260 mm (height)
Dimensions of the Wordmark	• MUST: Design within that artwork size • CAN: Your Design can be smaller
Colour Versions	• Spot (using 2–4 colours, may include Process Black), • CMYK Colour (converted appropriately from the spot version) • Pure black and white version using only Process Black. No grayscale, no tints.
File Naming	• YY_Wordmark.ai • YY_Wordmark.pdf • YY_Wordmark_Color.jpg • YY_Wordmark_Mono.png
Colour Profiles	• CMYK: ISO Coated v2 300% • RGB: Adobe RGB (1998)
File Formats and Resolution	• Editable source file • PDF: spot colours only, vector only • PNG: RGB, 92 ppi • JPG: RGB, 240 ppi

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You must deliver

Digital

☐1 × Native Adobe Illustrator file (YY_Wordmark.ai).

- Must contain three (3) separate artboards (Spot colour, CMYK, and Black and White) with the CMYK Colour Profile.
- Must include the two exact layer names: “Live Text” and “Outlined Final”.

☐1 × PDF/X-4 compliant PDF exported as a multi-page with three separate artboards
☐1 × JPEG image (YY_Wordmark_Color.jpg). In full colour (RGB)
☐1 × PNG image (YY_Wordmark_Mono.png). In pure black (100 %) and white. Must have a transparent background.

Print

☐1 × Printout on A4 paper of the CMYK colour Wordmark

- Place the same Wordmark twice on the same page.
- One version must be exactly 25 mm (longest side); the other must be exactly 100 mm (**longest side)**.

☐1 × Presentation Board:

- Use a black presentation board (size: 45 cm × 35 cm, +/- 2 mm).
- Print the three colour versions of your wordmark (Spot colour, CMYK and Black and White).
- Cut out the prints and mount them on the black board. Make sure the arrangement is balanced and professional.

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Task 2: Key Visual and Cover Page

Concept/Instructions

Create a compelling Key Visual that merges at least 3 of the provided photographs and custom illustrations. Your goal is to visually interpret the vision statement “Shaping a Skills-Driven Future”. The final visual must feel cohesive, future-oriented, and engaging.

Using this Key Visual, your Wordmark (from Task 1), and the provided subtitle (“Mission Statement Report”), layout the front cover for the official report.

Apply a “Clear_Varnish” (Spot UV) layer. The varnish should not merely trace existing typography or basic shapes.

Specifications

Artwork Construction	• Adobe Photoshop (Key Visual): You must work non-destructively. • Adobe InDesign (Cover Layout): Assemble the elements (Key Visual, Wordmark, Subtitle) within InDesign. • MUST create a Spot Colour named EXACTLY “Clear_Varnish” and set it to “Overprint”.
Key Visual	Use at least three (3) provided images together with your own design elements
Cover Elements	Cover Elements: The cover must clearly feature • the Wordmark, • the Key Visual, • subtitle “Mission Statement Report”. (Appendix 02 Text, Cover Text.rtf) • WorldSkills International Logo (Appendix 01 Brand Book, WS Logo)
Document Size/Artwork Format	A4 Format: 210 mm (width) × 297 mm (height)
Bleed	3 mm exact value
Colour Versions/ICC Profile	• CMYK + 1 Spot Colour (“Clear_Varnish”). • CMYK Profile: ISO Coated v2 300%.
File Naming	• YY_KeyVisual.psd • YY_Vision-cover.indd • YY_Vision-report.pdf
File Formats and	Key Visual placed at **240 ppi** at 100% scale

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You must deliver

Digital

☐ 1 × Adobe Photoshop file (YY_KeyVisual.psd) with all layers, masks, and adjustment layers perfectly intact
☐ 1 × Adobe InDesign file (YY_Vision-cover.indd) containing the final cover layout.
☐ 1 × PDF/X-4 compliant PDF (YY_Vision-report.pdf) containing the cover page artwork. The PDF MUST include
the CMYK artwork, the Varnish spot colour, bleed, crop marks, and colour bars. Include your Competitor
number in a corner outside the artwork and bleed area.

