



**PERTANDINGAN KEMAHIRAN
KOLEJ VOKASIONAL
PERINGKAT ZON
(KV Skills 2023)**

**BIDANG KEMAHIRAN: GRAPHIC DESIGN
TECHNOLOGY
(6 JAM)**

SOALAN PRAKTIKAL

NAMA:

NO. KP:

**BAHAGIAN PENDIDIKAN DAN LATIHAN TEKNIKAL VOKASIONAL (BPLTV)
KEMENTERIAN PENDIDIKAN MALAYSIA**

CONTENTS

This Test Project proposal consists of the following documentation/files:

KVSkills_ZON_EN.docx (This Test Project)

KVSkills_ZON_Images (Images Folder)

KVSkills_ZON_Text (Text Folder)

INTRODUCTION

Satay is a Southeast Asian dish of seasoned, skewered and grilled meat, served with a sauce. The earliest preparations of satay are believed to have originated in Java island but has spread to almost anywhere in Indonesia, where it has become a national dish. It is also popular in many other Southeast Asian countries including Brunei, Malaysia, Philippines, Singapore and Thailand.

Satay Lagenda operates by selling satay on a small scale in 1995. This company has now grown into one of the leaders in the commercial satay business. Now this company has 20 chain restaurant branches around Penang, Kelantan and Johor.

DESCRIPTION OF PROJECT AND TASKS

Satay Lagenda would like to an elegant and upscale their design with the use of traditional patterns and colours

DEMOGRAPHICS:

Gender: Male (50%) and Female (50%)

Age: 20–50 years old

Income: Middle Income (RM1500-RM3000)

PROJECT:

1. Logo
2. Poster
3. Vehicle Wrapping

INSTRUCTIONS TO THE COMPETITOR

Create a folder on your desktop called YY_MOD_ZON (where YY represents the number of your workstation). All final and packaged files must be included in this folder.

You must include your workstation number on the presentation board and printouts for marking and delivery to your workstation (the number should be included outside of the artwork).

1. A folder named "Final": it should contain all of the final files in subfolders Task 1 and Task 2 with PDF, ICC profile, native files, fonts and linked images.
2. A folder named "Original": it should contain other files that are not final files used for creating your design.
3. You must include your workstation number on the presentation board and printouts for marking and delivery to your workstation (the number should be included outside of the artwork area)

Task 1: Logo

Specifications

The logo must include the following words from Appendix 1.0 – Logo Text

Satay Lagenda

Rasa Satay yang Memukau

Size

- Logo: 100mm at the longest edge (wide or high)

Colour

- Use 3 of CMYK colours and one of them must be #F90036

File Type

Logo

- 1 x AI — vector only
- 1 x PDF File: PDF/X-1a:2001 — all text must be converted to outlines

You must deliver

Printout

- 1 x colour printout of the logo at 100% (actual size) on A4 paper

Files

- 1 x PDF file with trim marks and registration marks
- 1 x AI file

Task 2: Poster

Concept

You will create a poster advertisement that will appear in gourmet supermarkets and shopping centers. The focus of the design requires you to create an image montage to attract the target market demographic.

Specifications

Type and Image

The poster the following:

- Logo
- Text in Appendix 2.0 – Poster Text

Size

- A3 Portrait: 297mm x 420mm

Colour

- CMYK + PMS C 877 and PMS C 876

Image ICC Profile

- U.S. Sheetfed Coated v2

Image Resolution

- 300dpi

Bleed

- 3mm exactly

File Type

- 1 X AI (Working poster file)
- 1 x PDF File: PDF/X-4:2010 — all text must be converted to outlines (Final poster file)
- Vector images: .ai or .eps
- Raster images: .psd or .dcs

You must deliver

Printout

- 1 x colour printout on A3 scaled to fit trimmed

Files

- 1 x PDF file with trim marks, colour bars, and registration marks
- 1 X AI (Working poster file)

APPENDIX

Appendix 1.0 – Logo Text

*Note: Text to be included in logo is **Blue in colour**. The black text is not to be included (they are instructions).*

- The logo must include the following:

Main Text: **Satay Legenda**

Tagline: **Rasa Satay yang Memukau**

Appendix 2.0 – Poster Text

*Note: Text to be included in logo is **Blue in colour**. The black text is not to be included (they are instructions).*

- The poster must include the following:

Super Delicious Satay

Rasa Satay Yang Memukau

Visit our website to see our products

www.sataylegenda.com