



WORK PROCESS SCHEDULE & RELATED INSTRUCTION OUTLINE

For the occupation of

Multimedia Graphic Designer

Developed by

THE ALLIANCE
FOR MEDIA ARTS + CULTURE





ABOUT THE PROGRAM

Arts2Work is a new comprehensive creative workforce initiative and the first federally-registered National Apprenticeship Program in Media Arts + Creative Technologies. Arts2Work is designed to provide new infrastructure, equal opportunity, and economic sustainability for creative workers, businesses, organizations and communities across the United States.

About This Document

This document contains the technical and behavioral competencies that a Multimedia Graphic Designers Apprentice will master during the course of a year-long apprenticeship. It also contains a list of courses that the Apprentice and Employer may choose from to fulfill the related Instruction requirement. Classes may be completed at the work site, online, a community college or university, or an Arts2Work-approved community-based training center.

About Multimedia Graphic Designers

Multimedia graphic designers are responsible for communicating messages by creating visual content such as brand identity, user interfaces, layout design, product packaging, commercials, and more. Graphic designers often work with diverse clientele and collaborate with multimedia creative teams to create scalable design systems and patterns to meet a variety of viewers'/users' specific needs. To do so, designers employ typography, images, visual elements, and the logic of display to achieve optimal visual hierarchy and user experience. Designers ensure that appropriate visual communication and accurate brand standards are met across diverse projects.

WORK PROCESS SCHEDULE

Multimedia Graphic Designer

Technical Competency Rating

Competency in the work processes outlined herein can be demonstrated through a variety of venues including observation, proficiency demonstration/ aptitude exam, questions and answers, learner's products, simulations, project work, and/or mentor testimony or evidence all as demonstrated on the job.

The following is the rating system that will be used to determine competency:

RATING SYSTEM	DESCRIPTION	POINTS
Exceeds All Expectations	Consistently exceeds performance standard established for the time in position. Achieves results above and beyond what is required. Extends themselves in their roles to exceed personally and as a team to achieve exceptional results.	5
Meets & Exceeds Some Expectations	Apprentice not only meets all expectations in a fully satisfactory way, but exceeds some of the objectives.	4
Meets Expectations	Consistently meets the performance standards established for time in position. Handles routine tasks & some unexpected situation with the usual amount of supervision. Can continue to develop with coaching, advanced training or more experience.	3
Meets Some Expectations	16 Apprentice occasionally meets some of the objectives related to this goal, but does not meet others in a fully satisfactory way. This performance level generally indicates the need for additional coaching, training or other plan for performance improvements.	2
Does Not Meet/Meets Some Expectations	Does not consistently meet performance standards established for time in position. Requires basic training, coaching or experience to improve performance and become consistent. Additional follow-up will be necessary.	1
Does Not Meet Expectations	Clearly and repeatedly does not meet the performance standards established for time in position. Additional follow-up and specific suggestions for improvement mandatory.	0

WORK PROCESS SCHEDULE

Multimedia Graphic Designer

Technical Competencies

The below on-the-job-learning (OJL) work process competencies are intended as a guide. It need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes, which are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN-OFF

General Practices

- ▶ Demonstrate a working understanding of the organization's structure, personnel rules, policies, responsibilities and general understanding of work ethics, interpersonal communications and related policies
- ▶ Understands and practices safety procedures and rules
- ▶ Demonstrate a working understanding of goals, mission and vision of the organization/company
- ▶ Demonstrate a working understanding of organization's administrative, production and postproduction communications and workflow
- ▶ Demonstrate a working understanding of organization's best practices for client interactions and social media

Rating _____

Signature _____ Date _____

COMPETENCIES

SUPERVISOR'S SIGN-OFF

Pre-Production

- ▶ Demonstrate working understanding of all phases of multimedia graphic design project workflow
- ▶ Demonstrate working understanding of required hardware
- ▶ Demonstrate working knowledge of required software (e.g. creating models and prototypes in Adobe Creative Suite)
- ▶ Demonstrate understanding of production planning (e.g. read production log and call sheets for current project) and managing multiple staff on project

Rating _____

Signature _____ Date _____

Production

- ▶ Demonstrate ability to apply the fundamentals of layout, typography, and color theory to create a range of high-fidelity design deliverables utilizing Adobe Creative Suite technology
- ▶ Demonstrate ability to interact effectively with creative director, project manager, visual and UI designers on a team
- ▶ Demonstrate knowledge of graphic design industry standard formats, and media and asset management practices on Mac/Windows platforms and networked environments
- ▶ Demonstrate fluency with analog design processes and workflow
- ▶ Demonstrate ability to produce design assets in diverse styles and genres
- ▶ Demonstrate basic fluency with animation production process and motion graphics