Print

☐ 1 × Printout on A3 paper at 100% The final Cover Page (CMYK only) with crop marks and colour bars
☐ 1 × Printout on A3 paper at 100% The final Cover Page (CMYK) WITH the Varnish layer simulated (visible as a coloured overlay layer using a 30% Magenta tint) to accurately show the varnish registration. Must also include crop marks.

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Task 3: Vision Abstract Page

Concept/Instructions

Extend the visual language developed in Task 1 and 2 to create a single-page typographic layout that communicates the core message of the vision.

Design an A3 page titled “Abstract to the Vision”, featuring the provided text (from the supplied .rtf file). This page must function as a bold, highly readable, and visually impactful statement.

The focus of this task is reduction. **You must rely purely on typography, colour reduction, and vector graphic elements to build the layout.** You need to conceptually connect this reduced page to the complex Key Visual from Task 2.

The result must be a clean, text-centric design that proves your ability to maintain brand consistency through structural and typographic means alone.

Specifications

Artwork Construction	• **Vector Only:** The entire layout must be constructed using exclusively vector graphics and typography. • **No Pixel Graphics:** Photographs rasterized effects (such as drop shadows or glows), and pixel images are strictly prohibited. • **Colour Reduction:** The colour palette is restricted to a maximum of 3 spot colours (plus black text and white/paper). You CAN use less colours.
Page Elements	Page Elements: The page must clearly feature • the Wordmark, • the full provided text (Appendix 02 Text, Abstract to the Vision.rtf) • WorldSkills International Logo (Appendix 01 Brand Book, WS Logo) • at least one newly created vector element that references the design logic of Task 2
Document Size/Artwork Format	297 mm (width) × 420 mm (height) – A3 Format
Colour Version	Colour space: Spot Colours only (maximum 3 colours)
File Naming	• YY_Vision-Abstract.pdf • YY_Vision-Abstract.ai *(or .indd, depending on Competitor workflow)*
Bleed	5 mm exact value

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You must deliver

Digital

☐1 × Native file (YY_Vision-Abstract.ai or YY_Vision-Abstract.indd) containing the layout. All fonts must remain editable (do not outline text in the native file).
☐1 × PDF/X-3 compliant PDF (YY_Vision-Abstract.pdf) containing the final artwork, bleed, crop marks. Include your Competitor number in a corner outside the artwork and bleed area.

Print

☐1 × Printout on A3 paper at 100% scale, full colour, including crop marks.
Use the same Presentation Board from Task 1.

Use the backside of the same black presentation board (size: 45 cm × 35 cm) to present task 2 and task 3

☐1 × Printout on A4 paper reduced to fit of Task 2 **Cover Page** with crop marks
☐1 × Printout on A4 paper reduced to fit of Task 3 **Vision Abstract Page** with crop marks and bleed
Cut out the prints and mount them side by side (Make sure the arrangement is balanced and neat.

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Task 4: Presentation Notes

Concept/Instructions

Complete the questions in the provided form to articulate the reasoning behind your design choices. You may write your answers in your native language. This document will be translated into English by online translation tools for the assessment of your concept.

On the following competition day, you will be required to give a 2-minute oral presentation of your project. You may present in your native language. Your presentation will be assessed strictly on your presentation skills (e.g., professional presence, body language, confidence, and delivery format) rather than the spoken content itself.

Specifications

Format	Text only, completed in any Text document.
Presentation Time	120 – 130 seconds
Word Count	Maximum of 250–350 words in total Including the questions in Appendix 04 Form “Question Form.docx”
Question 1	What makes your wordmark (Task 1) visually distinctive?
Question 2	How you make sure to address the target audience in Task 2?
Question 3	How is the “future” expressed in your design?

