National Leadership and Skills Conference
Virtual Competition
Graphics Imaging–Sublimation
Performance Testing Plan
June 2021
SkillsUSA 2021
Graphics Imaging–Sublimation
Performance Test Plan

Virtual Competition
June 14-21, 2021

General Information for
Technical Committee Members
Judges
State SkillsUSA Directors
Graphic Arts Instructors
And Contestants
# SkillsUSA 2021

**Graphics Imaging—Sublimation**

Table of Contents

| I. | Organizational Structure ...................................... 4 |
| II. | Contacts and Judges ........................................... 5 |
| III. | Judges Responsibilities ....................................... 7 |
| IV. | Contestant Information Sheet ................................ 9 |
| V. | Scope of the Test .............................................. 10 |
| VI. | Knowledge Display Board with Video .......................... |
|     | A. Assignment .................................................. 11 |
|     | B. Judging Criteria and Scoring .............................. 13 |
| VII. | Written Professional Assessment ............................. |
|     | A. Assignment .................................................. 14 |
|     | B. Judging Criteria and Scoring .............................. 16 |
| VIII. | Oral Professional Assessment ................................. |
|     | A. Assignment .................................................. 17 |
|     | B. Judging Criteria and Scoring .............................. 18 |
| IX. | Technical Knowledge Examination ............................ |
|     | A. Assignment .................................................. 21 |
|     | B. Scoring ...................................................... 23 |
SkillsUSA 2021  
Graphics Imaging–Sublimation  
Organizational Structure

I. Performance Test Chair and Co-Chair Responsibilities
   A. Coordinates details of organization.
   B. Reviews floor plans for performance test.
   C. Coordinates acquisition of equipment and supplies.
   D. Identifies and appoints judges.
   E. Assigns local committee members a list of needed supplies to have on hand on the day of the performance test: staples, pencils, marking pens, paper, and other consumable items.
   F. Arrange for security of performance testing area the evening before the day of the competition.

II. Technical Committee Responsibilities
   A. Selects competencies to be tested.
   B. Develops rating sheets.
   C. Completes preliminary instructions (scenario) and information sheets.
   D. Determines number of judges needed.
   E. Obtains names and addresses of judges.
   F. Determines materials, supplies, tools, and equipment needs for the performance test and identifies probable sources.
   G. Prepares a complete set of instructions in the form of scenarios.
   H. Determines the layout for the performance test area.
   I. Sets a time schedule for contestants.

III. Education Committee Responsibilities
   A. Work with the technical committee to protect the validity of the performance test.
   B. Reviews performance test content for accuracy and relevancy.

IV. Judges Responsibilities
   Judges must attend an orientation session prior to the start of the performance test. Contestants should be allowed to become familiar with the competency testing station with regard to the instructions in the performance test scenario.
SkillsUSA 2021
Graphics Imaging—Sublimation

Contacts

Industry Technical Committee Members

- Joe Marin, Senior Vice President, Education & Training
  PRINTING United Alliance
  10015 Main St., Fairfax, VA 22031

- Ray Weiss, Director Digital Print Programs
  PRINTING United Alliance
  10015 Main St., Fairfax, VA 22031

- James Martin, Executive Vice President
  PRINTING United Alliance
  10015 Main St., Fairfax, VA 22031
SkillsUSA 2021
Graphics Imaging–Sublimation
Contacts

Competition Chairperson

Ray Weiss
PRINTING United Alliance
10015 Main Street
Fairfax, VA 22031
rweiss@printing.org
703-359-1305

Judges Information (N/A 2021)

Aaron Montgomery
(aaron@montcoconsulting.com)
David Gross (dgross@conde.com)
Syd Northup (snorthup@marabu.com)
Henri Coeme (hcoeme@hixcorp.com)
Todd Downing (todd@fatdacd.com)

Digital Image Design Station Judge
Transfer Printing Station Judge
Oral Professional Assessment Judge

