

Graphic Designer Competencies

Required Competencies	
Creative Process	<i>Participates actively in the creative process from idea generation through revisions and finalizing.</i>
Project Purpose	<i>Understands and meets project objectives.</i>
Elements and Principles of Design	<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>
Adobe Suite	<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>
Project Organization	<i>Manages multiple projects, changes in project scope, and shifting priorities in order to maintain project requirements and ensure deadlines are met.</i>
Branding	<i>Ensures visual consistency in branding across various mediums and touchpoints. Meets brand standards for the organization or client.</i>
Marketing Principles	<i>Applies core marketing principles and supports marketing initiatives.</i>
Microsoft Office Suite	<i>Uses a variety of products from the Microsoft Office Suite in a design setting, including PowerPoint, Word, and Outlook.</i>