

## Graphic Designer Competencies

Required Competencies	
<b>Creative Process</b>	<i>Participates actively in the creative process from idea generation through revisions and finalizing.</i>
<b>Project Purpose</b>	<i>Understands and meets project objectives.</i>
<b>Elements and Principles of Design</b>	<i>Demonstrates knowledge of commonly accepted visual design principles, including color theory, typography, preflight, prepress, layout, and print process. Applies those principles to designs.</i>
<b>Adobe Suite</b>	<i>Uses a variety of products from the Adobe Suite in a design setting, including InDesign, Illustrator, and Photoshop. Demonstrates a high level of skill in at least one of the products</i>
<b>Project Organization</b>	<i>Manages multiple projects, changes in project scope, and shifting priorities in order to maintain project requirements and ensure deadlines are met.</i>
<b>Branding</b>	<i>Ensures visual consistency in branding across various mediums and touchpoints. Meets brand standards for the organization or client.</i>
<b>Marketing Principles</b>	<i>Applies core marketing principles and supports marketing initiatives.</i>
<b>Microsoft Office Suite</b>	<i>Uses a variety of products from the Microsoft Office Suite in a design setting, including PowerPoint, Word, and Outlook.</i>