# Graphic Design - Workplace Experience Course No. 10248 Credit: 1.0

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Media Arts, Web, and Design

Course Description: **Application Level:** Graphic Design—Workplace Experience courses provide students with work experience in fields related to graphic design. Experience can be an internship, apprenticeship, or simulated work experience. Goals are typically set cooperatively by the student, teacher, and work site supervisor. These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace. Comprehensive - Students can take Graphic Design Workplace Experience as a full credit course for a more in-depth study of the graphic design industry.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Student perceptions

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Complete a Work-Based Learning Personalized Learning Plan. |  |
| 1.2 | Compile evidence of workplace policies. |  |
| 1.3 | Create a portfolio effectively showcases skills and experiences. Add appropriate artifacts to electronic Individual Plan of Study (IPS). |  |
| 1.4 | Assess student abilities, interest, aptitudes, preferences, and attitudes in regard to career choices within the graphic design industry. |  |

## Benchmark 2: Employability skill and effective relationships

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Demonstrate good work habits and attitudes necessary to become a responsible employee at the work site or simulated work-based learning site, entrepreneurship, or service learning. |  |
| 2.2 | Interpret and apply standard workplace policies. |  |
| 2.3 | Demonstrates teamwork and take initiative. |  |
| 2.4 | Provides customer service. i.e.: builds strong relationships with clients, understands their needs, and exceed expectations. |  |
| 2.5 | Shows adaptability and flexibility i.e.: open to new technologies, trends, and client requirements. |  |
| 2.6 | Exhibit professionalism. |  |
| 2.7 | Confer with clients and/or supervisors to discuss and determine project needs and edits. |  |

## Benchmark 3: Workplace Skills and Soft Skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Demonstrate excellent communication skills to articulate project goals, manage stakeholder expectations, and resolve issues promptly. |  |
| 3.2 | Demonstrate the ability to problem solve: effectively identify problems, analyze situations, and develop effective solutions. |  |
| 3.3 | Demonstrate the ability to work effectively with cross-functional teams, including designers, developers, marketers, and content creators. |  |
| 3.4 | Demonstrate the ability to adapt to changing project requirements and embrace new technologies and trends. |  |
| 3.5 | Demonstrate the ability to make sound decisions under pressure. |  |
| 3.6 | Demonstrate the ability to take responsibility for your actions and the actions of your team. |  |
| 3.7 | Appropriately manages time, money and personnel i.e.: manages multiple projects and deadlines simultaneously. |  |
| 3.8 | Listens carefully and confirms understanding. |  |
| 3.9 | Demonstrates comprehensions of written material. |  |
| 3.10 | Maintain archive of images, photos, or previous work products. |  |

## Benchmark 4: technical skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Demonstrate proficiency in using, and when to use, various technologies i.e.: understands print and digital production processes, file formats, and pre-press preparation. |  |
| 4.2 | Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts. |  |
| 4.3 | Develop graphics and layouts for product illustrations, company logos, websites, etc. |  |
| 4.4 | Prepare illustrations or rough sketches of material, discussing them with clients or supervisors before making necessary changes. |  |
| 4.5 | Study illustrations and photographs to plan a presentation of materials, products, or services. |  |
| 4.6 | Determine size and arrangement of illustrative materials and select style and size type. |  |
| 4.7 | Produce still and animated graphics for television, or web applications. |  |

## Benchmark 5: Research Skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Research and report on emerging technologies -staying up-to-date with emerging technologies in graphic design, digital marketing, and artificial intelligence to innovate and enhance digital projects. |  |
| 5.2 | Conduct and present about target audiences for a specific project or set of projects. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.