Rating _____

Signature _____ Date _____

COMPETENCIES

SUPERVISOR'S SIGN-OFF

Post-Production

- ▶ Demonstrate ability to coordinate technical design production process and manage multiple creatives, clients and stakeholder collaborations
- ▶ Demonstrate ability to combine multiple media elements to build powerful, creative stories for a range of platforms
- ▶ Demonstrate working knowledge of finishing and multiple format output
- ▶ Demonstrate ability to collaborate with editorial and technical staff and lead a multimedia production team to create and package final design project to spec

Rating _____

Signature _____ Date _____

Creative Project Development & Leadership

- ▶ Demonstrate ability to ideate and create rich media content for specific issues and campaigns
- ▶ Demonstrate ability to design multiple design assets for independent projects and social media
- ▶ Demonstrate ability to design production toolkits for training and professional development
- ▶ Demonstrate ability to supervise and mentor youth designers
- ▶ Demonstrate intermediate knowledge of industry standard technologies and best practices, and the ability to apply those practices in the creation of high quality content

Rating _____

Signature _____ Date _____

Behavioral Competencies

In addition to mastering all of the essential technical competencies, an apprentice must consistently demonstrate an acceptable level the following behavioral competencies in order to complete the apprenticeship.

COMPETENCIES

- | | | | |
|-----|---|-----|--|
| 1. | Participation in team discussions/meetings | 15. | Requests and performs work assignments without prompting |
| 2. | Focus in team discussions/meetings | 16. | Appropriately cares for personal dress, grooming and hygiene |
| 3. | Focus during independent work | 17. | Maintains a positive attitude |
| 4. | Openness to new ideas and change | 18. | Cooperates with and assists co-workers |
| 5. | Ability to deal with ambiguity by exploring, asking questions, etc. | 19. | Follows instructions/directions |
| 6. | Knows when to ask for help | 20. | Able to work under supervision |
| 7. | Able to demonstrate effective group presentation skills | 21. | Able to accept constructive feedback and criticism |
| 8. | Able to demonstrate effective one-on-one communication skills | 22. | Able to follow safety rules |
| 9. | Maintains an acceptable attendance record | 23. | Able to take care of equipment and work place |
| 10. | Reports to work on time | 24. | Able to keep work area neat and clean |
| 11. | Completes assigned tasks on time | 25. | Able to meet supervisor's work standards |
| 12. | Uses appropriate language | 26. | Able to balance personal life and work |
| 13. | Demonstrates respect for clients, co-workers and supervisors | 27. | Adheres to work policies/rules/regulations |
| 14. | Demonstrates trust, honesty and integrity | | |
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WORK PROCESS SCHEDULE

Multimedia Graphic Designer

Terms and Information

This schedule is a part of the Arts2Work Standards for the occupation of Multimedia Graphic Designer.

1. TYPE OF OCCUPATION

☐ Time-based

☒ Competency-based

☐ Hybrid

2. TERM OF APPRENTICESHIP

The term of the occupation shall be defined by the attainment of all competencies of the position, which would be expected and approximated to occur within 2,000 hours or 1-2 Years of OJL, supplemented by the minimum required 144 hours of related instruction each year.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

A numeric ratio of apprentices to journeyworkers consistent with proper supervision, training, safety, and continuity of employment will be defined in the Employer Acceptance Agreement. The ratio language must be specific and clearly described as to its application to the job site. The apprentice to journeyworker ratio is: 1 apprentice(s) to 1 journeyworker, unless otherwise determined.





4. APPRENTICE WAGE SCHEDULE

Apprentice starting wages will be a suggested minimum of \$15 per hour. Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journeyworker wage rate of a suggested minimum of \$20 per hour. These are suggested minimums only. Minimum wages are regionally determined and will be defined by employers in consultation with Arts2Work staff and noted in the Employer’s Acceptance Agreement.

Wage Schedule: 1-year to competency

1 st	6 months = \$14.38 per hour
2 nd	6 months = \$15.20 per hour

5. WORK PROCESS SCHEDULE MODIFICATIONS

The sponsor may modify the work processes to meet local needs prior to submitting these Standards to the appropriate Registration Agency for approval.

6. RELATED INSTRUCTION OUTLINE MODIFICATIONS

The sponsor may modify the related instruction to meet local needs prior to submitting these Standards to the appropriate Registration Agency for approval.

RELATED INSTRUCTION OUTLINE

Multimedia Graphic Designer

Related instruction

This instruction shall include, but not be limited to, at least 144 hours per year for each year of the apprenticeship. The related theoretical education is tightly integrated with real work product. The curriculum is defined as a variety of courses and course topics, around which the exams and projects are based. By defining the RTI in this way, all competencies required of the students are met, through project work.

