INTERNATIONAL ABILYMPICS HELSINKI 2027

Technical Description

Poster Design

Skill 37



1 Skill Overview 3
2 Task Assignment Overview 4
3 Materials and Equipment 5
4 Skill-Specific Requirements 8
5 Assessment Framework 10

1 Skill Overview

1.1 Skill Name and Category

Poster Design, Media

1.2 Number of Competitors

This is an individual Skill Competition with one competitor.

1.3 Competition Time

The total competition time is 4 hours and consists of the following module:

• Module A: Poster Design – 4 hours

1.4 Description of the Skill

Poster Design involves creating a visually effective printed poster on a given theme using computer software. Competitors are expected to interpret a client brief, develop a clear visual concept, edit and combine images, use vector-based graphic elements, organise information hierarchically, and deliver a print-ready final layout.

Success in this skill requires creativity, design thinking, typographic sensitivity, image-processing skills, colour awareness, composition, and accurate production for print. The final poster must communicate the given message clearly to the intended audience and demonstrate both artistic and technical quality.

2 Task Assignment Overview

2.1 Task Assignment Description and Familiarisation Session

The Task Assignment is the main competition task used to assess the competitors' skills. It defines what the competitors must complete during the competition and forms the basis for all assessments. The final result is evaluated only on the finished work produced during the official competition time.

A familiarisation session is organised on C-1. During this session, competitors may enter the workshop, see the workspace, check the available tools and materials, and ask questions about procedures or practical arrangements. Competitors are not allowed to practise, start, or rehearse any part of the Task Assignment during this session.

2.2 Task Assignment Structure

The competition consists of one module:

Module A: Poster Design

Competition time: 4 hours

Competitors create one vertically oriented A3 poster for print based on a given brief and theme. The work must communicate the message clearly to the general public and demonstrate a coherent visual concept.

The Task Assignment may require the use of supplied texts, logos, photographic materials, and other digital assets. It may also require editing raster images and creating vector-based graphic elements.

The final layout must combine images, typography, colour, and graphic elements into one coherent visual message.

A clear reading hierarchy must be demonstrated, and the poster must be prepared as a print-ready file with the required bleed and crop marks.

If competitors are divided into groups, each group completes an equivalent task of the same difficulty level. Themes, texts, or image sets may differ to ensure fairness and confidentiality.

2.3 Task Assignment Technical Requirements

Poster Design commonly requires the following techniques and competencies:

- concept development based on a given brief;
- image selection and image editing;
- colour management for print;
- vector drawing and creation of graphic forms;
- page layout, composition, and spatial balance;
- typography and information hierarchy;
- file setup, including size, bleed, and crop marks;
- accurate file naming, proofing, and final submission.

The Task Assignment defines the exact requirements, including mandatory content and technical requirements, and may include task-specific variations or additional elements.

3 Materials and Equipment

3.1 Materials and Equipment Provided by the Competition Organiser

The Organiser provides the materials, tools, and equipment listed below.

Images are for reference only. They do not indicate a specific brand or model unless otherwise stated in the specifications. Quantities are per competitor unless otherwise stated.

Items will be available at the competitor's workstation or in the designated competition area, as appropriate. Where exact brands, models, or task-specific material details are not specified, these may be confirmed before the competition or defined in the Task Assignment, as appropriate.

No.	Equipment / Material	Picture	Specifications	Quantity
01	Computer workstation		Desktop or laptop (PC) suitable for professional graphic design work	1
02	Software		Adobe InDesign, Illustrator, and Photoshop (English version)	1 set
03	Monitor		Display suitable for design and print production work	1
04	Keyboard and mouse		Standard input devices	1 set
05	Sketching materials		Paper, pencils, eraser and ruler.	Sufficient quantity

No.	Equipment / Material	Picture	Specifications	Quantity
06	Resource file		Task brief, texts, logos, images, and other supplied assets	1 set
07	Fonts		Pre-installed or Organiser-provided fonts	1 set
08	Worktable		Standard workstation table	1
09	Chair		Adjustable chair	1

3.2 Materials and Equipment Supplied by Competitors

Competitors may bring only the materials, tools, and equipment listed below. Personal tools and equipment must fit within a toolbox or tool case suitable for checked luggage, with a maximum total weight of 23 kg, including the toolbox or case. This requirement does not apply to clothing, footwear, personal protective equipment (PPE), or equipment required due to the competitor's condition or special needs and agreed in advance with the Organiser.