Tile Printing Station Judge
T-Shirt Printing Station Judge
Cutting Board & License Plate Station Judge
Quality Control Problem Station Judge
SkillsUSA 2021  
Graphics Imaging–Sublimation  
Judges Responsibilities

1. Judges must be completely familiar with the SkillsUSA Championships Technical Standards, particularly the General Regulations, Instructions to Technical Committee Chairs, and the specific rules to the contest they have been asked to judge.
2. Judges should receive copies of the contest project and judges’ rating sheet(s), along with complete instructions from the technical committee chair prior to the competition.
3. Members of the SkillsUSA Championships technical committee may not serve as judges unless approved by the SkillsUSA Championships director.
4. Judges must give careful attention to each rule, and each contestant or entry must be judged in exactly the same manner and under the same conditions as every other contestant or entry.
5. Judges will meet prior to the SkillsUSA Championships, at a time and place announced by the SkillsUSA Championships technical committee chair to confer on:
   a. Rules meanings and interpretations
   b. Last-minute details
   c. Rating sheets
6. Judges will evaluate the performance of each contestant according to criteria listed for each contest.
7. Judges will identify contestants by number only. Judges will not use contestants’ names, schools or state unless otherwise specified in individual contest rules.
8. Judges are selected because on their recognized expertise in the trade or skill that they are being asked to judge and are asked to follow the official SkillsUSA rules without inserting personal opinions. Such things as length of hair, length of dress and style of shoe, unless specifically covered in the contest regulations, are not to be considered by the judges except where safety is considered.
9. In no instance are judges or contest chairs authorized to change the contest rules. If an interpretation is required, the chair should contact the SkillsUSA Championships director.
10. Judges are to evaluate all items related to safety. Contestants not meeting safety requirements in clothing and/or devices may be disqualified from competition if, in the judges’ opinions, the safety of the contestants or those around them is endangered.
11. Judges should rate contestants on the basis of entry-level job skills. Judges should rate each contestant independently and not compare rating sheets with those of other judges.
12. Judges should rate contestants against a standard of performance rather than automatically awarding first-, second-, or third-place medals to the highest-ranking competitors. It is not necessary to award a medal if the standard of performance does not justify such recognition.
13. After the judging is completed, judges should total their own rating sheets and return them, along with any notes and other pertinent information, to the SkillsUSA Championships technical committee chair.
14. The judges and technical committee members will keep all results confidential until the general announcement of winners is made at the Awards Ceremony. Under no circumstances may judges discuss contest results or contestants’ performance with contestants, chapter advisors or any observer.
15. Judges should refer all contest inquiries or problems that arise to the SkillsUSA technical committee chair.

In keeping with a tradition of respect for the individuality of our members and our role in work force development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.
SkillsUSA 2021  
Graphics Imaging–Sublimation  
Contestant Information Sheet

A. Purpose  
To rate a sublimation-printing contestant’s preparation for employment and to recognize outstanding contestants for excellence and professionalism in the field of graphic imaging.

B. Clothing Requirements  
Established by the SkillsUSA general contest requirements.  
An apron or smock is optional.

C. Eligibility  
Open to all active SkillsUSA members enrolled in technical education programs that teach graphic communications skills.
**SkillsUSA 2021**

**Graphics Imaging–Sublimation**

Scope of the Test and Key Dates

I. Contestants will demonstrate their abilities to perform the duties and tasks that pertain to the following list of items. The duties and tasks listed below were developed by the Graphics Imaging–Sublimation Technical Committee specifically for a virtual competition to provide all students with an equal opportunity to participate. The level of skill is to be determined by the professional judgment of the Graphics Imaging–Sublimation Judges.