You must deliver

Digital

☐1 × completed form as Word file

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Assessment Criteria

Clarity and Readability	Clear and effective visual communication across the wordmark, cover page, online hero banner with strong hierarchy, legibility, contrast, and image-text integration where relevant.
Aesthetics and Visual Appeal	Overall visual quality, coherence, and impact of the identity. The result should feel contemporary, balanced, and engaging, and should express the vision in a compelling way.
Innovation and Originality	Originality and freshness of the concept and execution. The solution should show distinctive thinking within the WorldSkills context without relying on generic future-related clichés.
Audience /Target-Centric	Relevance of the design to the defined international audience, especially young people, educators, and professional stakeholders. The visual language should resonate across cultures and support the intended message.
Functionality	Effectiveness of the identity across the required applications. The wordmark system and supporting visual elements should work appropriately in both print and digital formats.
Consistency and Adaptability	Coherence of the overall system and its ability to adapt across formats and uses. Wordmark, typography, colour, layout, and image direction should work together consistently while remaining flexible.
Sustainability	Consideration of sustainability through a durable and efficient design approach. The identity should avoid unnecessary complexity and be suitable for continued use across multiple applications over time.

Measurements Checklist for presentation on Day 2

English Introduction

- [ ] Name stated in English
- [ ] Country represented stated in English

English Closing

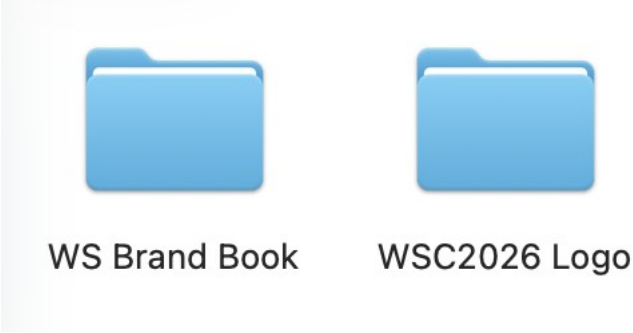
- [ ] Professional closing included ("Thank you", "Thank you for your time", etc.)

Timing Requirement

- [ ] Presentation duration falls within **120–130 seconds**

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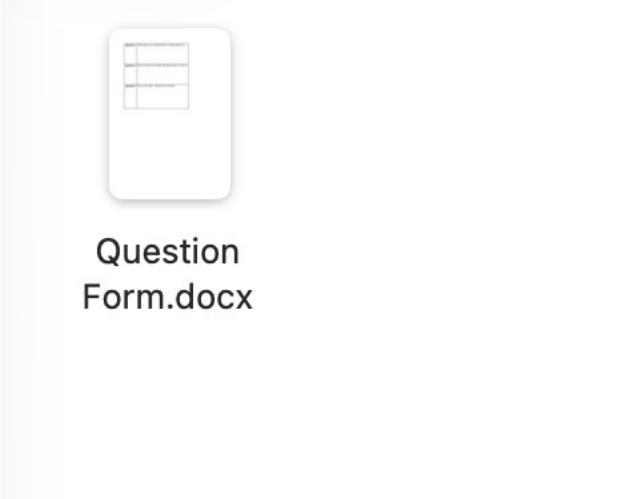
Appendix 01 Brand Book



Appendix 02 Text



Appendix 04 Form



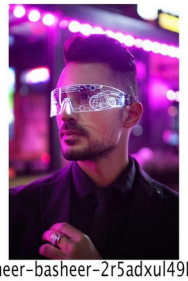
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Appendix 03 Images


alex-knight-2EJCSULRwC8-u...


alex-wong-l5Tzv1alcps-unsp...


ali-muftuogullari-y8EFt6Ld...


ameer-basheer-2r5adxul49E...


annie-spratt-PzQCVj0uD34-...


basit-abdul-VJn8CanRp1M-u...

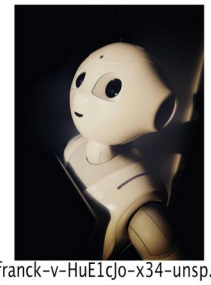

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emile-guillemot-a333ixMpr...


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guilherme-stecanella-EefsB...


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iStock-469431930.jpg


iStock-491702685.eps

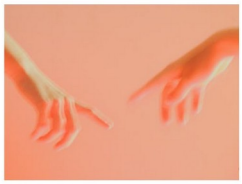

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ryunosuke-kikuno-ZWc9DNI...


shine_-photos-_PsPZt4_xts-...


steven-wright-JWotlvwwZ30-...


thisisengineering-sbVu5zitZ...


werner-du-plessis-6dDHofa...

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