

Group 1
Basic Skills (BS)

- 1) *Demonstrate craftsmanship (organization, neatness, precision)*
 - 2) *Develop, analyze, and refine creative concepts from initial idea as thumbnail sketches to final product*
 - 3) *Articulate and reference graphic design history within design solutions*
 - 4) *Select and apply appropriate visual elements*
 - 5) *Demonstrate the principles and effective solution and use of typography*
 - 6) *Utilize basic terminology and concepts of design and media.*
 - 7) *Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation*
 - 8) *Apply communication through information systems*
 - 9) *Participate in the design process through collaboration*
 - 10) *Demonstrate visualization, storytelling, and conceptualization through sequential thinking*
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Group 2
Process (PR)

- 1) *Analyze and apply the critical thinking process to the design challenges of specific problems*
- 2) *Initiate creative solutions to graphic design challenges utilizing fundamental design principles.*
- 3) *Recommend and apply creative typographic solutions to design problems.*
- 4) *Determine appropriate, research, concepts, materials, tools, media and skills to solve design problems*
- 5) *Use, define, and compare various media to create results according to established criteria*
- 6) *Apply time management skills to the development and production of projects*
- 7) *Synthesize information from diverse sources for project purposes*
- 8) *Conceptualize and synthesize feeling and emotion through design*
- 9) *Demonstrate concept building using the visual and written word*
- 10) *Create specific color palettes as per project requirements*
- 11) *Evaluate which media options may be the most effective*
- 12) *Initiate the selection of final portfolio pieces*
- 13) *Select processes in accordance with project parameters and sustainability*
- 14) *Analyze and define creative challenges in message making*
- 15) *Critique and evaluate verbal and written design projects*
- 16) *Analyze, prioritize, budget and sequence tasks*

- 17) Evaluate technical and aesthetic characteristics of a project or process relative to specified design parameters**
 - 18) Identify, develop and produce an integrated brand solution**
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Group 3

Technology and Production (TP)

- 1) Determine appropriate materials, and skills to solve design problems**
 - 2) Apply appropriate software solutions to design problems for varied media**
 - 3) Prepare files for output for the appropriate media**
 - 4) Demonstrate image manipulation skills**
 - 5) Demonstrate digital layout skills**
 - 6) Demonstrate vector graphics through technology**
 - 7) Demonstrate typography applications using technology**
 - 8) Determine specification of final product for print**
 - 9) Manage and publish a project plan**
 - 10) Apply professional principles and techniques of electronic file preparation**
 - 11) Demonstrate construction skills of 3-D projects**
 - 12) Create and optimize graphics for print and web**
 - 13) Use a digital camera to produce original photographic images**
 - 14) Create a web site using basic code and appropriate software**
 - 15) Utilize a variety of media in a web solution.**
 - 16) Apply web protocol standards**
 - 17) Apply protocols, media, and coding to a web solution**
 - 19) Apply principles of sustainability**
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Group 4

Communication (COM)

- 1) Define and apply design terminology according to industry standard**
- 2) Research, identify and build a professional network**
- 3) Articulate and defend concepts**
- 4) Use written and verbal skills to gather and communicate project information**
- 5) Demonstrate effective verbal and visual presentation skills**
- 6) Produce and deliver effective design solutions from inception to completion**
- 7) Create design solutions that reflect global and cultural identities**
- 8) Critique and evaluate design solutions**
- 9) Work with a client to develop visual communication according to industry standards**
- 10) Meet deadlines according to project specifications**
- 11)**
- 12) Identify and utilize imagery to create effective design solutions**

13) incorporate research in the design process

Professional Practice (PP)

- 1) **Work in a team to execute a concept**
- 2) **Manage time and budget**
- 3) *Examine and differentiate personal and career goals*
- 4) *Identify career paths, job titles and corresponding salaries*
- 5) *Identify and adhere to industry codes, ethics, and laws*
- 6) *Demonstrate a professional work ethic and accountability*
- 7) *Identify and assess personal opportunities and challenges*
- 8) *Enhance professionalism via research and networking*
- 9) *Present a portfolio in an articulate manner*
- 10) **Select and apply various management strategies in business situations**
- 11) *Maintain workflow documentation and production log*
- 12) **Establish project parameters that allow for effective and efficient design solutions**
- 13) *Work independently and demonstrate leadership skills*
- 14) *Demonstrate the strategic value of design through appropriate solutions*