   A. Knowledge Display Board
   B. Written Professional Assessment
   C. Oral Professional Assessment
   D. Technical Knowledge Examination

II. The list of items that will be evaluated is taken from the Graphics Imaging–Sublimation Scorecard. As listed on the Graphics Imaging–Sublimation Scorecard, each of the four evaluation items listed above have a number of possible points and are weighted differently for each item.

   A. Knowledge Display Board with Video
      a. Create a display board with corresponding video illustrating the sublimation process and what is involved in producing a printed product.
      b. Total possible point value = 200 points
      c. Due by end of day, June 14, 2021
   
   B. Written Professional Assessment
      a. Write a cover letter and resume based on a provided sample job posting that illustrates student achievements, attributes, and culmination of expertise to show how you will add value to the hiring organization.
      b. Total possible point value = 100 points
      c. Due by end of day, June 14, 2021

   C. Oral Professional Assessment
      a. Communicate in a job interview setting, which requires technical knowledge, career objectives, professional judgment, and courtesy.
      b. Total possible point value = 100 points
      c. Interviews will be scheduled throughout the day beginning in the morning, June 21, 2021. Exact times will be provided closer to the competition dates.

   D. Technical Knowledge Examination
      a. Answer a minimum of 50 multiple-choice sublimation technology questions, completing the test in the thirty (30) minute time allotment.
      b. Total possible point value = 100 points
      c. Due by end of day, June 7, 2021

Contestants must commit to deadlines established for each of the evaluation items listed above. Failure to meet deadline submissions will result in a zero score for that particular item. No exceptions. Each contestant must work independently without assistance from judges, instructors, or observers. Such assistance may result in the contestant being disqualified.
Objective
On a display board, the contestant will creatively illustrate the sublimation process and what is involved in producing a printed product. Utilizing this display board, the contestant will create a detailed video explanation on how a product is produced that includes production workflow, materials required, quality control, and technical challenges.

Knowledge display board instructions
1. Contestant name, school, or location should not appear on the knowledge display board.
2. Display board should incorporate key elements of sublimation job production. **At minimum**, the following must be included and referenced (in no particular order):
   a. Raw materials
   b. Production workflow steps
   c. Quality control considerations
   d. Technical challenges
3. Creative use of typography and text, illustrations, photographs, props, and other examples are encouraged to illustrate the points above. A sublimation product should be used for example and demonstration, could be a product produced by the contestant during the school year (if possible), or other sample (score will not be impacted if sample was not produced by contestant).
4. Display board will be used as a visual reference and accompany the display board video. **5. The minimum size requirements for the display board is 24 X 36-in. If additional space is needed, student can prepare a second 24 x 36-in. display board (label it page 2).**

Video instructions
1. Using the display board as a reference, create a video explaining the elements in the display board.
2. Video and audio recording should be of sufficient quality levels for judging.
   a. Contestants are encouraged to perform a brief audio and video test and play back on a desktop or laptop computer to verify quality and clarity.
3. Video should not be longer than 10 minutes in length.
4. Video should be done in one take with no edits.

Judging
The Knowledge Display Board with Video checklist (referenced on the following page) will be used by judges to assess contestant’s performance.

Time
The final recorded video should not be more than 10 minutes in length.

Video submission
1. Video and audio must be of sufficient quality for judge’s review.
2. Video file must be provided in .mp4, .mov, or .wmv format. No exceptions.
3. Video file name should be the contestant number (for example: 123456.mp4 or 123456.mov).

4. Video file must be uploaded by end of day, June 14, 2021.

Points
A maximum of 450 points may be given to the contestant for the Knowledge Display Board with Video exercise.
JUDGES SCORE SHEET: KNOWLEDGE DISPLAY BOARD WITH VIDEO

Contestant Number: __________________________

Directions
This is a performance evaluation sheet to rate a contestant on a scale from 0 to 25 for various items in relation to an occupational competency (skill). This instrument can be used for process, product, safety, and time standard evaluation.

Process Evaluation Criteria
Depending on the degree of proficiency demonstrated, award up to 25 points for each criterion below.

