

Graphic Design Competencies

	4	3	2	1	COMMENTS
1. Evaluate industries, organizations, and careers based on multiple sources of research and information					
2. Demonstrate employability skills needed to get and keep a job					
3. Explain information presented graphically					
4. Apply active listening skills to obtain and clarify information					
5. Communicate with others in a diverse workforce					
6. Demonstrate skills used to define and analyze a given problem					
7. Implement and evaluate solutions					
8. Identify time management and task prioritization skills					
9. Elements: Color, Form, Line, Shape, Space, Texture, Value					
10. Understand principles: Balance, Contrast, Emphasis/ Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety					
11. Identify basic color theory.					
12. Use grid system for use in a multiple-page brochure					
13. Brainstorming					
14. Concept Sketching					
15. Thumbnails					
16. Roughs					
17. Mockups					
18. Idea Generation					
19. Problem Solving					
20. Strategies and Applied Ideas					
21. Aesthetics					
22. Tools of layout and production					
23. Term Definitions					
24. Processes					
25. Spatial Relationships					