

Graphic Communication Skills Compencies Training and Competency Profile Student Information

Program: _____ Instructor: _____

Name: _____

Address: _____ Phone: _____

Grade: _____ School: _____

Allergies/Disabilities that might require special accommodation for training (please specify)

In case of emergency, contact: _____ Phone: _____

Record of Enrollment

Date of Enrollment ____ - ____ - ____ Hours Absent _____

Date of Withdrawal ____ - ____ - ____ Total Hours Tardy _____

Date of Completion ____ - ____ - ____

Student Evaluation

Directions: Evaluate the student using one of the rating scales below. Write the appropriate number to indicate the degree of competency achieved. The descriptions associated with each of the numbers focuses on a level of student performance for each of the tasks listed. The written test scorelines are provided for optional teacher use. They may not be applicable in all cases.

Sample

3 – Skilled—Can perform job with no additional training.

2 – Moderately Skilled—Has performed job during training program;
limited additional training may be required.

1 – Unskilled—Is familiar with process, but is unable to perform job.

0 – No Exposure—No information or practice provided during training program.

GRAPHIC DESIGN

*PrintEd - Graphic Design

A. Introduction

- ___ GD A. 1) Identify occupations that are related to graphic design
- ___ GD A.. 2) Discuss the typical roles and responsibilities of graphic designers
- ___ GD A.. 3) Interview an experienced graphic designer to determine
 - a. Why they chose their profession
 - b. Educational and professional training required
 - c. Types of communications used on the job, e.g. print, digital, large format, point of sale
 - d. Additional career information
 - e. Tools and software used

B. Principles and Elements of Design

- ___ GD B. 4) Describe the basic principles of design
 - a. Unity
 - b. Contrast
 - c. Proportions
 - d. Balance
 - e. Emphasis
 - f. Rhythm
- ___ GD B. 5) Discuss the basic principles of design from an instructor specified graphic design example
 - a. Unity
 - b. Contrast
 - c. Proportions
 - d. Balance
 - e. Emphasis
 - f. Rhythm
- ___ GD B. 6) Describe the basic elements of design
 - a. Line
 - b. Shape
 - c. Direction
 - d. Size
 - e. Texture
 - f. Value
 - g. Color
- ___ GD B. 7) Discuss the basic elements of design from an instructor specified graphic design example
 - a. Line
 - b. Shape
 - c. Direction
 - d. Size
 - e. Texture
 - f. Value
 - g. Color
- ___ GD B. 8) Discuss the following elements of an instructor specified graphic design concept example
 - a. Message
 - b. Color
 - c. Typography
 - d. Images
 - e. Layout
- ___ GD B. 9) Explain the "Design Thinking" six step process 1. Understand, 2. Observe, 3. Define, 4. Ideate, 5. Prototype, and 6. Test
- ___ GD B. 10) Use brainstorming techniques to develop ideas for a design concept based on specified client need and target audience
- ___ GD B. 11) Explain design rationale for the creative choices implemented during the design process, e.g., thumbnails, roughs, mock up, comprehensive layout (comp)
- ___ GD B. 12) Develop a range of design concepts by sketching digital or physical examples
- ___ GD B. 13) Discuss the relationship between message, color, typography, images, and layout
- ___ GD B. 14) Describe primary, secondary, and tertiary colors including hue, tint, value and shade
- ___ GD B. 15) Describe the effect of light and distance on color
- ___ GD B. 16) Discuss additive (Red, Green, Blue) and subtractive (Cyan, Magenta, Yellow, Black) color
- ___ GD B. 17) Discuss how a monitor and other visual technologies (printing, billboard, smartphone) affect color representations and perceptions
- ___ GD B. 18) Explain spot color / Pantone Color System (PMS)
- ___ GD B. 19) Demonstrate color balance by adjusting intensity of color to render specific colors, the method often referred to as gray balance, neutral balance, or white balance
- ___ GD B. 20) Describe color relationships
 - a. Complementary
 - b. Split-Complementary
 - c. Double-Complementary
 - d. Analogous
 - e. Monochromatic
- ___ GD B. 21) Discuss color relationships using an instructor specified example that can be found in a popular magazine

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- ___ GD B. 22) Critique an instructor supplied layout and suggest improvements
- ___ GD B. 23) Explain the concept of corporate branding
- ___ GD B. 24) Discuss a corporate style guide example
- ___ GD B. 25) List the elements of corporate branding
- ___ GD B. 26) Discuss how corporate branding affects consumer recognition and behavior
- ___ GD B. 27) Discuss a time-based concept
- ___ GD B. 28) Create a storyboard to demonstrate a time-based concept e.g. infographic

