

Graphic Design Competency

These are the basics that you should be able to easily demonstrate at the end of the course

Understand Typography

Identify type groups:

- Serif
- Sans Serif
- Decorative
- Script
- Identify individual fonts

Identify type styles:

- Bold
- Italicize

Software

- Complete/create projects using InDesign, Illustrator, and/or Photoshop software
- Use vocabulary/terms/language
- Use preferences
- Use Save files/Save As files
- Save files to folders
- Explain file naming convention that you use
- Use zero point
- Copy and paste items
- Use type on path
- Set up columns
- Use master pages
- Insert pages
- Delete pages
- Use color palette/swatches
- Send items to front and back
- Use layers
- Use tabs
- Create text wraps
- Use grouping
- Use styles and style sheet

Layout

- Demonstrate basic knowledge of the hierarchy of text and explain the various steps associated with the use of type for emphasis and contrast

Layout Design

- Balance
- Emphasis
- Proportion
- Movement
- Pattern
- Contrast
- Unity
- Apply kerning
- Apply tracking and set width methods
- Explain readability and legibility of type

Proofreading

- Use spell check for corrections
- Print out completed copy.
- Identify/explain bitmap/raster vs. vector images
- Complete and create projects to finished form using software

Color

Explain different color spaces:

- CMYK
- RGB
- Hex
- Spot Colors
- Create gradients
- Create tints
- Using color themes
- Balance