Related training of at least 144 hours annually for all apprentices under this program will be as follows:

COURSE TOPICS (MANDATORY)	HOURS
Fundamentals of Graphic Design	16
Photoshop Basics + Portfolio Projects	24
Illustrator Basics	16
InDesign Basics	16
After-Effects Basics + Portfolio Projects	24
Color, Typography + Branding + Portfolio Projects	24
Total	120



COURSE TOPICS (SUPPLEMENTAL)	HOURS
Graphic Design Project Management	15
Advanced Visual Design + Production	32
Projects In Graphic Design – Print, Web, Motion	15
Intermediate/Advanced Photoshop	15
Intermediate/Advanced Illustrator	15
Intermediate/Advanced InDesign	15
Fundamentals of Web Design	15
Introduction to User Experience Design	15
Introduction to Emerging Media: AR/VR	15
Digital Project Management for Human-Centered Design	15
Web Video: Design, Compression, 360, Interactive	15

COURSE TOPICS (SUPPLEMENTAL)	HOURS
Design for Social Media Platforms	15
Information Graphics: Mapping + Data Visualization	15
Introduction to Animation	15
Introduction to User Experience Design	15
Collaboration and Co-Creation Lab: Working with Clients and Communities	15
Adobe Professional Certification Prep	15
Advanced Portfolio Projects: Books, Websites, Publications, Corporate Identity	45

The courses described below feature design, technical hints and tips from industry experts, and review questions.

Introduction to Visual Storytelling (14 hours)

What are the components of visual storytelling? Learn to wield the power of sound and color in this introductory course. In this course you will craft engaging stories through basic cinematography, lighting, editing and sound while gaining a conceptual understanding of how these pieces come together to form the rich medium of visual storytelling.

Receive instruction in:

- ▶ Cinematic composition, framing, camera angles
- ▶ Digital cinematography with DSLRs
- ▶ Shot terminology
- ▶ Directing 101
- ▶ Storytelling with visuals
- ▶ Sound design
- ▶ The power of editing

Photoshop Basics + Portfolio Projects (24 hours)

This class offers you the fundamental training you need to create and edit images using Adobe Photoshop. In this online class, trainees will learn essential tools, shortcuts and techniques to create superior photos and design, how to manipulate images and how to target images for print, web and mobile devices. You'll receive instruction in the following skills and design and create portfolio projects.

- ▶ Image manipulation tools and techniques
- ▶ Basic photo editing
- ▶ Automatically remove objects
- ▶ File formats
- ▶ Using and managing layers
- ▶ Making selections
- ▶ Image adjustment layers
- ▶ Basic masking techniques
- ▶ History panel to undo
- ▶ Creating text

Intermediate/Advanced Photoshop (15 hours)

Adobe Photoshop continues to be one of the most common and sought after graphic and web design proficiencies. With expert instructors you will learn more advanced Photoshop skills to retouch and clean up digital images. Now online and accessible anywhere with a reliable internet connection, this class will help you to understand non-destructive editing, masks, smart objects, filters, styles, adjustment layers, image retouching, illustration with photoshop, Adobe Bridge, camera raw processing, and more! and targeting images for specific media. Topics covered:

- ▶ Using non-destructive image editing
- ▶ Layer styles and blending modes
- ▶ Vector shape techniques
- ▶ Advanced tool use with brushes settings
- ▶ Advanced layer masking techniques
- ▶ Custom styles, swatches, brushes, and gradients
- ▶ File formats and saving in different formats for web/mobile/print/video
- ▶ Importing and manipulating Adobe Illustrator graphics
- ▶ Smart objects
- ▶ Replacing and changing color

Digital Editing for Designers with Adobe Premiere (24 hours)

The industry-standard software for non-linear editing in Adobe Premiere. Learn to wield its power and produce high-end editing in this technical course, which will provide you a comprehensive overview of the Premiere Interface and its practical features. Topics include:

- ▶ Inputting and outputting video to and from a variety of formats
- ▶ Editing techniques and tools
- ▶ Workflow with other Adobe software such as Photoshop and After Effects
- ▶ Transcription
- ▶ Compositing
- ▶ Layers
- ▶ Animation
- ▶ Color Correction
- ▶ Integration with Photoshop and After Effects

Illustrator Basics (15 hours)

Adobe Illustrator is one of the most common vector graphics software programs used in graphic design and multimedia. Learn how to customize images for file formats for output, 2D transformations, importing bitmap graphics, and the skills needed to create eye-catching designs for mobile, web, print and more

- ▶ Working with vector shapes
- ▶ Text manipulation
- ▶ Vector-based drawing tools and techniques
- ▶ Using special effects and transparency
- ▶ Brushes settings
- ▶ Color swatches
- ▶ Creating gradients and patterns
- ▶ Managing multiple layers
- ▶ Scale, rotate, flip and transform objects
- ▶ Importing bitmap graphics
- ▶ File formats for output