C. Type

- ___ GD C. 29) Identify the five classic typefaces, their classifications and uses to include: Garamond, Baskerville, Bodoni, Century, and Helvetica
- ___ GD C. 30) Define Points and Picas
- ___ GD C. 31) Identify
 - a. x-height
 - b. Meanline
 - c. Baseline
 - d. Ascenders
 - e. Descenders
 - f. Serifs
 - g. Leading (spacing)
- ___ GD C. 32) Discuss the roles of x-height, meanline, baseline, ascenders, descenders, serifs and leading or spacing in measuring and designing with type
- ___ GD C. 33) Illustrate sample paragraph(s) using x-height, meanline, baseline, ascenders, descenders, serifs, leading
- ___ GD C. 34) Identify
 - a. Caps
 - b. Lowercase
 - c. Uppercase
 - d. Small Caps
 - e. Ligatures
- ___ GD C. 35) Illustrate sample paragraph(s) using caps, lowercase, uppercase, small caps, and ligatures
- ___ GD C. 36) Identify
 - a. Dingbats
 - b. Bullets
 - c. Rules
 - d. Glyphs
 - e. Symbols
- ___ GD C. 37) Discuss the uses of dingbats, bullets, rules, glyphs and symbols in publications
- ___ GD C. 38) Distinguish between display (headline) type and body (text) type by their point sizes, styles, and uses
- ___ GD C. 39) Identify type styles within a type or font family
 - a. Roman
 - b. Bold
 - c. Italic
 - d. Condensed
- ___ GD C. 40) Identify letter
 - a. Spacing
 - b. Tracking
 - c. Kerning
 - d. Baseline shift
 - e. Horizontal scale
- ___ GD C. 41) Identify
 - a. Flush left – ragged right
 - b. Flush right – ragged left
 - c. Centered
 - d. Justified
 - e. Force justified
 - f. Widows
 - g. Orphans
- ___ GD C. 42) Illustrate a sample paragraph(s) using flush left–ragged right, flush right–ragged left, centered, justified, force justified, widows and orphans, caps, lowercase, uppercase, small caps, and ligatures
- ___ GD C. 43) Discuss appropriate type for use in a print versus digital medium

D. Page Layout

- ___ GD D. 44) Identify within an instructor specified project examples of
 - a. Text blocks
 - b. Graphics
 - c. Frames
 - d. Headings
 - e. Drop caps
 - f. Text wraps
- ___ GD D. 45) Design a document using specified text blocks, graphics, frames, headings, drop caps and text wraps

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- ___ GD D. 46) Identify within an instructor specified project examples of
 - a. Margins
 - b. Formatting
 - c. Gutters
 - d. Register marks
 - e. Trim marks
 - f. Fold lines
- ___ GD D. 47) Describe trim size; bleed size; and live, and safety area of a page
- ___ GD D. 48) Set page of text with specified margins, formatting, gutters, and leading
- ___ GD D. 49) Prepare multi page layout incorporating specified register marks, trim marks and fold lines
- ___ GD D. 50) Design a document using specified fonts, styles, margins, indents, tabs, and colors
- ___ GD D. 51) Proofread and edit an instructor supplied document using graphic design industry accepted methods. Make corrections/adjustments as specified by instructor
- ___ GD D. 52) Describe
 - a. Grids
 - b. Templates
 - c. Master pages
 - d. Paragraph style sheets
 - e. Character style sheets
- ___ GD D. 53) Create multi page document using specified grids, templates, master pages, paragraph style sheets, and character style sheets
- ___ GD D. 54) List the advantages/disadvantages of hard proofing versus soft proofing
- ___ GD D. 55) Demonstrate the proper procedures for printing a black/white proof or a color proof to a laser or inkjet printer
- ___ GD D. 56) Define a native (source) file
- ___ GD D. 57) Preflight and package a native file
- ___ GD D. 58) Produce a print-ready Portable Document Format (PDF) using page layout software
- ___ GD D. 59) Review United States Postal Service (USPS) design requirements
- ___ GD D. 60) Discuss United States Postal Service (USPS) design requirements
- ___ GD D. 61) Collect examples of standard ad sizes (full-page, half-page, and quarter-page ads) from publications
- ___ GD D. 62) Demonstrate the use of appropriate page layout software for an instructor specified print or digital project
- ___ GD D. 63) Create a design concept that can be used in various media
 - a. Web
 - b. Digital distribution
 - c. Print

