WorldSkills Standards Specification

Graphic Design Technology

Creative Arts and Fashion

worldskills

THE WORLDSKILLS STANDARDS SPECIFICATION (WSSS)

GENERAL NOTES ON THE WSSS

The WSSS specifies the knowledge, understanding, and specific skills that underpin international best practice in technical and vocational performance. It should reflect a shared global understanding of what the associated work role(s) or occupation(s) represent for industry and business (www.worldskills.org/WSSS).

The skill competition is intended to reflect international best practice as described by the WSSS, and to the extent that it is able to. The Standards Specification is therefore a guide to the required training and preparation for the skill competition.

In the skill competition the assessment of knowledge and understanding will take place through the assessment of performance. There will only be separate tests of knowledge and understanding where there is an overwhelming reason for these.

The Standards Specification is divided into distinct sections with headings and reference numbers added.

Each section is assigned a percentage of the total marks to indicate its relative importance within the Standards Specification. This is often referred to as the "weighting". The sum of all the percentage marks is 100.

The Marking Scheme and Test Project will assess only those skills that are set out in the Standards Specification. They will reflect the Standards Specification as comprehensively as possible within the constraints of the skill competition.

The Marking Scheme and Test Project will follow the allocation of marks within the Standards Specification to the extent practically possible. A variation of five percent is allowed, provided that this does not distort the weightings assigned by the Standards Specification.

WORLDSKILLS STANDARDS SPECIFICATION

SECTION		RELATIVE IMPORTANCE (%)
1	**Work organization and management**	10
	The individual needs to know and understand: • OHS regulations, safe work practices • The time constraints of the industry • Industry specific terms • The nature and purposes of client specifications and projects • Appropriate software usage for the outcomes required • Methods of working within organizational limitations • Methods of working in a team to achieve a common goal	

	The individual shall be able to:	
	• Interpret client specifications and projects	
	• Keep to project timelines	
	• Conduct themselves in a professional manner	
	• Manage workload under pressure and within time constraints	
	• Interpret projects in a sustainable manner to minimize wastage and cost to the client and company	
	• Recover from setbacks	
	• Problem solve and adapt to changes made to projects	
	• Multi-task	
	• Demonstrate time management skills	
	• Research the project to arrive at a design frame-work	
2	**Communication and interpersonal skills**	**13**
	The individual needs to know and understand:	
	• The importance of active listening skills	
	• Methods for interpreting the design project and clarifying/questioning the client	
	• How to visualize and translate customer wishes and make recommendations which meet the design and budgetary requirements	
	• The importance of building and maintaining productive working relationships	
	• The importance of resolving misunderstandings and conflicting demands	
	• How to ensure a team successfully understands the design project	
	The individual shall be able to:	
	• Use literacy skills to:	
	• Follow documented instructions for a project	
	• Interpret workplace instructions and other technical documents	
	• Keep up to date with latest industry guidelines	
	• Present their brief to the client and justify the design choices	
	• Use oral communication skills to:	
	• Communicate in a logical and easily understood manner	
	• Use discretion and confidentiality when dealing with clients	
	• Organize and compile a presentation to present to the client	
	• Question clients in an appropriate manner	
	• Use assertiveness and tact with regards to dealing with a client	
	• Show ideas and development through sketches	

3	Problem solving	12
	The individual needs to know and understand: • Common problems and setbacks that can occur within the work process • How to trouble shoot minor software and output issues	
	The individual shall be able to: • Use analytical skills to determine the requirements of the specifications • Use problem solving skills to translate the required outcomes of the specification to an appropriate solution • Use time management skills • Check work regularly to minimize problems that may arise at a later stage	
4	**Innovation, creativity, and design**	**25**
	The individual needs to know and understand: • Creative trends and developments in the industry • How to apply appropriate colours, typography and composition • Principles and techniques for adapting graphics for various uses • Different target markets and the elements of design which satisfy each market • Protocols for maintaining a corporate identity, brand, and style guide • How to provide consistency and refine a design • Principles of a pleasing and creative design • Current design trends • Design principles and elements • Standard sizes, formats, and settings commonly used in the industry	
	The individual shall be able to: • Create, analyse and develop a visual response to communication problems, including understanding hierarchy, typography, aesthetics, and composition • Create (including photography), manipulate, and optimize images for both print and online publishing • Analyse the target market and the product being delivered • Create an idea that is appropriate to the target market • Take into consideration the impact of each element that is added during the design process • Use all the required elements to create the design • Respect existing corporate identity guidelines and style guides • Maintain the original design concept and improve the visual appeal • Transform an idea into an appropriate and creative design	

5	Technical aspects and output	40
	The individual needs to know and understand: • Technological trends and developments in the industry • Different input and output processes for print and other graphic media: their limitations and techniques • Standards for client presentation • Image input, manipulation and editing • Appropriate file sizes, formats, resolution, and compression • Colour systems: gamuts, ink density, colour matching, spot colours and ICC profiles, etc. • Printers marks and bleed • Dielines and varnishes • Appropriate software applications • Different types of paper and surfaces (substrates)	
	The individual shall be able to: • Create prototype mock-ups for presentation • Appropriately mount for presentation and/or present digitally • Apply the correct and appropriate adjustments for the specified output • Capture, adjust and manipulate images to suit the design and technical specifications • Apply colours correctly according to the task • Save files in the correct format • Use software applications comprehensively and appropriately • Organize and maintain folders (for final output and archiving)	
Total		**100**

REFERENCES FOR INDUSTRY CONSULTATION

WorldSkills is committed to ensuring that the WorldSkills Standards Specifications fully reflect the dynamism of internationally recognized best practice in industry and business. To do this WorldSkills approaches a number of organizations across the world that can offer feedback on the draft Description of the Associated Role and WorldSkills Standards Specification on a two-yearly cycle.

In parallel to this, WSI consults three international occupational classifications and databases:

- ISCO-08: (http://www.ilo.org/public/english/bureau/stat/isco/isco08/)
- ESCO: (https://ec.europa.eu/esco/portal/home)
- O*NET On Line (www.**oneto**nline.org/)

This WSSS (Section 2) appears most closely to relate to *Graphic Designers*:
https://www.onetonline.org/link/summary/27-1024.00
And *Graphic Designer*: http://data.europa.eu/esco/occupation/69bcbb0a-8d80-4ecd-b0a4-9adea2a40de2

Adjacent occupations can also be explored through these links.