Graphic Design Competencies

1. CREATIVE PROCESS
    a. Understands the steps for planning a project
    b. Demonstrates original ideas in the planning process
    c. Uses an ethical approach during the planning process
    d. Demonstrates knowledge of job planning and development

2. ELEMENTS OF ART
    a. Creates and modifies lines
    b. Creates and modifies shapes
    c. Understands how to work with form and space
    d. Understands how to work with color and gradients
    e. Understands how to work with layers
    f. Understands how to work with textures

3. PRINCIPLES OF DESIGN
    a. Demonstrates how to include rhythm and movement
    b. Demonstrates how to include balance
    c. Demonstrates how to proportion
    d. Demonstrates variety
    e. Demonstrates emphasis
    f. Demonstrates harmony
    g. Demonstrates unity

4. WORKING WITH TYPE
    a. Demonstrates how to add type to a document
    b. Demonstrates how to set up a document
    c. Demonstrates how to create columns of type
    d. Demonstrates how to set type attributes
    e. Demonstrates how to adjust the text flow
    f. Demonstrates how to wrap type around a graphic
    g. Demonstrates how to change type orientation

5. 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

6. 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

7. 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

8. 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

9. 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

10. 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)