**Graphic Design**

Core Competencies

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| **Core competencies and standards for WorldSkills UK Skills Competitions activities** | | **Qualifier** | **UK Final** | **Team UK** |
| **Competency** | **Work organization and management** | **10%** | **!0%** | **!0%** |
| **Standards** | The individual needs to know and understand:   * OHS regulations, safe work practices * The time constraints of the industry * Industry specific terms * The nature and purposes of client specifications and projects * Appropriate software usage for the outcomes required * Methods of working within organizational limitations * Methods of working in a team to achieve a common goal   The individual shall be able to:   * Interpret client specifications and projects * Keep to project timelines * Conduct themselves in a professional manner * Manage workload under pressure and within time constraints * Interpret projects in a sustainable manner to minimize wastage and cost to the client and company * Recover from setbacks * Problem solve and adapt to changes made to projects * Multi-task * Demonstrate time management skills * Research the project to arrive at a design frame-work |
| **Competency** | **Communication and Interpersonal Skills** | **10%** | **5%** | **10%** |
| **Standards** | The individual needs to know and understand:   * The importance of active listening skills * Methods for interpreting the design project and clarifying/questioning the client * How to visualise and translate customer wishes making recommendations which meet their design and budgetary requirements * The importance of building and maintaining productive working relationships * The importance of resolving misunderstandings and conflicting demands * How to ensure a team successfully understands the design project   The individual shall be able to:   * Use literacy skills to:   + Follow documented instructions from a supplied project   + Interpret workplace instructions and other technical documents   + Keep up to date with latest industry guidelines   + Present their brief to the client and justify their design choices * Use oral communication skills to:   + Communicate in a logical and easily understood manner   + Use discretion and confidentiality when dealing with clients   + To organize and compile a presentation to present to the client   + Question clients in an appropriate manner   + Use assertiveness and tact in regards to dealing with a client   + Show visual development through sketches |
| **Competency** | **Problem Solving** | **10%** | **10%** | **10%** |
| **Standards** | * The individual needs to know and understand: * Common problems and setbacks that can occur within the work process * How to trouble shoot minor software and printing issues * The individual shall be able to: * Use analytical skills to determine the requirements of the specifications * Use problem solving skills to translate the required outcomes of the specification to an appropriate solution * Use time management skills * Check work regularly to minimize problems that may arise at a later stage |
| **Competency** | * **Innovation, Creativity and Design** | **50%** | **35%** | **25%** |
| **Standards** | The individual needs to know and understand:   * Creative trends and developments in the industry * How to apply appropriate colours, typography and composition * Principles and techniques for adapting graphics for various uses * Different target markets and the elements of design which satisfy each market * Protocols for maintaining a corporate identity, brand and style guide * How to provide consistency and refine a design * Principles of a pleasing and creative design * Current design trends * Design principles and elements * Standard sizes, formats and settings commonly used in the industry   The individual shall be able to:   * Create, analyse and develop a visual response to communication problems, including understanding hierarchy, typography, aesthetics and composition * Create, manipulate and optimize images for both print and online publishing * Analyse the target market and the product being delivered * Create an idea that is appropriate to the target market * Take into consideration the impact of each element that is added during the design process * Use all the required elements to create the design * Respect existing corporate identity guidelines and style guides * Keep the original design concept and improve the visual appeal * Transform an idea into a pleasing and creative design |
| **Competency** | **Technical Aspects & Output** | **20%** | **40%** | **45%** |
| **Standards** | The individual needs to know and understand:   * Technological trends and developments in the industry * Different printing processes: their limitations and techniques * Standards for client presentation * Image manipulation and editing * Appropriate file formats, resolution and compression * Colour gamuts, spot colours and ICC profiles * Printers marks and bleed * Dielines and varnishes * Software applications * Different types of paper and surfaces   The individual shall be able to:   * Create prototype mock-ups for presentation * Mount for presentation standard * Apply the correct and appropriate adjustments for the specified printing process * Adjust and manipulate images to suit the design and technical specifications * Apply the correct colours to the file * Save files in the correct format * Use software applications comprehensively and appropriately * Organize and maintain folders (for final output and archiving) |

Note: Core Competencies are tested, identified and measured as recognition of the competition level and duration.