

WORLD SKILLS

VISUAL IDENTITY DESIGN COMPETITION

<http://www.worldskills.com/identity/default.html>

promoting
skills across
the world

World Skills began with a vocational training skill contest between Portugal and Spain in 1950. This event was the catalyst for the creation of the International Vocational Training Organisation.

To recognise 50 years of existence, and to move the organisation towards the new millennium, it was decided to change the organisation's name to World Skills and to devise a new visual identity to be launched on the occasion of the 50th anniversary in Lisbon in June 2000.

VISUAL IDENTITY COMPETITION OBJECTIVE:

To create a modern organisational identity which captures the key importance of skills across the world in the new century.

A competition for design students in the organisation's member countries was conducted during the period March to May 2000, utilising the internet as the means of entry and submission. Some twenty-seven countries are participating in the competition, each country is entitled to submit three entries.

Along with their main logo design, competitors were also encouraged to submit other designs that would accompany this primary mark, and to show how the logo might appear in its various uses such as on a letterhead or a medal. Competitors were required to accompany their design with a rationale – a fifty-word statement explaining the intentions behind their designs.

Designers were asked to take into consideration World Skills' essence, primary audience, vision and mission statement when designing their entries.

WORLD SKILLS MISSION STATEMENT:

Acting together to promote awareness world-wide
of the essential contribution of skills and competence to achieving both economic
success and personal fulfillment.

The judging process is composed of three stages:

STAGE 1 JUNE 10

World Skills Marketing group and two professional designers will work through a structured and non-biased voting process to produce the six most appropriate designs.

STAGE 2 JUNE 11

Marketing Group and Executive Board will work with the designers to select the two competition finalists which will be presented to the General Assembly for the deciding vote.

STAGE 3 JUNE 15

Members of the General Assembly cast the deciding vote for one of two designs.

EVOLUTION OR REVOLUTION?

It is likely that of the two finalist designs one will in some way evolve the existing World Skills identity while the other finalist will be seen as a revolutionary design, with little or no link to the old organisation.

Delegates: cast your vote at the General Assembly on 15 June.

To view Competitors' designs from around the world and the full Competition Brief jump on our website:
<http://www.worldskills.com/identity/default.html>

IDENTITY COMPETITION LISBON JUNE 10th JUDGING PROCESS

There will be two professional designers present at the judging session.

Throughout the judging process Designers have complete jurisdiction over how the designs are presented [for example, their position on the wall, whether they are placed higher or lower on the wall than other designs, etc].

There are 3 stages to the judging process:

STAGE ONE

ALL ENTRIES ARE IN STAGE 1

At this stage only the Primary Mark of each design will be displayed. The Primary Mark will be displayed on a landscape A4 sized piece of card.

Designers will speak to the Delegates about the designs received (outlining the designs' pluses and minuses). In addition, they will talk about the two strands of the design that WorldSkills is looking for - evolutionary and revolutionary - in order to keep both lines alive and to encourage Delegates to think about two things when looking at the designs.

- Delegates and Designers each receive 20 votes, in the form of a sticker (One sticker represents one vote). They are to place one vote (sticker) next to each design that they like.
- Delegates are permitted to vote for design(s) from their own country.
- All Delegates must use all 20 votes - ie they are required to place every one of their 20 stickers.
- Designers may place any number of votes up to 20 (inclusive) at their discretion - they do not have to place all their votes.

From this first stage of voting, we aim to cull the designs down to 20 designs.
The 20 designs with the most votes will go onto the next stage of the process.

Secondary Process

However, the above process may result in the 20th place (for example) being shared by more than one entry with the same number of votes.

If this occurs, each Delegate and Designer is awarded 5 votes. Only those entries on the same number of votes (in this example, those entries which are on equal 20th place) are to be voted on.

A different colour sticker will be used to differentiate this secondary vote.

Each Delegate must place all 5 votes and may vote for their own country's entry(s).

Designers may place up to 5 votes (inclusive) at their discretion.

If there are still entries with the same number of votes after this secondary process has been run, then the two Designers shall consult with each other and decide which entry(s) from those on equal votes shall make it into the next stage.

In addition, at their discretion Designers may add any additional entry(s) that was voted out into the next stage for consideration. There is no limit to the number of entries that the Designers can add into the next stage. Due to the addition of entries by Designers, there may be more than 20 entries in Stage Two of the judging process.

STAGE TWO

20 ENTRIES ARE IN STAGE 2

Designers inform delegates about the remaining 20 designs.

- Delegates and Designers give a score from 1 to 5 to each of the 20 designs - where 5 represents a good design and 1 represents a poor design.
- The Delegates/Designers will be given
- Delegates are not allowed to give scores of 0 or 3 - that is they must give a vote of 1, 2, 4 or 5. Designers may give a score of 0, 1, 2, 3, 4, or 5.
- Voters will be given cards with these numbers on them. After choosing a score, the voter should pick out the numbered card and place it face down on the table. After everyone has chosen their card, then all cards may be turned face up and totalled.
- Delegates do not vote on designs from their own country.
- ◆ Once the score for a design is totalled, it is divided by the number of people who voted on it - this is usually the total number of Delegates and Designers - but occasionally it may be one less due to a Delegate dropping out of the vote because a design from his/her country is being voted upon.
- ◆ The six designs with the highest number of votes go thorough to the next stage.
- ◆ If there are entries with the same number of votes then the two Designers shall consult with each other and decide which entry(s) from those on equal votes shall make it into the next stage.
- ◆ In addition, at their discretion Designers may add any additional entry(s) that was voted out into the next stage for consideration. There is no limit to the number of entries that the Designers can add into the next stage. Due to the addition of entries by Designers, there may be more than 6 entries in Stage Three of the judging process.

STAGE THREE

6 ENTRIES ARE IN STAGE 3

Designers will take Delegates through the remaining 6 designs (including their secondary elements and other parts) on computer screen (not via the internet) and/or projector.

A Consensus Decision on the final two designs is reached through discussion, negotiation over arguments (for example, "If this design had such-and-such like this other design, or was more such-and-such, then I could accept it as one of the two designs chosen"), and expert input from the Designers.

WE WILL END UP WITH ONLY 2 ENTRIES

THESE 2 ENTRIES TO BE SUBMITTED TO THE GENERAL ASSEMBLY MEETING FOR FINAL VOTE

We may end up with one evolutionary and one revolutionary design - or we may end up with two evolutionary or two revolutionary designs.

DESIGNERS TO PRESENT THESE 2 ENTRIES TO THE GENERAL ASSEMBLY MEETING FOR A FINAL VOTE.

(determine what happens in case of a tie. Also, are voters allowed to abstain - what happens if they cast a null or invalid vote?)
May be a good idea to have a picture of the two designs on the ballot paper and the voters to just circle the design they want.