InDesign Basics (15 hours)

Adobe InDesign allows you create blueprints for a huge range of projects like flyers, brochures, magazines, newspapers, posters, business cards, postcards, stickers, comics whether you're going to print or designing online. This online class covers InDesign basics including:

- ▶ Understanding the menus
- ▶ Threading text
- ▶ Setting up a project
- ▶ Story palette
- ▶ Importing photos and manipulating them
- ▶ Creating a text-based logo
- ▶ Multi-page documents

Digital Project Management for Human Centered Design (15 hours)

Producing digital media, whether projects are large or small, requires an understanding of how a design project is organized and the legal aspects surrounding it. This course teaches the standard industry processes for organizing and managing design projects and digital assets. This includes an in-depth study of the stages of production. Topics include:

- ▶ Pre-production techniques
- ▶ Human-centered design principles
- ▶ Scope of Work
- ▶ User Stories and Interviews
- ▶ Production scheduling
- ▶ How to obtain pricing, pay scales, rental costs, and bids
- ▶ Production management tactics
- ▶ Post-production supervising

Web Video (15 hours)

The digital age, the smartphone revolution, and the explosion of technology resulted in entirely new realms of visual storytelling and media consumption. So how do you create online video content that captures the viewer's attention in a meaningful way and can be leveraged to raise awareness or build a brand? In this introductory course, you will get a comprehensive overview of the digital video landscape, from social media video content ala AJ+, BuzzFeed, Now This, and Vice to short-form and episodic fiction and nonfiction filmmaking for platforms such as Youtube, Facebook and Vimeo. Topics include:

- ▶ Digital distribution platforms
- ▶ Social media video
- ▶ Short form fiction and nonfiction
- ▶ Docuseries
- ▶ Web series

Introduction to Emerging Media: AR/VR/3D/AI (15 hours)

Emerging technologies that offer full immersion into another world are being used across industries in real estate, start ups, and event production to create unparalleled connection with characters and spaces. As the technology necessary to make VR, AR, 3D and AI become ever more accessible, learn how best to tell captivating stories in this evolving medium. This workshop is your hands-on crash course to technologies in immersive storytelling. topics Include:

- ▶ Manage a VR post-production workflow
- ▶ Stitch a 360 video (static shot) using Kolor Autopano Video Pro and Autopano Giga
- ▶ Edit a 360 video using Premiere Pro
- ▶ Add a title and patching nadir using After Effects and Mettelle Studio Box

Collaboration and Co-Creation Lab: Working with Clients and Communities (15 hours)

Co-creation is defined as the deep, active and equal collaboration between clients, consumers, agencies and experts to solve a problem or need. The marketing world understands the importance of customer feedback and uses methods of co-creation in order to source it. Graphic designers and media creators can benefit from these practices to deepen their creative work with clients and communities. In this course, you will learn how to facilitate mixed teams of clients, agencies and consumers through a range of exercises, from insight generation to idea generation to development, group refinement and prioritization. Topics include:

- ▶ Co-creation exercises for teams
- ▶ Collaboration techniques
- ▶ Importance of client feedback
- ▶ Real world problem-solving

Adobe Professional Certification Prep (15 hours)

Based on feedback from educators, design professionals, industry employers, and educational institutions around the world, Adobe created a set of teaching objectives that cover entry-level skill expectations for design and video communication. In this course, you will prep the host of skills that will be assessed on the Adobe Photoshop, Illustrator, InDesign, After-Effects and/or Premiere Pro exams -- an industry-standard certification that will up your level of professionalism. Course may be repeated.

Topics include:

- ▶ Setting Project Requirements
- ▶ Identifying Design Elements When Preparing Video
- ▶ Understanding the Adobe Premiere Pro Interface
- ▶ Editing a Video Sequence with Adobe Premiere Pro
- ▶ Exporting Video with Adobe Premiere Pro

Introduction to User Experience Design (15 hours)

User Experience Design is about translating user wants and needs into intuitive digital experiences that power meaning, revenue, loyalty, and product success. This class will help designers build confidence and credibility to tackle complex design problems on the job. A portfolio project will be created at the end of the course. Topics include:

- ▶ Editing a Video Sequence with Adobe Premiere Pro
- ▶ Exporting Video with Adobe Premiere Pro
- ▶ Discovering how to identify, ideate, articulate, and develop design solutions for UX challenges
- ▶ Learning how UX designers work with product managers, developers, and visual designers
- ▶ Developing and documenting personas, journey maps, user flows, and annotated wireframes.

TOTAL HOURS: 197

