

Graphic Design Competencies

1. IMAGE MANIPULATION

- a. Competent in the use of selection tools (marquees, wands, lassos and pen tools)
- b. Competent in the use of layers, including arranging layers, grouping, layer masks and blending modes
- c. Competent in the use of painting and editing tools (brushes, erasers, gradients and loading brushes)
- d. Competent in retouching images, including resampling, retouching, color correction, and recomposition
- e. Competent in the use of pen tools for both drawing and selections

2. ILLUSTRATION

- a. Competent in the use of selection tools
- b. Competent to create and edit shapes using the shape, pen, and pathfinder tools
- c. Competent in the use of painting tools including fill, stroke, patterns, and palettes
- d. Competent in the use of typography
- e. Competent in the use of layers, including arranging layers, grouping, merging, and locking

3. LAYOUT

- a. Understands placement of text and images in the product
- b. Uses appropriate font type
- c. Uses the principles and elements of design for placing text and images
- d. Understands the basic printing processes

4. PHOTOGRAPHY

- a. Competent in the use of cameras
- b. Competent in the use of lenses
- c. Demonstrates principles of composition
- d. Understands the rule of thirds
- e. Understands location lighting: open shade, optimal hours, diffusers and reflectors
- f. Understands studio lighting: short, broad, corrective, high key and low key
- g. Understands photographic ethics: the law, copyright and trust
- h. Demonstrates image enhancement
- i. Demonstrates color correction
- j. Understands aperture and depth of field
- k. Understands work flow and file management
- l. Competent to download and manage images

5. PORTFOLIO

- a. Demonstrates how to incorporate identity package
- b. Understands terminology
- c. Understands the parameters of criticism and evaluation
- d. Demonstrates the integration of all programs used throughout the year

6. ESSENTIAL EMPLOYABILITY SKILLS/CAREER PREPARATION STANDARDS

- a. Demonstrates personal skill development (positive attitude, honesty, self-confidence and time management)
- b. Demonstrates effective interpersonal skills (group dynamics, conflict resolution and negotiations)

- c. Demonstrates academic skills, critical thinking and problem-solving in the workplace
- d. Demonstrates effective communication
- e. Demonstrate occupational safety issues and observe all safety rules
- f. Demonstrates career awareness and knowledge of pathways
- g. Demonstrates ability to adapt to changing technology
- h. Demonstrates ability to prepare for employment (resume, job application and job interview)