



**BALAI PENGEMBANGAN TALENTA INDONESIA**  
PUSAT PRESTASI NASIONAL  
SEKRETARIAT JENDERAL  
KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET, DAN TEKNOLOGI

**MERDEKA  
BELAJAR**



# KISI-KISI

## LOMBA KOMPETENSI SISWA SMK TINGKAT NASIONAL TAHUN 2023



### BIDANG LOMBA

**Teknologi Desain Grafis**  
*(Graphic Design Technology)*

**MERDEKA BERPRESTASI**  
Talenta Vokasi Menginspirasi

Proyek Uji / modul dapat terdiri dari modul-modul berikut:

**1: Editorial design and digital publishing** (cover dan atau halaman isi, leaflet, menu restoran, koran, booklet, e-books, data-merging, animasi gifs sederhana, formulir interaktif, image slideshow, atau proyek komunikasi serupa ) dapat termasuk dengan headers, sub-headers, and text, images, graphics, tables, master elements dan elemen lain yang sesuai.

**2: Packaging design** ((kotak biasa, kotak baki, kemasan sobek, label untuk produk yang sudah ada sebelumnya, wadah, atau produk serupa) dapat beserta teks dan header, dan data standar lainnya seperti yang ditentukan oleh proyek uji/modul.

**3: Corporate and information design** (logo dan bahan tambahan, papan nama, simbol, grafik, tabel, *wayfinding*, elemen media sosial, atau elemen serupa.) Dapat mencakup beberapa baris teks, ilustrasi, pembuatan logo, simbol, gambar vektor , atau persyaratan serupa.

**4: Advertising and display design with new media** (social media, digital signage screens, mobile app icon, application interface, menu, merchandise product, poster, banner, billboard, car mapping, full page advert, large format, atau persyaratan yang serupa) dapat mencakup beberapa baris teks atau slogan, manipulasi gambar atau montase foto, penggunaan file besar, atau spesifikasi serupa.

**Secara umum modul mungkin termasuk:**

- Fotografi dan / atau pemindaian, membuat mejadi file digital, dan mengoptimalkan gambar dengan menggunakan alat yang sesuai untuk penyesuaian dan manipulasi;
- Membuat atau membuat ulang elemen desain informasi seperti diagram, grafik, dan peta;
- Vector tracing dari logo berbasis piksel dan gambar sederhana seperti simbol dan ikon;
- Mengubah manuskrip digital menjadi teks tipografi;
- Desain grafis dalam format 3D, seperti paket, tas, dll.
- *Embed media objects*, seperti video, dan trek audio dalam publikasi
- Mengubah objek non-interaktif menjadi objek interaktif untuk meningkatkan tingkat interaktivitas, seperti menerapkan tombol yang dapat diklik, bingkai teks, dan bingkai grafik.
- Format warna mungkin termasuk proses digital dan cetak
- Fotografi dan / atau pemindaian mungkin termasuk dalam modul.

## **Skema Penilaian**

### **Criteria A - Creative process**

- A.1 Ideas and originality for the design
- A.2 Understanding the target market
- A.3 Unity and relationship between all tasks (if applicable)

### **Criteria B - Final design**

- B.1 Quality of the visual composition (aesthetic appeal and balance) for the design
- B.2 Visual Impact and Communication effectiveness for the design
- B.3 Quality of the typography for the design (choice of type, legibility and formatting)
- B.4 Quality of the colours (choice, balance, harmony) for the design
- B.5 Quality of image (choice of image, manipulation : retouch, cloning, blending, colour adjustment, etc.)
- B.6 Quality of redrawing objects in vector application for the design
- B.7 Quality of the design of other elements (charts, graphs, tables, maps, paragraph styles, etc.) for the design
- B.8 Quality of the mounted presentation or the 3D assembly

### **Criteria C – Software and Hardware Application**

- C.1 Resolution of linked, embedded or original images as specified in the task
- C.2 Colour mode of linked images as specified in the task
- C.3 Image or element dimensions as specified in the task
- C.4 Use of style or master elements in layout as required in the task
- C.5 Final dimensions of layout as specified in the task
- C.6 All required text is present in the task
- C.7 All required elements are present in the task
- C.8 Use of corporate guidelines appropriate to the task

### **Criteria D – Visual Presentation Skills**

- D.1 Mounting printouts on board for presentation
- D.2 Supply of printouts only
- D.3 Assembling in 3D (Mock-ups)
- D.4 Digital presentation methods

**Criteria E - Knowledge of Prepress**

- E.1 Bleed value applied in layout file in PDF as specified in the task
- E.2 Folding lines, trim marks, registration marks, and colour bars supplied as specified in the task
- E.3 Trapping value applied in illustrator file as specified in the task
- E.4 Overprinting applied in layout file in PDF as specified in the task
- E.5 Spot and CMYK colours used in layout in PDF file as specified in the task
- E.6 Dieline and glue area supplied as specified in the task

**Criteria F – Integration of Digital Media**

- F.1 Building interactive form with checklists, clickable and fillable features used in layout as required.
- F.2 Supplied media such as sound and video used in layout as required in the task
- F.3 Inserting hyperlinks, bookmarks, and buttons used in layout as required in the task
- F.4 Creating page transition effects used in layout as specified in the task
- F.5 Usage of corporate guidelines applied on mobile app, interface design or interactive application, appropriate to the task
- F.6 Table of contents made interactive with cross-references applied in layout as required in the task
- F.7 Galleries and slideshows applied in the layout as required in the task
- F.8 Popup panel/menu and overlay applied in layout as required in the task

**Criteria G - Saving and File Format**

- G.1 All files saved in the correct format specified in the task
- G.2 ICC profile applied in images, PDF or layout file as specified in the task
- G.3 Saving in a specified Software format as required in the task
- G.4 Save in a specified format
- G.5 Final production folder saved as required in the task
- G.6 Exporting interactive file in the correct format as specified in the task