<table>
<thead>
<tr>
<th>Contestants Rating for Performance Process:</th>
<th>Maximum Points Score for Each Line Item = 50 Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Contestant showed good general appearance, poise, posture.</td>
<td>______</td>
</tr>
<tr>
<td>2. Contestant voice volume, clarity, fluency, control.</td>
<td>______</td>
</tr>
<tr>
<td>3. Contestant accurately and clearly explained raw materials.</td>
<td>______</td>
</tr>
<tr>
<td>4. Contestant accurately and clearly explained production workflow.</td>
<td>______</td>
</tr>
<tr>
<td>5. Contestant accurately and clearly explained quality control procedures.</td>
<td>______</td>
</tr>
<tr>
<td>6. Contestant accurately and clearly explained technical challenges.</td>
<td>______</td>
</tr>
<tr>
<td>7. Contestant used industry terminology to describe processes.</td>
<td>______</td>
</tr>
<tr>
<td>8. The display board used was original and creative.</td>
<td>______</td>
</tr>
<tr>
<td>9. The video presentation was well-organized with clear structure.</td>
<td>______</td>
</tr>
</tbody>
</table>

POINTS TOTAL (TOTAL POSSIBLE POINTS = 450) ______
Objective
Write a cover letter and resume based on a sample job posting (provided below) that illustrates student achievements, attributes, and culmination of expertise to show how to add value to the hiring organization.

Written professional assessment instructions
1. Contestant name, school, or location should not appear on the cover letter (fictitious name, address, and other contact information should be used to retain contestant anonymity).
2. Contestants will apply for the fictitious job position depicted in the job description example included below.
3. The cover letter must follow a standard cover letter format, including a fictitious return address of the entrant; the date; the complete name, address, and title of the recipient; a salutation; the body of the letter; and the closing.
4. The cover letter must be typed in 12-point font and should not exceed one page.
5. The cover letter should complement, not duplicate, the contestant’s resume. The cover letter should explain the reasons for the entrant’s interest in the position using relevant educational/job/volunteer experience. The letter should express a high level of interest and knowledge about the position.
6. The resume must follow a standard resume format and should highlight relevant job and volunteer experience, education, and leadership roles. The resume should be clear and concise. Bullet points should be used to highlight strengths, accomplishments, and specific experiences.
7. The resume should be typed in 12-point font and written in English. It should not exceed two pages.
8. All information in the cover letter and resume must be accurate and supported. Information should not be fabricated.

Sublimation Sample Job Posting

<table>
<thead>
<tr>
<th>Position:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sublimation Printer</td>
</tr>
</tbody>
</table>

| Company/address:          |
| CoolShirts, 123 Main Street, Tempe, AZ 85284 |

| Job Description:          |
| Everyone loves t-shirts, and at CoolShirts Corporation we’re in the business of bringing creative, custom t-shirts to life. CoolShirts Corporation is parent company to well-known brands and is the fastest custom apparel company in the industry, and we are recruiting the best and brightest to join our fast-paced, high energy team! |
We are currently looking for a candidate to join our production sublimation team as a Sublimation Printer in our first-class facility.

The responsibilities of this role include setting up and printing custom sublimation shirts and occasional license plates, cutting boards, and mugs. Our goal is to deliver the best quality and meeting some of the fastest turnaround times in the industry. The ideal candidate is driven, detail-oriented, with a strong desire to produce high-quality prints in record time. To thrive in this role, you’ll need an accurate, creative flair, and a strong will to work in a team-oriented, production environment. If this sounds like you, we’d love to chat. Be sure to tell us about your favorite t-shirt when you apply!

**Job Responsibilities:**

- Operate sublimation printer to produce sublimation ready prints for printing customer-supplied designs on t-shirts and other products.
- Prioritize order completion based on priority deadlines.
- Execute sublimation tasks including, reviewing work orders, printing orders, heat pressing, and printer upkeep when necessary.
- Inspect print quality to ensure high-quality, accurate prints.
- Maintain a safe and clean work environment by keeping the work area neat and complying with safety procedures, rules, and regulations.

