

ADVERTISING ART ENTRY LEVEL GRAPHIC DESIGNER DACUM

Monday, May 28th, 2001

Facilitated by Sue Andree

The entry level Graphic Designer will be able to

DEMONSTRATE POSITIVE PERSONAL ATTRIBUTES A
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BE POSITIVE A1	DISPLAY GOOD ATTITUDE A2	ASK QUESTIONS A3	QUESTION CONTINUOUSLY A4	LEARN CONTINUOUSLY A5	BE CO-OPERATIVE A6
HAVE RESPECT FOR CLIENTS, FELLOW WORKERS AND SELF A7	BE DEADLINE ORIENTED A8	PRACTISE SOCIAL SKILLS A9	PRACTISE PERSONAL ETHICS A10	WORK AS AN INDIVIDUAL A11	WORK AS A TEAM A12
EMPLOY STRONG WORK ETHIC A13	OPEN TO NEW IDEAS A14	BE FLEXIBLE A15	IDENTIFY PERSONAL GOALS A16	SELF-MOTIVATE A17	ASSESS OWN SCOPE OF ABILITY A18
EXPRESS IDEAS AND OPINIONS A19	LEARN FROM MISTAKES A20	ACCEPT CRITICISM A21	STAY CREATIVE A22		

COMPREHEND AND MANAGE PROCESS B

FOLLOW COMPANY POLICIES B1	RESEARCH CLIENT B2	RESEARCH COMPETITORS B3	RESEARCH TARGET MARKET B4	ESTABLISH DELIVERABLES B5	BE AWARE OF PROJECT PARAMETERS B6
BE AWARE OF OTHER PEOPLE INVOLVED IN PROJECT (OUTSIDE) B7	FIND INFORMATION B8	INTEGRATE PROJECT WITH OTHERS B9	ALLOW TIME FOR PROOFING B10	MANAGE PROJECT TASKS B11	PRIORITIZE TASKS B12
ORGANIZE, PRIORITIZE, PROCESS AND ANALYZE INFORMATION B13	OPTIMIZE LIMITATIONS B14	REALISTICALLY ESTIMATE TIME FOR PROJECTS B15	MANAGE TIME B16		

DESIGN C

APPLY BASIC STRUCTURE OF DESIGN C1	EMULATE STYLE C2	BE FAMILIAR WITH HISTORY OF ART AND DESIGN C3	IMPLEMENT BASIC DESIGN PRINCIPLES C4	DEMONSTRATE VISUAL CREATIVITY C5	JUSTIFY CHOICES (COLOUR, DESIGN) C6
ESTABLISH INFORMATION HIERARCHY C7	APPLY SOUND DESIGN PRINCIPLES C8	APPLY COLOUR THEORY C9	FOLLOW ART DIRECTION C10	USE DESIGN EXPLORATION SKILLS C11	TRANSFER CONTENT BETWEEN MEDIUMS C12

OPTIMIZE MEDIUM C13	BE AWARE OF NEED AND GOALS OF THE CLIENT C14	DEVELOP COST EFFECTIVE PRODUCTS C15	BE AWARE OF TARGET MARKET C16	TRANSLATE CLIENT'S NEEDS TO PROJECT NEEDS C17	BUILD IN FUNCTIONALITY C18
USE TEXT APPROPRIATELY C19	DESIGN WITH TYPE C20	DEVELOP A STYLE C21	BRAINSTORM C22	DEVELOP A CONCEPT C23	

BUILD TECHNICAL SKILLS
C

HAVE A GOOD GRASP OF TERMINOLOGY D1	MANAGE AND MAINTAIN FILES D2	USE COMPUTER AS A TOOL D3	CROSS PLATFORM BETWEEN P.C.'S AND MAC'S D4	INTEGRATE PROGRAMS D5	COMPREHEND BASIC SOFTWARE PROGRAMS D6
UPGRADE SKILLS IN SOFTWARE D7	DEVELOP BASIC UNDERSTANDING OF CODING D8	DEFINE TECHNICAL REQUIREMENTS D9	RECOGNIZE SUPPLIERS CAPABILITIES D10	BE FAMILIAR WITH PRODUCTION EQUIPMENT D11	IMPLEMENT FUNDAMENTALS OF ELECTRONIC PUBLISHING D12
PRODUCE PUBLISH READY MATERIALS D13	TROUBLESHOOT D14				

RELATE TO CLIENTS
E

DRESS APPROPRIATELY E1	BE AWARE OF PROPER CONDUCT IN MEETINGS E2	RESPECT CONFIDENTIALITY E3	RESPECT LINES OF COMMUNICATION E4	COMMUNICATE PROFESSIONALLY E5	SPECIFICALLY FOCUS AND RESEARCH CLIENT E6
SHOW RESPECT FOR CLIENT E7	ADVOCATE FOR CLIENTS E8	PARTICIPATE IN THE PITCH PROCESS E9	HANDLE CUSTOMER COMPLAINTS E10	ESTABLISH LONG-TERM RELATIONSHIPS WITH CLIENTS E11	

EMPLOY BUSINESS SENSE
F

ADVOCATE FOR YOUR ORGANIZATION F1	APPLY INTELLECTUAL PROPERTY RIGHTS F2	RECOGNIZE H.R. FUNCTION F3	RECOGNIZE DIFFERENCES AND SIMILARITIES BETWEEN DESIGN BUSINESS SECTORS F4	HAVE REALISTIC COMPENSATION EXPECTATIONS F5	USE QUOTES AND CONTRACTS F6
PRICE APPROPRIATELY FOR FREELANCE WORK F7	RESPECT BUSINESS TIME AND PROPERTY F8	USE FREELANCE SKILLS F9	VALUE SKILLS AT WHAT THEY ARE WORTH F10	BUDGET MANAGEMENT FOR PROJECT F11	APPLY BUSINESS ETHICS F12
AVOID CONFLICT OF INTEREST F13	PERFORM MARKETING FOR CLIENTS F114	IDENTIFY FOUNDATIONS IN BUSINESS PRINCIPLES F15			

<p>APPLY COMMUNICATION SKILLS G</p>

<p>SPEAK CLEARLY G1</p>	<p>WRITE APPROPRIATELY G2</p>	<p>SPELL CORRECTLY G3</p>	<p>APPLY PROFESSIONAL TELEPHONE, E-MAIL, AND FAX ETIQUETTE G4</p>	<p>LISTEN EFFECTIVELY G5</p>	<p>FOLLOW INSTRUCTIONS G6</p>
<p>APPLY BASIC EDITING SKILLS G7</p>	<p>APPLY BASIC PRECIS SKILLS G8</p>	<p>APPLY PROFESSIONAL WRITTEN COMMUNICATION SKILLS G9</p>	<p>CARRY SELF PROFESSIONALLY G10</p>	<p>ASK FOR HELP G11</p>	<p>DISPLAY PROFESSIONAL PRESENTATION SKILLS G12</p>