

NO RTEC JOB SPECIFIC SKILLS COMPETENCY

GRAPHIC DESIGNER (Layout Artist)

DOT CODE: 141.061-018 SVP 7

Job Description: Design art and copy layouts for material to be presented by visual communications media such as books, magazines, newspapers, television, and packaging. *Physical Demands* - Sedentary w/occasional lifting, carrying, and moving (up to 10 lbs); *General Education Development* - R5 M3 L4; *Aptitudes* - Above Average Verbal, Spatial, Form Perception, and Color Discrimination--Average Numerical, Clerical Perception, Motor Coordination, Finger Dexterity, and Manual Dexterity.

CORE SKILL COMPETENCIES/INDICATORS:

1. Can demonstrate ability to identify the various electronic tools and techniques used in the design field. (R, S, T)
2. Can demonstrate an understanding of the limitations and capabilities of electronic media. (R, IN, S, T)
3. Can demonstrate knowledge of current trends in the design field. (R, IN, S)
4. Can demonstrate an understanding of the fundamentals of visual communication and design, including color theory, composition and iconography (use of symbols). (R, IN, S)
5. Can demonstrate knowledge of computer painting and drawing tools. (R, S, T)
6. Can demonstrate an understanding of storyboarding techniques. (R, IN, S, T)
7. Can demonstrate knowledge of image processing tools, including those used for image scanning and manipulation. (R, IN, S, T)
8. Can demonstrate ability to prepare illustrations or rough sketches of materials, including menus, icons, symbols, logos, charts and diagrams, according to style and content specifications provided by the client or supervisor. (R, IN, S, T)
9. Can demonstrate ability to draw sample of finished layout and appropriately present sample to supervisor for approval. (R, IN, I, S)
10. Can demonstrate ability to arrange layout based upon available space, knowledge of layout principles and aesthetic design concepts. (R, IN, S)
11. Can demonstrate ability to mark up, paste, and assemble final layouts in preparation for printing. (R, IN, S, T)
12. Can demonstrate ability to review final layouts and suggest improvements as needed. (R, IN, I, S)
13. Can demonstrate ability to draw and print charts, graphs, illustrations and other artwork, using computer. (R, IN, S, T)
14. Can demonstrate ability to appropriately key information into computer equipment to create layouts. (R, IN, S, T)
15. Can demonstrate ability to accurately determine the size and arrangement of illustrative material and copy, and appropriately select style and size of type. (R, IN, S, T)
16. Can demonstrate ability to photograph layouts, using camera, to make layout prints. (R, IN, S, T)
17. Can demonstrate ability to develop negatives and prints, using negative and print developing equipment and tools and work aids, to produce layout photos. (R, IN, S, T)
18. Can demonstrate ability to produce still and animated graphic formats for on-air and taped portions of television news broadcast, using electronic video equipment. (R, IN, S, T)
19. Can demonstrate ability to prepare drawings to illustrate sequence and timing of story development for television production. (R, IN, S, T)
20. Can demonstrate the ability to create various styles of visual images. (R, IN, S)
21. Can demonstrate ability to work under stress to meet short deadlines. (R, I)
22. Can demonstrate basic computer and graphic skills. (IN, S, T)
23. Can demonstrate good oral communication skills. (I)