**Job Requirements:**

- Ability to meet customer deadlines, including overtime if necessary.
- Ability to stand for long periods of time and work in a fast-paced environment
- Must be able to lift 50 lbs.
- Detail oriented and highly organized
- Must be a self-starter and team player

**Judging**

The Written Professional Assessment checklist (referenced on the following page) will be used by judges to assess contestant’s performance.

**Written Professional Assessment submission:**

5. The cover letter and resume must be combined into one file.
6. The file format must be PDF. No exceptions.
7. The file name should be the contestant number (for example: 123456.pdf or 123456.pdf).
8. The PDF file must be uploaded by end of day, June 14, 2021.

**Points**

A maximum of 250 points may be given to the contestant for the Written Professional Assessment exercise.
JUDGES SCORE SHEET: WRITTEN PROFESSIONAL ASSESSMENT

Contestant Number: __________________________

Directions
This is a performance evaluation sheet to rate a contestant on a scale from 0 to 25 for various items in relation to an occupational competency (skill). This instrument can be used for process, product, safety, and time standard evaluation.

Process Evaluation Criteria
Depending on the degree of proficiency demonstrated, award up to 25 points for each criterion below.

Cover Letter
Maximum Points Score for
Contestants Rating for Performance Process:
Each Line Item = 25 Points

1. Follows a standard format and includes return address of the entrant, date, complete name, address, and title of recipient, salutation, body, and closing. _____
2. Does not exceed one page, typed in 12-pt font, and free of grammar, punctuation, and spelling errors _____
3. Complements resume without duplication. _____
4. Clearly explains his/her interest in the job position. _____
5. Highlights relevant skills as they pertain to the job position with a compelling argument for why he/she is a good fit. _____

POINTS TOTAL (TOTAL POSSIBLE POINTS = 125) _____

Resume
Maximum Points Score for
Contestants Rating for Performance Process:
Each Line Item = 25 Points

1. The resume follows a standard resume format (a fictitious name, address, and other contact information should be used to retain contestant anonymity). _____
2. Does not exceed one page, typed in 12-pt font, and free of grammar, punctuation, and spelling errors _____
3. Clearly highlights relevant educational/job/volunteer experience. _____
4. Appropriately highlights strengths, accomplishments and specific experiences _____
5. Bullet points in the resume create a compelling argument for the entrant’s qualifications. _____

POINTS TOTAL (TOTAL POSSIBLE POINTS = 125) _____

Judge’s Signature ____________________________ Date: ______________
SkillsUSA 2021
Graphics Imaging—Sublimation
Oral Professional Assessment

Objective
Participate in an oral professional assessment in a role-playing job interview setting related to a sublimation career choice.

Oral professional assessment instructions
1. Introduce yourself
2. Answer questions
3. Ask questions that you deem appropriate

Judging
A human resources interviewer with basic knowledge of the sublimation industry will use the oral professional assessment station checklist, reproduced on the following page, to judge the contestant’s sublimation knowledge and preparation needed for employment in a sublimation occupation.

Time
The human resources interviewer will record the time each contestant participated in a job interview. A maximum of fifteen (15) minutes is allocated to the oral professional assessment.

Date of Interviews
Interviews will be scheduled throughout the day beginning in the morning, June 21, 2021. Exact times will be provided closer to the competition dates.

Points
A maximum of 250 points may be given to the contestant for the Oral Professional Assessment that meets Equal Employment Opportunity (EEO) standards.
JUDGES INSTRUCTIONS: ORAL PROFESSIONAL ASSESSMENT

Directions
This oral professional assessment checklist is designed to rate a contestant’s responses to questions on a scale of 0 to 5 for each criterion below. Five question areas or problems should be posed that are related to the contestant’s occupational goals in the field of graphic sublimation imaging. This instrument should be used to record indications of person’s readiness for employment as a sublimation specialist.