E. Image Capture

- ___ GD E. 64) Describe types of graphics
 - a. Raster (bitmap)
 - b. Vector
 - c. Line art
- ___ GD E. 65) Compare examples of various graphic file formats and their extensions
 - a. TIFF (Tagged Image File Format)
 - b. EPS (Encapsulated PostScript)
 - c. BMP (Bitmap)
 - d. PSD (Native Adobe PhotoShop)
 - e. PNG (Portable Network Graphic)
 - f. INDD (Native InDesign file)
 - g. JPG (Joint Photographic Experts Guild)
 - h. AI (Native Adobe Illustrator)
- ___ GD E. 66) Capture instructor specified digital images using a scanner and/or digital camera
- ___ GD E. 67) Demonstrate using an image editing software program
 - a. Scaling
 - b. Resolution
 - c. Tone control
 - d. Cropping
 - e. Color correction
- ___ GD E. 68) Describe minimum resolution requirements for different reproduction devices
 - a. Screen display
 - b. Digital Press
 - c. Offset Press
 - d. Wide Format Inkjet Press
- ___ GD E. 69) Scale a raster image using the proper settings in order to maintain the appropriate resolution for print or digital media
- ___ GD E. 70) Evaluate high and low resolution images on an instructor specified printed page
- ___ GD E. 71) Select and download a digital image from a stock photography website or other media that has appropriate resolution for intended output
- ___ GD E. 72) Demonstrate the use of Optical Character Recognition (OCR) software to make text editable
- ___ GD E. 73) Discuss digital asset management
- ___ GD E. 74) Describe file naming conventions

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F. Digital Illustration

- ___ GD F. 75) Examine, using a magnifying glass, the differences between printed raster and vector graphics
- ___ GD F. 76) Discuss the uses of
 - a. Rotated
 - b. Circled
 - c. Extended
 - d. Tints and fills
- ___ GD F. 77) Use an appropriate graphics program to manipulate type (rotated, circled, extended, tints and fills)
- ___ GD F. 78) Create an instructor specified design using a vector illustration program
- ___ GD F. 79) Trace a raster drawing/photograph using a vector illustration program
- ___ GD F. 80) Create or edit images in a raster based program using layers
 - a. Transparencies
 - b. Layer modes
 - c. Masks
 - d. Selections
- ___ GD F. 81) Create a spot color illustration or logo using Pantone Matching System (PMS) or other color matching system
- ___ GD F. 82) Demonstrate how to view in a graphics software program or print separations of a logo created with spot colors
- ___ GD F. 83) Demonstrate compositing or compositing images

G. Business Skills

- ___ GD G. 84) Collect needed information and complete necessary steps to complete a project from design to delivery by actively interacting with a client or instructor to include:
 - a. Project Initiation (determine the client's needs)
 - b. Research (explore information provided at the initial client meeting)
 - c. Strategy (analyze the research gathered and decide on design and functionality criteria)
 - d. Development (mind mapping, storyboarding, free writing, layout creation)
 - e. Presentation (review with client; make changes)
 - f. Production/launch (implement finished piece across all deliverables)
 - g. Completion (turn over completed project to client)
- ___ GD G. 85) Explain time-based, fixed fee and value-based pricing of a graphic design project
- ___ GD G. 86) Create a written quote for a design project
- ___ GD G. 87) Produce an invoice for an advertising design project, identifying terms of payment
- ___ GD G. 88) Identify potential high risk clients who might constitute a higher financial risk for non-payment of an invoice (new businesses, political campaigns, family/friends)
- ___ GD G. 89) Formulate courses of action when faced with issue of non-payment of invoices
- ___ GD G. 90) Determine the positives/negatives of accepting/declining prospective high risk clients who may have trouble paying for work provided

H. Portfolio

- ___ GD H. 91) Create a digital portfolio to showcase your work

I. Math and Measurement

- ___ GD I. 92) Demonstrate the measurement of type in points and line length in picas
- ___ GD I. 93) Convert points and pica measurements to inches
 - ♦ Convert 3.5 inch length to Picas
- ___ GD I. 94) Solve various problems that require dividing a given dimension in half
 - ♦ Calculate center point of page if it is 18.1875 inches wide
- ___ GD I. 95) Solve percent to decimal conversion problems
 - ♦ Calculate final size of a 12 inch image if it is reduced 25%
- ___ GD I. 96) Solve basic linear measurement problems
 - ♦ Calculate the number of inches in a poster that is 2.4 foot long
- ___ GD I. 97) Solve addition of decimal problems—two and three digits
 - ♦ Calculate total time to proofread 5 pages if pages 1 to 3 take 5.75 minutes each and pages 4 and 5 take 6.25 minutes each
 - ♦ Calculate total cost of a copy job if printing is \$76.23, heavy paper is an additional \$22.98 and drilling costs \$12.00
- ___ GD I. 98) Solve for the cost of an estimated job
 - ♦ Calculate selling price of a job if production is \$500, material cost is \$350 and markup is 15%