

# **VISUAL AND GRAPHIC ARTS ASSOCIATE (Competency-Based)**

## **APPENDIX A**

O\*NET CODE 27-1024.00

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job or classroom training.

### **WORK PROCESSES**

#### **A. Workplace Orientation**

1. Describe workplace organizational structure.
2. Describe workplace policies and procedures as it relates to the department and industry.
3. Demonstrate an understanding of general ideas regarding workplace ethics, interpersonal communication, and general management.
4. Practice active listening and complex problem solving when handling design inquiries.

#### **B. Communication and Troubleshooting Issues**

1. Acquire knowledge of effective clear verbal and written communication to explain graphic design concepts.
2. Perform a visual assessment to determine and identify errors in graphic illustrations.
3. Demonstrate an ability to critically reason and problem solve with internal teams to improve existing processes.
4. Present changes to existing protocols or policies to client and internal staff.

#### **C. Project Management Tools**

1. Use project scheduling tools to monitor projects plan, work hours, budgets, and expenditures.
2. Demonstrate an ability to manage large scale projects using project management tools such as a Kanban chart, Agile methodology, or Lean Six Sigma.
3. Identify efficient strategies to improve delivery time for projects.

#### **D. Graphic Design Concepts and Skills**

1. Utilize software such as Adobe InDesign, Illustrator, or Photoshop for specific requests or projects.
2. Demonstrate an ability to apply various graphic design concepts to specific projects such as font selection, logo creation, layout, spacing, color theory, and composition.
3. Develop specific visual designs by leveraging specific platforms dependent on their features, use case, and modifications.
4. Develop graphics and layouts for product illustrations, company logos, and web sites. Maintain an active archive of images, photos, or previous work products.
5. Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.

#### **E. Print and Electronic Material Production**

1. Develop visual designs from concept to production for print or digital materials
2. Use photo editing software such as Adobe Photoshop to modify and edit images to be printed or sent digitally.
3. Design layouts for print publications.
4. Determine size and arrangement of illustrative material and copy and select style and size of type.
5. Mark up, paste, and assemble final layouts to prepare layouts for printer.

**Total Approximate Hours                    1000-2000**

**Apprentices in Competency-Based Programs shall participate in no fewer than 1,000 documented hours of on-the-job training, and until they have demonstrated competency for each Work Process, with the understanding competency will be demonstrated reasonably proximate to the maximum on-the-job training hours. Competency Assessment referenced in Appendix B.**

*Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to <https://dol.ny.gov/public-work-and-prevailing-wage>*

# **VISUAL AND GRAPHIC ARTS ASSOCIATE**

## **APPENDIX B**

### **RELATED INSTRUCTION**

#### **Workplace and Safety**

1. Basic Workplace Safety and Workplace Policies
2. Sexual Harassment Prevention Training – must comply with section 201-g of the Labor Law

#### **Job Skills and Theory**

1. Introduction to Public Speaking
2. Introduction to Business Communications
3. Project Management
4. Business Ethics
5. Oral and Written Communication Skills
6. Independent and Collaborative Working
7. Project Management
8. Customer Service Skills
9. Complex Problem Solving
10. Active Listening
11. Microsoft Office Suite (Word, PowerPoint, Excel, and Outlook) (if applicable)
12. Introduction to Computer Graphics
13. Introduction to Web Design
14. Typography and Layout
15. Typography I
16. Graphic Design Software: Adobe Suite (Photoshop, InDesign, Illustrator)

#### **Competency Assessment**

1. Test Preparation
2. Written/Practical Proficiency Examination(s)

**At least 144 hours of Related Instruction must be available for the apprentice at the time of his/her indenture. However, the apprentice may test out earlier if able to demonstrate competence for each topic on the Related Instruction outline.**

Appendix B topics are approved by New York State Education Department.