Process Evaluation
Evaluation of the process involves interviewing a person who has applied for a job with a company that produces products requiring sublimation-printing processes. Questions will be related to a performance test that might be given to the applicant by a company’s production personnel.

Questions will be asked during the interview related to the following areas:
1. Ability to handle assignments
2. Ability to answer questions asked in technical terms
3. Situation handled in a professional manner
4. Demonstration of critical thinking throughout the job interview scenario
5. Realistic self-concept

The following page is a copy of the Oral Professional Assessment Station Checklist related to the five areas listed above with the attending rating scale for each question area.

Note: The specific questions have been omitted from this document and are revised annually by technical committee members.

Oral Professional Assessment Interview Questions:
Oral assessment questions have been omitted in this document.
JUDGES SCORE SHEET: ORAL PROFESSIONAL ASSESSMENT

Contestant Number: ____________________________

<table>
<thead>
<tr>
<th>Contestants Rating for Performance Process:</th>
<th>Maximum Points Score for Each Line Item = 50 Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ability to handle work assignments.</td>
<td>______</td>
</tr>
<tr>
<td>2. Answered questions using technical terms.</td>
<td>______</td>
</tr>
<tr>
<td>3. Interview handled in a professional manner.</td>
<td>______</td>
</tr>
<tr>
<td>4. Used critical thinking during interview.</td>
<td>______</td>
</tr>
<tr>
<td>5. Demonstrated a realistic self-concept.</td>
<td>______</td>
</tr>
</tbody>
</table>

POINTS TOTAL (TOTAL POSSIBLE POINTS = 250)                                             ______

Judge’s Signature ______________________________________ Date: __________
SkillsUSA 2021
Graphics Imaging–Sublimation
Technical Knowledge Examination

Objective
Correctly answer fifty (50) multiple choice test questions (questions will relate to graphic imaging and sublimation-printing processes).

Technical Knowledge Examination instructions
1. Follow the directions provided to take the online Technical Knowledge Examination.
2. Select the correct response to each multiple-choice question; some questions will have more than one correct answer.
3. A maximum of 30 minutes will be allotted to complete the 50-question multiple choice Technical Knowledge Examination.
4. Notes and assistance from teachers or peers during testing is not permitted.

Judging
A technical knowledge test administrator will administer and score the technical knowledge test. Scoring will be accomplished by comparing a contestant’s responses to an answer key prepared by the sublimation-printing technical committee.

Time
The Technical Knowledge Examination will be administered online. A maximum of thirty (30) minutes is allocated to the technical knowledge testing procedure.

Date of Technical Knowledge Examination
Due by end of day, June 7, 2021

Points
Two (2) points will be given for each correctly answered question. A maximum of fifty (50) points may be given to a contestant who scores 100 percent on the technical knowledge written test.
SkillsUSA 2021
Graphics Imaging–Sublimation
Technical Knowledge Examination

Directions
1. You will have 30 minutes to complete this 50-question multiple-choice test.
2. Begin testing by following the link provided by the test administrator.
3. Enter your Contestant Number.
4. Select the correct response to each multiple-choice question; some questions will have more than one correct answer.
5. Test results will automatically be submitted to the test administrator when you’ve completed all questions, or when the 30-minute time limit has been reached.
<table>
<thead>
<tr>
<th>Contestant Number: __________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contestants Score for Performance Process:</td>
</tr>
<tr>
<td>1. Final Technical Knowledge Examination score.</td>
</tr>
<tr>
<td>POINTS TOTAL</td>
</tr>
<tr>
<td>____</td>
</tr>
<tr>
<td>____</td>
</tr>
</tbody>
</table>

Judge’s Signature ___________________________ Date: ___________