

SELF-ASSESSMENT GUIDE

Qualification:	VISUAL GRAPHIC DESIGN NC III	
Certificate of Competency 1:	DEVELOPING GRAPHIC DESIGNS FOR A PRINT MEDIA	
Instruction: <ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check on each question to indicate your answers. 		
Can I?	YES	NO
• Identify target audience and medium		
• Receive and interpret the creative brief		
• Select appropriate visual design and communication techniques to fulfil the creative, technical, and production requirements of the brief		
• Gather relevant materials and media based on their compatibility to the creative and technical specifications of the selected media		
• Generate a feasible range of visual design & communication ideas which respond to the brief and provides creative solutions to all design issues *		
• Compare and evaluate the range of delivery platforms and materials available for various designs and media *		
• Demonstrate ability in written and verbal supporting presentations and reports where relevant *		
• Develop vector graphics based on client brief using a high-end application *		
• Develop raster graphics incorporating a range of features for cross-media publishing based on a client brief using raster graphics applications *		
• Demonstrate ability to find and use information relevant to the task from a variety of information sources*		
• Review details of the client brief according to identified preference setting requirements and clarifies any confusion with client or supervisor		
• Assemble client copy and images to conform to the brief requirements		
• Import graphics, layers, product shots and other elements from other applications and formats and places correctly		
• Correctly impose pages and combined elements to suit specified sheet size		

• Complete document set up to conform to the final media and brief requirements		
• Incorporate bleed allowance in margins and borders		
• Maintain alignment of the basic elements based on the overall balance of the layout and correct color blends and gradients		
• Create digital proof or PDF (digital document file format) to present to client		
• Set export options to the best settings for the final media and save and exports the file		
• Check document to ensure correct layout file and that there are no non-printable elements		
• Determine correct format for the color separation as per requirements of the pre-press workflow system		
• Compose pages incorporating elements and features that meets the client's design brief and is print ready *		
• Demonstrate ability to apply the principles of visual design and communication*		
• Prepare different sets of page layouts according to the listed criteria*		
I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.		
Candidate's Name & Signature:		Date:

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Qualification:	VISUAL GRAPHIC DESIGN NC III	
Certificate of Competency 2:	DEVELOPING DESIGNS FOR AN ELECTRONIC MEDIA	
Instruction: <ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check on each question to indicate your answers. 		
Can I?	YES	NO
<ul style="list-style-type: none"> • Identify correctly and completely the objectives and desired outcomes of the electronic media based on received creative brief 		
<ul style="list-style-type: none"> • Identify target user/audience to determine the format and delivery platform of the electronic materials through discussion with relevant personnel 		
<ul style="list-style-type: none"> • Show sufficient knowledge of the elements of good design specifically for use in electronic media 		
<ul style="list-style-type: none"> • Show sufficient knowledge of the range of design techniques for electronic media 		
<ul style="list-style-type: none"> • Show sufficient knowledge of the range of delivery platforms available for electronic media 		
<ul style="list-style-type: none"> • Compare the range of design techniques and delivery platforms and, by way of such comparison, chooses the most appropriate technique and delivery platform that meets the objectives and desired outcome of the electronic media * 		
<ul style="list-style-type: none"> • Generate a feasible range of visual design and communication ideas which respond to the creative brief and provide creative solutions to all design issues* 		
<ul style="list-style-type: none"> • Gather relevant materials and media based on their compatibility to the creative and technical specifications of the electronic media* 		
<ul style="list-style-type: none"> • Continuously reflect on and assesses creative ideas and solutions for implications on budget, timeline, technical feasibility and suitability to meet the brief 		
<ul style="list-style-type: none"> • Identify and implement additional requirements or modifications to the design 		
<ul style="list-style-type: none"> • Identify relationship between the visual elements, hardware, and software required 		
<ul style="list-style-type: none"> • Apply visual design and communication techniques* 		
<ul style="list-style-type: none"> • Evaluate design outcome on whether it is able to meet the creative and technical requirements set for the project 		

