**Graphic Design**

Core Competencies

|  |  |  |  |
| --- | --- | --- | --- |
| **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.