Butler Tech Graphic Design
Essential Skills Profile

This profile provides an outline of the skills required for the successful completion of this career program. Additional information is located on the Butler Tech website at: https://www.butlertech.org/high-school/ and selecting the corresponding career program.

Recommended WorkKeys® Scores for Graphic Design

Applied Mathematics - 5	Graphic Literacy - 4
Workplace Documents - 5	

*Practice tests and more information at: www.act.org/workkeys

Skills

Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Apply creative thinking to solve design problems.
Speaking	Talking to others to convey information effectively.
Deductive	Ability to apply general rules to specific problem.
Inductive	Ability to combine pieces of information to form conclusions among seemingly unrelated events.

Abilities Required

Near Vision	The ability to see details at close range (within a few feet of the observer). Ability to discriminate between objects of similar: Size High Shape High Color High Spatial relationship.
Originality	The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
Fluency of Ideas	The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity.
Physical Mobility / Strength	Sitting for extended times and use of computers, screens, and monitors for extended time.
Eye-hand Coordination	The ability to use tools.

Knowledge Required in Graphic Design

Design	Knowledge of design techniques, tools, and principles involved in production of technical plans, blueprints, drawings, and models.
Communications and Media	Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Graphic Design Activities

- Seek and accept constructive criticism and feedback.

- Determine size and arrangement of illustrative material and copy, and select style and size of type.

- Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.

- Confer with clients to discuss and determine layout design.

- Develop graphics and layouts for product illustrations, company logos, and Web sites.

- Use computer software to generate new images.

- Review final layouts and suggest improvements as needed.

- Maintain archive of images, photos, or previous work products.

- Prepare sketches of ideas, detailed drawings, illustrations, artwork, or blueprints, using drafting instruments, paints and brushes, or computer aided design equipment.

- Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes.

- Modify and refine designs, using working models, to conform with customer specifications, production limitations, or changes in design trends.

- Create basic designs, drawings, and illustrations for product labels, cartons, or direct mail.

- Design complex graphics and animation, using independent judgment, creativity, and computer equipment.

- Draw and print charts, graphs, illustrations, and other artwork, using computer.

- Key information into computer equipment to create layouts for client or supervisor.

- Research new software or design concepts.

- Mark up, paste, and assemble final layouts to prepare layouts for printer.

- Study illustrations and photographs to plan presentation of materials, products, or services.

- Prepare notes and instructions for workers who assemble and prepare final layouts for printing.

- Produce still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment.

- Photograph layouts, using camera, to make layout prints for supervisors or clients.
- Work on assignments including tasks of minimal interest.
- Must be able to DRAW, shade and sketch.
- Accurately recheck and correct work, to an industry standard.
- Follow and retain: Multistep oral instructions. Written instructions / technical manuals – multistep.
- Follow and retain Simple to complex diagram instructions.
- Use numerical data (count, measure, compute, etc.) in applied setting.

Technology

Graphics or Photo Imaging software	Video Creation and Editing software
Desktop Publishing software	Tools of the trade – (Tablet, computers, personal computers, notebook computers, laser printers, desktop computers, advanced calculators, etc.)

Personality

Artistic: People interested in this work like activities that include creating, designing and making your own rules. They do well at jobs that need:	
Attention to Detail	Initiative
Innovation	Achievement / Effort
Dependability	Adaptability / Flexibility
Gets along with others	Work independently without close supervision

Available Certifications

Adobe Certified Associate (ACA) – Animate (4 points)	Adobe Certified Associate (ACA) – Photoshop (4 Points)
Adobe Certified Associate (ACA) – Premier Pro (4 points)	Adobe Certified Associate (ACA) – Dreamweaver (4 points)
Adobe Certified Associate (ACA) – Illustrator (4 Points)	Adobe Certified Associate (ACA) InDesign (4 Points)

Possible College Credits

College Credit Plus in English, Math, Social Studies, or Science	Must be preapproved. Must pass a college course at an Ohio college or College Credit Plus class at Butler Tech.
Career Technical Credit Transfer	The Ohio Transfer to Degree Guarantee helps career and technical students transfer credits earned in high school to community college or four-year degree programs. The credit can be used at any Ohio public college or university: • If you successfully completed your career-technical program and passed certain required assessments. • If you attend a similar program at a public Ohio college or university. For more information, go to www.transfercredit.ohio.gov
Articulated Credit	Butler Tech has agreements with certain colleges;if you attend one of those colleges, you can get credit toward a specific degree.

*Additional college or post-secondary education may be required in this field

Possible Career Pathways

Production Designer	Graphic Designer
Web Designer	Animator
Video Produce/Editor	