Images are for reference only. They do not indicate a specific brand or model unless the specifications state otherwise. Quantities are per competitor unless otherwise stated.

No.	Equipment / Material	Picture	Specifications	Quantity
01	USB keyboard		Competitor's choice of language and regional settings. Keyboards with internal memory are prohibited.	1
02	USB mouse or trackpad		Competitor's choice	1

© Skills Finland
Poster Design

No.	Equipment / Material	Picture	Specifications	Quantity
03	Hearing protectors		Competitor’s choice	1
04	Personal music player with headphones		Portable; no Bluetooth or wireless connectivity	1

3.3 Prohibited Materials and Equipment

Competitors may use only the materials, tools, and equipment listed in Sections 3.1 and 3.2, unless otherwise authorised by the Skill Manager or Chief Judge. This restriction does not apply to clothing, footwear, or personal protective equipment (PPE) required in Section 4.1, or to equipment required due to the competitor’s condition or special needs and agreed in advance with the Organiser.

All other materials, tools, and equipment are not permitted.

© Skills Finland
Poster Design

4 Skill-Specific Requirements

4.1 Skill-Specific Requirements

The Skill-Specific Requirements below apply to this Skill Competition and must be followed in addition to the Abilympics Competition Rules. The Skill Manager or Chief Judge may provide additional instructions, as needed, to ensure the competition is conducted safely and fairly.

Topic	Skill-Specific Requirements
Materials and tools provided by the Organiser	Competitors must check all materials, tools, and equipment provided by the Organiser before the competition begins. If anything is missing, damaged, or defective, competitors must immediately inform the Judges. No replacements will be provided after competition time has commenced, unless authorised by the Judges. If equipment provided by the Organiser fails and the failure is confirmed not to have been caused by the competitor, the Chief Judge may grant additional time.
Use of personal tools	Competitors may bring and use only the personal tools, materials, and equipment listed in Section 3.2. This restriction does not apply to equipment required due to the competitor's condition or special needs and agreed in advance with the Organiser.
Personal protective equipment (PPE)	PPE is not required for this skill.
Clothing / Uniform	There is no mandatory uniform. Competitors must wear clean, comfortable clothing suitable for computer-based design work. Clothing must not display large commercial logos or promotional branding. Small, non-distracting brand marks are permitted.
Sideline coaching	Competitors must remain at their workstations or within the designated competition area during competition time, unless authorised to leave by the Judges. Competitors may not communicate with other competitors or members of the public during competition time. Competitors may communicate with Judges, Interpreters, personal assistants, and other authorised persons when required. The role and permitted involvement of a personal assistant must be agreed in advance with the Organiser based on the competitor's condition or special needs.
Use of technology	Competitors may not use personal laptops, tablets, mobile phones, smartwatches, or other personal communication or electronic devices during competition time. Competitors must store such devices away

© Skills Finland
Poster Design

Topic	Skill-Specific Requirements
	and may access them only during the lunch break or at the end of the competition day. This restriction does not apply to devices required due to the competitor's condition or special needs and agreed in advance with the Organiser. Judges and Interpreters may use devices required for their official duties only as agreed by the Skill Manager and the Chief Judge. The Skill Manager and the Chief Judge may use devices required for competition management and will specify any additional restrictions or permitted device use within the competition area. Personal input devices listed in Section 3.2 must be USB-compatible and must not require internet access or the installation of unauthorised software. Personal source files, templates, image libraries, or other digital resources may not be brought into the competition. Only software and digital resources provided by the Organiser may be used. Internet access, cloud services, personal external files, and AI-based assistance are not permitted unless authorised by the Skill Manager and Chief Judge.

© Skills Finland

5 Assessment Framework

5.1 Assessment Principles

All Abilympics Skill Competitions are marked out of 100 points.

Points are divided between criteria that reflect the required skills and expected outcomes.

Two methods of assessment are used:

- **Measurement**: objective, factual scoring (e.g., size, accuracy).
- **Judgement**: expert evaluation of quality, technique, and artistic choices.

5.2 Assessment Areas

Detailed marking criteria and scoring are provided in the Task Assignment.

Assessment focuses on the following key areas:

Assessment Area	Points
Concept and overall visual impact	30
Image processing and asset preparation	15
Vector graphic creation	10
Typography and information hierarchy	30
Technical accuracy and print-ready production	15
Total	**100**

© Skills Finland
Poster Design