<ul style="list-style-type: none"> • Use appropriate font (typeface, style, size, and color)—evaluation can be based on generally accepted standards or as required/specified in the creative brief 		
<ul style="list-style-type: none"> • Use images, illustrations, or icons that are relevant to the content and target audience 		
<ul style="list-style-type: none"> • Lay out the contents/elements of the page according to generally accepted standards of usability (e.g., the most important content are at the top of page, left hand-side) 		
<ul style="list-style-type: none"> • Use the appropriate amount and design of links and navigational buttons 		
<ul style="list-style-type: none"> • Use appropriate background music and/or sound effects 		
<ul style="list-style-type: none"> • Comply with generally accepted ethics, values, and norms (i.e., intellectual property and copyright protection, non-violence, environmental conservation/ protection, protection of women and children’s rights, cultural tolerance/diversity, etc) 		
<ul style="list-style-type: none"> • Observe proper rules of grammar and speech (e.g., no typographical errors, first letter of proper names are capitalized, etc) 		
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Qualification:	VISUAL GRAPHIC DESIGN NC III	
Certificate of Competency 3:	DEVELOPING DESIGNS FOR A PRODUCT PACKAGING	
Instruction: <ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check on each question to indicate your answers. 		
Can I?	YES	NO
• Review and confirm details of the client brief according to identified preference setting requirements		
• Interpret and identify the objective and desired outcomes of the product packaging		
• Identify prospective buyers/customers to determine the form and materials of the product packaging		
• Gather and compare relevant materials and media based on their compatibility to the creative and technical specifications of the product packaging *		
• Generate range of visual design and communication ideas which are technically feasible, respond to the brief and provide creative solutions to all design issues *		
• Apply visual design and communication techniques *		
• Evaluate market to fit design packages and production design process		
• Evaluate and discuss initial discussions and design brief against the findings		
• Produce design prototype according to the creative and printing/technical requirements and ensure that selection is based on solid understanding of the characteristics and capabilities of intended buyers/customers		
• Evaluate design prototype on whether it is able to meet the creative and technical requirements set for the project		
• Identify and implement additional requirements or modifications to the design		
• Prepare final design files and prototype-guide for mass/volume production		
• Identify appropriate format for saving the graphic given the various elements in the graphic		

<ul style="list-style-type: none"> • Check document to ensure correct layout file and that there are no non-printable elements 		
<ul style="list-style-type: none"> • Develop understanding of methods for presenting packaging designs to clients 		
<ul style="list-style-type: none"> • Present /launch new design/label according to client's requirements 		
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Qualification:	VISUAL GRAPHIC DESIGN NC III		
Certificate of Competency 4:	DEVELOPING A BOOTH AND PRODUCT/WINDOW DISPLAY		
Instruction: <ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check on each question to indicate your answers. 			
Can I?	YES	NO	
• Review and confirm details of the client brief according to identified preference setting requirements			
• Interpret and identify the objective and desired outcomes of the booth and product/window displays			
• Identify all relevant factors which may determine and affect visual design and communication concepts and application through the breakdown and interpretation of the brief			
• Identify target user/audience to determine the format and specifications of the booth and product/window display materials			
• Generate range of visual design and communication ideas which are technically feasible, respond to the brief and provide creative solutions to all design issues.*			
• Gather and compare relevant materials and media based on their compatibility to the creative and technical specifications of the booth and product/window display *			
• Apply visual design and communication techniques *			
• Discuss and collaborate visual design & communication ideas, as required, to ensure contribution of a range of ideas and creative solutions to the initial concept			
• Continuously reflect on and assess creative ideas & solutions for implications on budget, timeline, technical feasibility and suitability to meet the brief			
• Research and compare techniques and tools for visual design and communication, range of materials and typographical and visual elements that are appropriate and available for use in the production of booth and product/window displays			
• Identify relationship between the visual elements and environmental factors required			
• Organize research media and findings for use throughout the design development process, updating as required			
• Evaluate and discuss initial discussions and design brief against the findings			
• Develop and present design prototype to assessor approval.			

<ul style="list-style-type: none"> Gather and source required materials based on approved prototype. 		
<ul style="list-style-type: none"> Produce and set up actual booth and product/window displays in accordance with selected design techniques and tools 		
<ul style="list-style-type: none"> Ensure that the creative and technical requirements of the brief are fulfilled and that all elements are fully documented 		
<ul style="list-style-type: none"> Constantly consult relevant personnel throughout the production to ensure harmony and compatibility of the design with technical requirements 		
<ul style="list-style-type: none"> Evaluate design outcome on whether it is able to meet the creative and technical requirements set for the project 		
<ul style="list-style-type: none"> Identify and implement additional requirements or modifications to the design 		
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<p>Candidate's Name & Signature:</p>		<p>Date:</p>