DESIGN DIGITAL GRAPHICS

UNIT CODE: ME/OS/AN/CR/09/5/MA

UNIT DESCRIPTION

This unit specifies the competencies required to design digital graphics. It involves preparing project brief, creating scrap book, designing layout draft, developing sketch graphics transferring computer sketch, creating digital graphic and generating print media.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function.	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. *Bold and italicized terms are elaborated in the range.*
1. Prepare project brief	1.1 Project description is prepared. 1.2 Project goals and objectives are established. 1.3 Project constraints are established. 1.4 Project time lines are established.
2. Create scrap Book	2.1 Project research is conducted as per SOPs. 2.2 Research findings are analysed. 2.3 Design criteria are determined.
3. Design layout draft	3.1 Doodles are created. 3.2 Thumb nail sketches are created sketches. 3.3 Design layout is adopted/customised.
4. Develop Sketch graphics	4.1 Sketch graphics variations are created. 4.2 Final sketch out-line is selected. 4.3 Sketch graphics are colour tested based on various colours.
5. Create digital graphic	5.1 Sketch graphics is scanned *5.2* Scanned image is imported to *vector graphics software* 5.3 Graphics outline are generated 5.4 Graphics outline are edited as per the design 5.5 Colour is applied to the graphics
6. Generate print media	6.1 Media content is generated 6.2 Media layout is created using *design software* as per the SOPs.

	6.3 Media design is created using design software as per the SOPs.
	6.4 Media dummy is printed and reviewed
	6.5 Print media is published

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
• Vector graphics software includes but not limited to:	• Illustrator • Corel-draw
• Design software includes but not limited to:	• Photoshop • Adobe InDesign

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:

- Graphic design
- Drawing
- Digital painting
- Print layout preparation

Required knowledge

The individual needs to demonstrate knowledge of:

- Elements and principles of design
- Colour theory
- Vector graphics
- Design software
- Printing

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 Prepared project brief 1.2 Created scrap Book 1.3 Designed layout draft 1.4 Developed Sketch graphics 1.5 Created digital graphic 1.6 Generated print media
2. Resource Implications	The following resources must be provided: 2.1 RGB colour chart 2.2 CMYK colour chart 2.3 Print guideline
3. Methods of Assessment	Competency may be accessed through: 3.1 Written tests 3.2 Observation 3.3 Oral questions 3.4 Third party report 3.5 Interviewing 3.6 Project and report writing 3.7 Assignments
4. Context of Assessment	Competency may be assessed: 4.1 On-the- job 4.2 Off the job 4.3 Off the job assessment must be undertaken in a closely simulated workplace environment.
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended.