

Professional Skills Framework

Professional Certificate in Graphic Design

Country: United States

Covered jobs: Graphic Designer, Visual Designer, Brand Identity Designer, Digital Content Designer, Print Designer

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ANNEX I Summary presentation of the qualification framework

GENERAL PRESENTATION

Training title: Professional Certificate in Graphic Design

Certification type: Professional Certificate — Level 5 (National Qualifications Framework)

Training modalities:

This program combines theoretical instruction with hands-on studio practice, delivered through flexible online learning platforms that allow students to progress at their own pace. The curriculum accommodates both fast-track completion (14 months) and standard pacing (18 months), enabling learners to balance coursework with personal schedules while maintaining comprehensive skill development through digital workshops and virtual studio sessions.

Purpose and objectives:

This certification prepares skilled graphic design professionals capable of creating comprehensive visual communication solutions across print, digital, and multimedia platforms. Students master industry-standard Adobe Creative Suite software including Photoshop, Illustrator, and InDesign while developing expertise in digital arts fundamentals, electronic publishing, web design, and motion graphics. The program emphasizes practical application of design principles through real-world projects that build a professional portfolio suitable for immediate industry employment or freelance practice.

Professional context:

Graphic designers work in diverse creative environments, from advertising agencies and design studios to corporate marketing departments and freelance practice.

Target audience and access conditions:

This program targets creative individuals seeking to establish or advance careers in graphic design, including career changers from related fields and current design professionals looking to formalize their skills.

Prerequisites:

- High school diploma or equivalent
- Basic computer literacy
- Creative portfolio demonstrating visual aptitude
- Motivation for visual communication and design thinking

Access pathways:

- Direct enrollment from high school
- Career transition program
- Professional development for working designers
- Portfolio-based admission

TRAINING ORGANIZATION

Pedagogical approach:

The program employs a project-based learning approach that mirrors real-world design practice:

- Studio-based learning with individual and collaborative projects
- Client simulation exercises and professional presentation skills
- Portfolio development throughout the program duration
- Integration of creative process with technical execution
- Emphasis on design thinking and problem-solving methodologies

Learning methods:

- Hands-on design workshops and studio sessions
- Software training laboratories with industry-standard tools
- Client project simulations and case study analysis
- Peer critique sessions and professional feedback loops
- Guest lectures from practicing design professionals
- Internship placement in design studios or agencies

Training strengths:

- Comprehensive coverage of print, digital, and motion graphics applications
- Industry-standard software proficiency including Adobe Creative Suite mastery
- Real client project experience integrated throughout the curriculum
- Portfolio development guidance with professional presentation skills
- Strong emphasis on brand identity and visual system development
- Preparation for both employment and freelance design practice
- Flexible online learning format with self-paced progression options accommodating diverse schedules
- Comprehensive Adobe Creative Suite training integrated throughout all design applications
- Digital arts fundamentals covering both hardware and software components for computer-based artistic creation

SUMMARY TABLE OF ACTIVITIES - SKILL BLOCKS - UNITS

Activities	Skill blocks	Units
Function 1: Brand Identity and Logo Design • Logo and Visual Identity Creation • Color and Typography System Development	Block 1 - Brand Identity and Visual System Development • Design comprehensive visual identity systems using Adobe Illustrator and brand strategy principles according to target audience requirements and competitive analysis to establish distinctive corporate image and market positioning • Select and apply typography systems across multiple design applications maintaining readability and brand consistency to support communication objectives • Develop color palette systems considering technical reproduction requirements and accessibility standards to ensure consistent brand application • Establish design concept frameworks through research and ideation processes to guide creative development and ensure strategic alignment • Generate pattern libraries and visual asset systems for scalable design implementation across multiple applications and team members	Unit U1 Brand Identity and Visual System Development
Function 2: Print and Publication Design • Marketing Collateral and Promotional Materials • Publication and Editorial Design • Packaging and Product Graphics	Block 2 - Print and Publication Design Production • Create print marketing materials following production specifications and budget constraints to support promotional campaigns • Develop publication layouts using Adobe InDesign incorporating editorial content, master pages, and typography systems following visual hierarchy principles to create professional multipage documents and electronic publications including interactive PDFs and EPUB formats • Create packaging and product graphics following regulatory compliance and manufacturing constraints to support product marketing and safety requirements • Produce comprehensive marketing campaign materials maintaining visual consistency across multiple touchpoints to support integrated promotional strategies	Unit U2 Print and Publication Design Production

Activities	Skill blocks	Units
Function 3: Digital and Interactive Design • Website and User Interface Design • Social Media and Digital Content	Block 3 - Digital and Interactive Design Implementation • Design user interface elements and web graphics following usability standards, responsive design principles, and accessibility guidelines to optimize digital user experience across desktop and mobile platforms while ensuring cross-browser compatibility • Produce digital content optimized for social media platforms and online distribution channels to maximize audience engagement • Coordinate with technical teams and vendors using project management tools to ensure accurate implementation of design specifications • Design information graphics and data visualizations using appropriate chart types and visual encoding to communicate complex information clearly	Unit U3 Digital and Interactive Design Implementation
Function 4: Illustration and Custom Graphics • Custom Illustration and Iconography • Infographic and Pattern Design	Block 4 - Custom Illustration and Iconography Creation • Create custom illustrations and iconography using Adobe Illustrator vector techniques and digital art fundamentals to communicate specific messages while maintaining scalability and consistency across print and digital applications	Unit U4 Custom Illustration and Iconography Creation
Function 5: Motion Graphics and Animation • Animation and Motion Graphics Production	Block 5 - Motion Graphics and Animation Production • Develop motion graphics and animations following technical specifications and brand guidelines to create engaging multimedia content	Unit U5 Motion Graphics and Animation Production
Function 6: Project Management and Client Collaboration • Project Consultation and Concept Development • Design Revision and Quality Management • Specialized Design Applications and Campaign Development	Block 6 - Professional Project Management and Client Relations • Conduct client consultations and project scoping sessions using structured methodologies to define creative requirements and deliverables • Manage design revision cycles through systematic feedback collection and quality control processes to achieve client approval • Execute specialized design applications for environmental and campaign projects following industry standards to meet specific spatial and promotional objectives	Unit U6 Professional Project Management and Client Relations

Summary table of functions and activities

Function 1: Brand Identity and Logo Design
Activity 1.1 Logo and Visual Identity Creation
Activity 1.2 Color and Typography System Development
Function 2: Print and Publication Design
Activity 2.1 Marketing Collateral and Promotional Materials
Activity 2.2 Publication and Editorial Design
Activity 2.3 Packaging and Product Graphics
Function 3: Digital and Interactive Design
Activity 3.1 Website and User Interface Design
Activity 3.2 Social Media and Digital Content
Function 4: Illustration and Custom Graphics
Activity 4.1 Custom Illustration and Iconography
Activity 4.2 Infographic and Pattern Design
Function 5: Motion Graphics and Animation
Activity 5.1 Animation and Motion Graphics Production
Function 6: Project Management and Client Collaboration
Activity 6.1 Project Consultation and Concept Development
Activity 6.2 Design Revision and Quality Management
Activity 6.3 Specialized Design Applications and Campaign Development

These areas, broken down into activities that the professional performs independently or under supervision, may not all be exercised within the employing organization, especially in a first job.

ANNEX II Professional activities framework

Professional context and jobs

Graphic designers create visual communication solutions that inform, persuade, and engage target audiences across multiple media platforms. They work collaboratively with clients, marketing teams, and technical specialists to translate conceptual ideas into compelling visual designs that meet specific communication objectives and brand requirements. The profession requires balancing creative vision with technical constraints, managing project timelines, and adapting designs for various reproduction methods and digital platforms. Modern graphic designers must understand both traditional print production processes and contemporary digital distribution channels while maintaining awareness of emerging design trends and technological capabilities.

The graduate performs different functions:

- brand identity and logo design ;
- print and publication design ;
- digital and interactive design ;
- illustration and custom graphics ;
- motion graphics and animation ;
- project management and client collaboration ;

Relevant jobs

Jobs for these professionals can be found in various public and private organizations, including:

- Advertising agencies and creative studios ;
- Corporate marketing and communications departments ;
- Design consultancies and branding firms ;
- Publishing houses and media companies ;
- Digital agencies and web development firms ;
- Freelance and independent practice ;
- In-house design teams for retail and e-commerce ;
- Non-profit organizations and educational institutions ;

Job titles vary across sectors. Examples include:

- Graphic Designer ;
- Visual Designer ;
- Brand Identity Designer ;
- Print Designer ;
- Digital Content Designer ;
- Marketing Designer ;
- Publication Designer ;
- Packaging Designer ;
- Junior Art Director ;
- Freelance Designer ;
- Digital Artist ;
- Electronic Publishing Specialist ;

Starting Salary Range

Entry-level graphic designers typically earn between \$35,000-\$45,000 annually, with compensation varying by geographic location, company size, and specialization area. Freelance designers may charge \$25-\$75 per hour depending on experience and project complexity.

Career development (3 to 5 years)

With experience and continued skill development, graphic designers can advance to:

- Senior Graphic Designer with specialized expertise
- Art Director overseeing creative teams
- Brand Manager focusing on identity strategy
- Creative Director leading agency departments
- Design Studio Owner or Creative Entrepreneur
- Design Educator or Workshop Facilitator

Further studies

Graduates may pursue advanced degrees in Fine Arts (MFA), specialized certifications in UX/UI design, or professional development in areas such as motion graphics, web development, or brand strategy to expand their career opportunities.

PROFESSIONAL ETHICS AND CONDUCT

Professional graphic designers adhere to ethical principles that ensure responsible practice:

- Respect intellectual property rights and proper attribution of creative work
- Maintain client confidentiality and project discretion
- Provide honest assessments of project scope and realistic timelines
- Consider cultural sensitivity and inclusive design practices
- Ensure accessibility standards in digital design applications
- Practice environmental responsibility in material and production choices
- Maintain professional development and stay current with industry standards

Function 1: Brand Identity and Logo Design

Function 1: Brand Identity and Logo Design

Activity 1.1 Logo and Visual Identity Creation

- Design distinctive company logos and brand marks
 - Research company values and target audience
 - Create multiple logo concepts and variations
 - Develop scalable vector-based logo files
 - Test logo effectiveness across different sizes and applications
- Develop comprehensive brand identity guidelines
 - Create brand style guides documenting logo usage
 - Establish brand application rules and restrictions
 - Design logo variations for different contexts

■ Means and resources

- Vector graphics software (Adobe Illustrator, Figma)
- Brand research tools and competitor analysis
- Color theory and typography knowledge
- Brand guideline templates and documentation tools

■ Expected results

- Scalable vector logo files in multiple formats
- Comprehensive brand identity guidelines document
- Logo variations for different applications and contexts
- Brand implementation examples and usage demonstrations

Function 1: Brand Identity and Logo Design

Activity 1.2 Color and Typography System Development

- Select and develop brand color palettes
 - Research color psychology and brand positioning
 - Create primary and secondary color schemes
 - Test color accessibility and contrast ratios
 - Document color specifications for print and digital use
- Design typography systems and font selections
 - Choose primary and secondary typeface families
 - Establish typography hierarchy and sizing guidelines
 - Create font pairing systems for different applications
 - Document typography usage rules and specifications
- Create corporate stationery and business materials
 - Design business cards, letterhead, and envelopes
 - Apply brand standards to professional materials
 - Ensure consistency across all corporate touchpoints

■ Means and resources

- Color management tools and pantone libraries
- Typography resources and font management software

- Brand guidelines templates
- Print production knowledge and specifications

■ Expected results

- Documented color palette with specifications for all media
- Typography style guide with hierarchy and usage rules
- Complete corporate stationery suite
- Brand consistency standards and application guidelines

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Function 2: Print and Publication Design

Function 2: Print and Publication Design

Activity 2.1 Marketing Collateral and Promotional Materials

- Design marketing brochures and promotional flyers
 - Layout multi-page marketing materials
 - Create compelling visual hierarchies for information
 - Design promotional flyers for events and campaigns
 - Ensure consistent brand application across materials
- Create event and advertising materials
 - Design eye-catching event posters and banners
 - Develop advertisement banners for various media
 - Create trade show booth graphics and displays
 - Design vehicle wrap graphics for mobile advertising

■ Means and resources

- Page layout software (Adobe InDesign, QuarkXPress)
- High-resolution stock photography and image libraries
- Print production specifications and vendor relationships
- Large format printing knowledge and requirements

■ Expected results

- Print-ready marketing brochures and promotional materials
- High-impact event posters and advertising banners
- Professional trade show graphics and booth displays
- Completed vehicle wrap designs ready for installation

Function 2: Print and Publication Design

Activity 2.2 Publication and Editorial Design

- Design publication covers and layouts
 - Create compelling book and publication covers
 - Design annual report layouts with complex information
 - Layout e-book covers and internal page designs
 - Develop restaurant menu designs with clear hierarchy
- Create professional business materials
 - Design business cards with brand consistency
 - Layout professional documents and reports
 - Create presentation templates for corporate use

■ Means and resources

- Professional layout and typography software
- Editorial design principles and grid systems
- High-quality imagery and illustration resources
- Print and digital publishing format knowledge

■ Expected results

- Professional publication covers and page layouts
- Well-designed annual reports and corporate documents
- Attractive and functional restaurant menus
- Consistent business card designs and presentation templates

Function 2: Print and Publication Design

Activity 2.3 Packaging and Product Graphics

- Develop product packaging artwork and labels
 - Design product packaging graphics and dielines
 - Create product labels with regulatory compliance
 - Develop merchandise graphic designs for apparel and products
 - Ensure packaging designs work across different product sizes
- Prepare print-ready files and production materials
 - Create print-ready files with proper specifications
 - Set up bleeds, crop marks, and color separations
 - Coordinate with printers for optimal output quality
 - Conduct quality control checks on final files

■ Means and resources

- Packaging design software and dieline templates
- Product photography and mockup resources
- Print production knowledge and color management
- Regulatory compliance resources for labeling

■ Expected results

- Complete packaging artwork ready for production
- Compliant product labels with accurate specifications
- High-quality merchandise designs suitable for various applications
- Print-ready files meeting all technical requirements

Function 3: Digital and Interactive Design

Function 3: Digital and Interactive Design

Activity 3.1 Website and User Interface Design

- Design website user interface mockups and layouts
 - Create responsive website mockups and wireframes
 - Design user interface elements and navigation systems
 - Develop consistent UI icon sets and interface elements
 - Create data visualization dashboards for web applications
- Collaborate with development teams on implementation
 - Work with web developers on design implementation
 - Provide detailed specifications for interactive elements
 - Review and approve development output for design consistency

■ Means and resources

- UI/UX design tools (Figma, Adobe XD, Sketch)
- Responsive design frameworks and grid systems
- User experience research and testing tools
- Web development collaboration platforms

■ Expected results

- Comprehensive website UI mockups and wireframes
- Consistent user interface design systems
- Professional icon sets and interface elements
- Successfully implemented web designs meeting specifications

Function 3: Digital and Interactive Design

Activity 3.2 Social Media and Digital Content

- Create social media graphics and templates
 - Design social media post graphics for various platforms
 - Create social media story templates and branded content
 - Develop newsletter header graphics and email templates
 - Design video thumbnails optimized for digital platforms
- Develop digital marketing assets
 - Create email newsletter templates with responsive design
 - Design app store graphic assets for mobile applications
 - Develop digital advertising materials for online campaigns

■ Means and resources

- Social media design tools and platform specifications
- Template creation software and asset libraries
- Digital marketing platform requirements knowledge
- Mobile and responsive design principles

■ Expected results

- Engaging social media graphics optimized for each platform

- Professional template libraries for consistent content creation
- Effective email newsletter designs with high engagement potential
- Attractive video thumbnails and app store assets

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Function 4: Illustration and Custom Graphics

Function 4: Illustration and Custom Graphics

Activity 4.1 Custom Illustration and Iconography

- Create custom illustrations and artwork
 - Develop custom illustration commissions for specific projects
 - Create original artwork tailored to brand and project requirements
 - Design product icons and interface elements
 - Illustrate complex concepts for educational and marketing purposes
- Build comprehensive iconography libraries
 - Design cohesive icon sets for digital and print applications
 - Create scalable iconography systems with consistent styling
 - Develop specialized icons for specific industries or applications

■ Means and resources

- Digital illustration software (Adobe Illustrator, Procreate)
- Drawing tablets and stylus input devices
- Reference materials and inspiration libraries
- Vector graphics optimization tools

■ Expected results

- High-quality custom illustrations meeting project specifications
- Professional icon libraries with consistent visual style
- Scalable artwork suitable for various applications and sizes
- Original creative assets that enhance overall design projects

Function 4: Illustration and Custom Graphics

Activity 4.2 Infographic and Pattern Design

- Design informational graphics and data visualization
 - Create custom infographics for complex information presentation
 - Develop infographic series with consistent visual treatment
 - Design charts, graphs, and data visualization elements
 - Transform complex data into accessible visual formats
- Create patterns, textures, and decorative elements
 - Design custom patterns and textures for various applications
 - Create decorative graphic elements for merchandise and products
 - Develop repeatable pattern systems for branding applications

■ Means and resources

- Data visualization tools and charting software
- Pattern creation software and repeat tools
- Color theory and visual hierarchy principles
- Statistical data interpretation skills

■ Expected results

- Clear and engaging infographics that communicate complex information

- Cohesive infographic series with consistent visual style
- Original patterns and textures suitable for various applications
- Professional merchandise graphics ready for production

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Function 5: Motion Graphics and Animation

Function 5: Motion Graphics and Animation

Activity 5.1 Animation and Motion Graphics Production

- Create motion graphics videos and animations
 - Develop motion graphics videos for marketing and communication
 - Create animated sequences with professional timing and transitions
 - Design kinetic typography and text animations
 - Integrate audio and visual elements for complete productions
- Animate logos and brand elements
 - Create logo animations for digital and video applications
 - Develop animated brand elements and transitions
 - Design motion graphics that enhance brand recognition

■ Means and resources

- Motion graphics software (Adobe After Effects, Cinema 4D)
- Video editing and compositing tools
- Audio editing software and sound libraries
- Animation principles and timing knowledge

■ Expected results

- Professional motion graphics videos ready for publication
- Animated logo sequences suitable for various digital applications
- Engaging kinetic typography and text animations
- Complete video productions with synchronized audio and visual elements

Function 6: Project Management and Client Collaboration

Function 6: Project Management and Client Collaboration

Activity 6.1 Project Consultation and Concept Development

- Consult with clients on project requirements and scope
 - Meet with clients to understand project objectives and constraints
 - Analyze project requirements and provide professional recommendations
 - Develop project timelines and milestone schedules
 - Present design solutions and rationale to stakeholders
- Generate and develop design concepts
 - Create initial design concepts based on client briefs
 - Develop multiple creative approaches for client review
 - Research market trends and competitive landscape
 - Present concept development process and decision rationale

■ Means and resources

- Project management software and scheduling tools
- Client presentation tools and portfolio platforms
- Market research resources and trend analysis tools
- Concept development frameworks and creative processes

■ Expected results

- Comprehensive project briefs and scope documentation
- Clear project timelines with defined milestones and deliverables
- Multiple design concepts with supporting rationale
- Professional client presentations and project proposals

Function 6: Project Management and Client Collaboration

Activity 6.2 Design Revision and Quality Management

- Manage design revision processes and client feedback
 - Review and incorporate client feedback into design iterations
 - Manage revision rounds while maintaining project timelines
 - Document changes and maintain version control systems
 - Balance client requests with professional design standards
- Ensure quality control and final approval processes
 - Conduct thorough quality checks on all design deliverables
 - Verify technical specifications and file formats
 - Coordinate final approvals and sign-offs
 - Prepare final files for production or implementation

■ Means and resources

- Version control software and file management systems
- Quality control checklists and review processes
- Client feedback tools and collaboration platforms
- File preparation and delivery systems

■ Expected results

- Completed design revisions meeting all client requirements
- Documented revision history and approval processes
- Quality-assured final deliverables ready for production
- Client satisfaction and project completion within scope

Function 6: Project Management and Client Collaboration

Activity 6.3 Specialized Design Applications and Campaign Development

- Design specialized signage and environmental graphics
 - Design signage for physical spaces including offices and events
 - Develop comprehensive signage systems with wayfinding elements
 - Ensure readability from various distances and lighting conditions
 - Coordinate with architects and installation teams
- Create seasonal and campaign-specific visual materials
 - Design seasonal campaign visuals aligned with marketing objectives
 - Create advertisement banners for specific campaigns or promotions
 - Develop cohesive visual campaigns across multiple touchpoints
 - Adapt designs for various campaign applications and formats

■ Means and resources

- Environmental design software and spatial planning tools
- Large format printing specifications and material knowledge
- Campaign planning and brand consistency tools
- Installation coordination and technical specification resources

■ Expected results

- Professional signage designs ready for fabrication and installation
- Comprehensive signage systems with clear wayfinding and information hierarchy
- Cohesive seasonal campaign materials across all specified touchpoints
- Campaign-specific designs that drive engagement and achieve marketing objectives

ANNEX III Skills framework

Block 1 - Brand Identity and Visual System Development

Pedagogical objective

Enable learners to create comprehensive brand identity systems that establish consistent visual communication across all brand touchpoints while developing strategic design thinking capabilities.

Activities

Activity 1.1 Logo and Visual Identity Creation
Activity 1.2 Color and Typography System Development

Skills

Skills	Indicators
C1 - Design comprehensive visual identity systems using Adobe Illustrator and brand strategy principles according to target audience requirements and competitive analysis to establish distinctive corporate image and market positioning	Complete brand identity package delivered with logo, color palette, and typography specifications Visual coherence maintained across all brand touchpoints and applications Client approval obtained for final identity system implementation
C11 - Select and apply typography systems across multiple design applications maintaining readability and brand consistency to support communication objectives	Typography hierarchy established with clear information architecture Font licensing compliance verified for commercial applications Readability standards met across all intended viewing distances and contexts
C12 - Develop color palette systems considering technical reproduction requirements and accessibility standards to ensure consistent brand application	Color specifications documented with RGB, CMYK, and Pantone values Accessibility contrast ratios verified for digital applications Color reproduction tested across different printing and display technologies
C16 - Establish design concept frameworks through research and ideation processes to guide creative development and ensure strategic alignment	Concept presentation documents delivered with rationale and supporting research Creative direction established with clear visual style guidelines Stakeholder buy-in achieved through structured presentation methods
C18 - Generate pattern libraries and visual asset systems for scalable design implementation across multiple applications and team members	Asset library organized with clear naming conventions and usage guidelines Scalability tested across different size and format requirements Team accessibility ensured through shared file management systems

Associated knowledge

Brand Identity and Visual Communication Theory

Brand Strategy Fundamentals

- Brand positioning and differentiation principles
- Target audience analysis methodologies
- Competitive brand landscape analysis
- Brand personality and voice development

Visual Identity Systems

- Logo design principles and scalability
- Brand architecture frameworks
- Visual consistency standards
- Brand guidelines development

Color Theory and Psychology

- Color harmonies and relationships
- Cultural color associations
- Psychological impact of color choices
- Color accessibility standards (WCAG)

Typography Principles

- Font classification systems
- Typographic hierarchy principles
- Readability and legibility factors
- Font licensing and legal considerations

Brand Identity Creation Tools and Techniques

Logo Design Techniques

- Vector logo creation in Adobe Illustrator
- Logo variation development (horizontal, stacked, icon)
- Logo scalability testing and optimization
- Trademark search and clearance processes

Color System Development

- Primary and secondary palette creation
- Color code specification (HEX, RGB, CMYK, Pantone)
- Color contrast ratio testing
- Brand color application guidelines

Typography System Implementation

- Font pairing and hierarchy establishment
- Web font optimization and loading
- Print typography specifications
- Custom font modification techniques

Brand Guidelines Documentation

- Style guide template creation
- Usage examples and restrictions
- Digital asset library organization
- Brand compliance monitoring tools

Creative Development and Research Methodology

Strategic Creative Thinking

- Systematic approach to concept development
- Critical evaluation of design solutions
- Iterative refinement based on feedback

- Objective assessment of brand alignment

Research-Driven Design Process

- Thorough market and competitor analysis
- Client brief interpretation and clarification
- Stakeholder input integration
- Design decision justification and documentation

Behavioral skills

- Demonstrates strategic thinking when analyzing brand positioning and target audience requirements during identity development projects
- Shows methodical approach to design system documentation by creating comprehensive guidelines that ensure consistent implementation
- Exhibits attention to detail in color and typography specifications across different media and technical requirements
- Demonstrates creative problem-solving when developing visual solutions that balance brand strategy with practical implementation constraints

Rationale

This block encompasses the strategic foundation of graphic design practice by focusing on brand identity creation and visual system development. The competencies grouped here share the common purpose of establishing comprehensive visual frameworks that guide all subsequent design applications. These competencies work synergistically because effective brand identity requires simultaneous consideration of logo design, color theory, typography selection, and systematic documentation. Professional situations requiring these competencies include brand launches, corporate rebranding projects, and visual identity modernization initiatives. The block can be evaluated through comprehensive brand identity projects where learners must demonstrate their ability to create cohesive visual systems from initial concept through detailed implementation guidelines.

Position in the learning progression

Foundational — This block is introduced in the first semester as it establishes the conceptual and strategic foundation essential for all subsequent graphic design work. No specific design prerequisites are required beyond basic design software familiarity and fundamental artistic principles. Mastery of this block is crucial for advancing to blocks B2, B3, and B4, as brand identity principles inform all specialized design applications. The complexity level focuses on understanding brand strategy translation into visual elements and systematic thinking about design consistency. Early internship experiences should include observation of brand development processes and participation in identity guideline implementation projects.

Block 2 - Print and Publication Design Production

Pedagogical objective

Develop expertise in creating professional print materials that meet production specifications while effectively communicating marketing messages and editorial content across diverse publication formats.

Activities

Activity 2.1 Marketing Collateral and Promotional Materials

Activity 2.2 Publication and Editorial Design

Activity 2.3 Packaging and Product Graphics

Skills

Skills	Indicators
C2 - Create print marketing materials following production specifications and budget constraints to support promotional campaigns	Print-ready files delivered with correct color profiles and resolution specifications Materials produced within allocated budget and timeline parameters Quality control checklist completed for all production elements
C3 - Develop publication layouts using Adobe InDesign incorporating editorial content, master pages, and typography systems following visual hierarchy principles to create professional multipage documents and electronic publications including interactive PDFs and EPUB formats	Layout templates created with consistent grid systems and style guides Editorial content properly integrated with visual elements and navigation flow Accessibility standards met for typography and contrast requirements
C14 - Create packaging and product graphics following regulatory compliance and manufacturing constraints to support product marketing and safety requirements	Regulatory compliance verified for all required labeling and safety information Manufacturing specifications met for materials and production processes Product differentiation achieved through strategic graphic design choices
C17 - Produce comprehensive marketing campaign materials maintaining visual consistency across multiple touchpoints to support integrated promotional strategies	Campaign style guide created with specifications for all marketing channels Visual consistency maintained across print, digital, and environmental applications Campaign effectiveness measured through predefined performance indicators

Associated knowledge

Print Production and Manufacturing Knowledge

Printing Technologies and Processes

- Offset, digital, and specialty printing methods
- Paper types, weights, and finishes
- Ink systems and color management

- Binding and finishing options

Production Workflow Standards

- Prepress requirements and specifications
- File format standards for print (PDF/X)
- Bleed, trim, and safety area specifications
- Proofing and approval processes

Regulatory Compliance

- FDA labeling requirements for packaging
- Accessibility standards for printed materials
- Copyright and trademark usage guidelines
- Environmental and sustainability standards

Print Design Creation and Management

Layout and Composition Techniques

- Grid systems for print layouts
- Adobe InDesign advanced features
- Multi-page document management
- Master page and style sheet creation

Print-Specific Technical Skills

- Color separation and spot color usage
- Trapping and overprint settings
- Print-ready file preparation
- Packaging dieline creation and modification

Editorial and Publication Design

- Editorial style guide implementation
- Image placement and text wrap techniques
- Table of contents and index creation
- Cross-reference and hyperlink management

Print Project Coordination and Quality Control

Production Timeline Management

- Accurate estimation of production timelines
- Proactive communication with vendors and clients
- Quality checkpoint establishment and monitoring
- Contingency planning for production delays

Cost and Budget Awareness

- Material cost consideration in design decisions
- Vendor relationship management and negotiation
- Value engineering while maintaining quality
- Transparent cost communication with clients

Behavioral skills

- Exhibits precision in technical specification management for print production workflows and quality control processes
- Shows collaborative communication when working with vendors, printers, and production teams throughout project development
- Demonstrates budget consciousness when selecting materials, printing methods, and production techniques for cost-effective solutions

- Shows adaptability when revising designs based on production constraints or client feedback during development cycles

Rationale

This block consolidates competencies focused on tangible design production for print and physical applications. The unifying purpose is creating professional marketing materials, publications, and packaging that meet both aesthetic and technical production requirements. These competencies are logically grouped because they share common technical constraints related to printing processes, material selection, and physical production workflows. Projects requiring these skills include marketing campaign development, corporate publication design, product packaging creation, and branded collateral production. Evaluation occurs through comprehensive projects that require learners to manage complete production cycles from concept through final printed deliverables, demonstrating technical proficiency alongside creative problem-solving.

Position in the learning progression

Core Practice — This block is typically addressed in the second semester after foundational brand identity concepts are established in B1. Prerequisites include understanding of brand guidelines and basic design principles, as print applications must align with established visual identity systems. This block provides essential preparation for B4 (digital design) by establishing understanding of design adaptation across media, and supports B6 (project management) through production workflow experience. The complexity level emphasizes technical proficiency combined with creative application, requiring mastery of print production processes and material considerations. Internship experiences should include hands-on involvement in print production projects and vendor coordination activities.

Block 3 - Digital and Interactive Design Implementation

Pedagogical objective

Master digital design creation for web interfaces, social media platforms, and interactive applications while ensuring optimal user experience and technical implementation across multiple devices and platforms.

Activities

Activity 3.1 Website and User Interface Design

Activity 3.2 Social Media and Digital Content

Skills

Skills	Indicators
C4 - Design user interface elements and web graphics following usability standards, responsive design principles, and accessibility guidelines to optimize digital user experience across desktop and mobile platforms while ensuring cross-browser compatibility	UI mockups delivered with interactive prototypes and user flow documentation Cross-platform compatibility verified across multiple devices and browsers User testing feedback incorporated into final interface design
C5 - Produce digital content optimized for social media platforms and online distribution channels to maximize audience engagement	Content delivered in platform-specific formats and dimensions Engagement metrics improved through strategic visual design choices Brand consistency maintained across all digital touchpoints
C13 - Coordinate with technical teams and vendors using project management tools to ensure accurate implementation of design specifications	Technical specifications communicated clearly to implementation teams Project timeline milestones tracked and reported to stakeholders Vendor requirements documented with quality control checkpoints
C15 - Design information graphics and data visualizations using appropriate chart types and visual encoding to communicate complex information clearly	Data accuracy maintained throughout visual translation process Information hierarchy established to guide reader comprehension Visual encoding methods selected appropriately for data types and audience

Associated knowledge

Digital Design and User Experience Principles

User Interface Design Standards

- UI design patterns and conventions
- Responsive design breakpoints and grids
- Touch target sizing and spacing
- Navigation and information architecture

Digital Accessibility Standards

- WCAG 2.1 compliance requirements
- Screen reader compatibility principles
- Color contrast and visual accessibility
- Keyboard navigation requirements

Social Media Platform Specifications

- Platform-specific image dimensions and formats
- Content optimization for engagement algorithms
- Video specifications and compression standards
- Cross-platform consistency strategies

Data Visualization Principles

- Chart type selection for data types
- Visual hierarchy in information graphics
- Statistical accuracy in visual representation
- Interactive data presentation techniques

Digital Design Tools and Technical Implementation

User Interface Creation Tools

- Figma or Sketch for UI design and prototyping
- Component library creation and management
- Design system implementation and documentation
- Handoff tools and developer collaboration

Digital Content Optimization

- Image compression and web optimization
- SVG creation and optimization techniques
- Animated GIF and video content creation
- Social media content scheduling and automation

Data Visualization Tools

- Adobe Illustrator for infographic creation
- Chart creation in specialized software (Tableau, D3)
- Interactive dashboard design principles
- Data import and manipulation techniques

Cross-Platform Asset Management

- Multi-device asset export and optimization
- Version control for digital design assets
- Cloud-based collaboration workflows
- Asset naming and organization systems

Digital Project Coordination and Technical Communication

Technical Team Collaboration

- Clear technical specification communication
- Iterative feedback integration with developers
- Technical constraint acknowledgment and adaptation
- Cross-functional project milestone coordination

Platform-Aware Design Thinking

- User behavior consideration across digital platforms
- Platform limitation awareness and creative adaptation
- Performance impact consideration in design decisions
- Future-proofing design solutions for technology evolution

Behavioral skills

- Demonstrates user-centered thinking when designing digital interfaces and interactive experiences for diverse audience needs
- Shows technical adaptability when working with developers and technical teams to implement design specifications accurately
- Exhibits systematic organization when managing digital asset libraries and design system components for scalable implementation
- Shows data-informed decision making when optimizing digital content performance based on analytics and user feedback

Rationale

This block addresses the specialized requirements of digital design environments where technical implementation and user interaction are paramount considerations. The competencies share the common objective of creating effective digital experiences that function optimally across devices while maintaining usability and accessibility standards. These skills are grouped together because digital design requires simultaneous consideration of user interface principles, responsive design techniques, social media optimization, and technical implementation constraints. Professional applications include website design projects, mobile application interfaces, social media campaign development, and data visualization dashboards. Assessment can be conducted through digital portfolio projects that demonstrate responsive design implementation, usability testing results, and successful cross-platform optimization.

Position in the learning progression

Core Practice — This block is introduced in the second or third semester after establishing brand foundation (B1) and understanding design production principles (B2). Prerequisites include solid understanding of brand application and design technical specifications, as digital design must maintain brand consistency while adapting to technical constraints. This block works synergistically with B4 (illustration) for custom digital graphics and provides foundation for B5 (motion graphics) through understanding of digital asset preparation. Complexity level emphasizes technical implementation knowledge combined with user experience considerations, requiring proficiency in responsive design principles and accessibility standards. Internship experiences should include collaboration with development teams and participation in digital product development cycles.

Block 4 - Custom Illustration and Iconography Creation

Pedagogical objective

Develop advanced illustration skills for creating custom graphics, iconography, and visual elements that enhance communication effectiveness while maintaining consistency with established brand and design systems.

Activities

Activity 4.1 Custom Illustration and Iconography

Activity 4.2 Infographic and Pattern Design

Skills

Skills	Indicators
C6 - Create custom illustrations and iconography using Adobe Illustrator vector techniques and digital art fundamentals to communicate specific messages while maintaining scalability and consistency across print and digital applications	Original illustrations delivered in vector and raster formats as required Artistic style maintained consistently throughout illustration series Technical specifications met for intended use and reproduction quality

Associated knowledge

Illustration and Animation Principles

Illustration Styles and Techniques

- Vector vs. raster illustration applications
- Artistic style development and consistency
- Illustration narrative and storytelling
- Cultural sensitivity in visual representation

Animation and Motion Graphics Principles

- 12 principles of animation
- Timing and spacing in motion graphics
- Easing curves and motion dynamics
- Frame rate and resolution considerations

Iconography and Symbol Design

- Universal symbol recognition principles
- Icon design scalability and clarity
- Cultural icon interpretation variations
- Icon system consistency and family design

Pattern and Texture Design Theory

- Seamless pattern mathematics and construction
- Texture application in digital and print media
- Pattern psychology and visual impact

- Scalability and resolution independence

Advanced Creative Software and Technical Skills

Vector Illustration Mastery

- Advanced Adobe Illustrator techniques
- Pen tool precision and path manipulation
- Complex shape building and pathfinder operations
- Custom brush and pattern creation

Motion Graphics Production

- After Effects animation workflows
- Keyframe animation and timeline management
- Effects and plugin utilization
- Rendering and export optimization

Icon Library Development

- Scalable icon system creation
- Icon font generation and implementation
- Multi-format icon export workflows
- Icon documentation and usage guidelines

Pattern and Asset Library Creation

- Repeating pattern design and testing
- Asset variation and alternative generation
- Library organization and categorization
- Cross-application asset compatibility

Systematic Creative Development and Asset Management

Methodical Creative Process

- Systematic exploration of creative alternatives
- Consistent quality maintenance across asset libraries
- Scalable design system thinking
- Long-term asset sustainability planning

Technical Innovation and Adaptation

- Continuous software skill development and adaptation
- Technical limitation creative problem-solving
- Emerging technology integration assessment
- Workflow optimization and efficiency improvement

Behavioral skills

- Exhibits artistic vision when interpreting abstract concepts and transforming them into clear visual communication through custom illustration
- Shows stylistic consistency when developing illustration libraries and iconography systems across multiple applications and formats
- Demonstrates technical versatility when adapting illustration techniques for different media, from digital applications to print reproduction
- Shows creative problem-solving when developing visual metaphors and symbolic representations that resonate with target audiences

Rationale

This block concentrates on the specialized artistic and technical skills required for custom visual content creation that cannot be achieved through photography or stock imagery. The primary purpose is developing original visual assets that enhance brand communication and user understanding through custom illustration and iconography. This competency stands alone due to its unique combination of artistic skill, conceptual thinking, and technical execution required for professional illustration work. Professional situations requiring these skills include custom infographic development, brand mascot creation, technical illustration for instructions, and iconography development for user interfaces. Evaluation can be conducted through portfolio projects demonstrating range of illustration techniques, conceptual development processes, and successful integration of custom graphics into larger design systems.

Position in the learning progression

Specialization — This block is typically introduced in the third semester after establishing fundamental design principles (B1, B2) and basic digital proficiency (B3). Prerequisites include understanding of brand guidelines and design system principles, as custom illustrations must integrate seamlessly with existing visual identity. This block enhances capabilities in B3 (digital design) by providing custom asset creation skills and supports B5 (motion graphics) through understanding of illustration optimization for animation. Complexity level emphasizes advanced artistic technique combined with professional application requirements, including understanding of illustration's role within broader communication strategies. Internship experiences should include custom illustration projects and collaboration with marketing teams requiring original visual content.

Block 5 - Motion Graphics and Animation Production

Pedagogical objective

Master motion graphics creation and animation techniques for developing engaging multimedia content that enhances brand communication through dynamic visual storytelling and technical proficiency in animation software.

Activities

Activity 5.1 Animation and Motion Graphics Production

Skills

Skills	Indicators
C7 - Develop motion graphics and animations following technical specifications and brand guidelines to create engaging multimedia content	Animation files delivered in required formats with optimized file sizes Motion design principles applied to enhance narrative flow and timing Technical compatibility verified for intended playback platforms

Behavioral skills

- Demonstrates temporal design thinking when planning motion sequences that effectively guide viewer attention and enhance message comprehension
- Shows technical precision when managing animation timing, easing, and transitions to create professional-quality motion graphics
- Exhibits storytelling awareness when developing animated content that maintains viewer engagement throughout entire presentation duration
- Shows collaborative efficiency when working with video production teams and incorporating motion graphics into larger multimedia projects

Rationale

This block addresses the specialized technical and creative requirements for animation and motion graphics production in professional design environments. The competency focuses on creating dynamic visual content that enhances static design through movement, timing, and storytelling techniques. Motion graphics requires distinct technical skills in animation software, understanding of temporal design principles, and coordination with multimedia production workflows that differentiate it from static design applications. Professional contexts include promotional video production, user interface animations, social media content creation, and presentation enhancement projects. Evaluation occurs through motion graphics portfolio projects demonstrating technical proficiency, creative storytelling, and successful integration into multimedia campaigns.

Position in the learning progression

Advanced Specialization — This block is introduced in the fourth semester after establishing solid foundation in brand identity (B1), digital design (B3), and ideally custom illustration (B4). Prerequisites include proficiency in digital design software and understanding of brand application across media, as motion

graphics must maintain brand consistency while adding temporal dimensions. This block builds upon illustration skills from B4 by animating custom graphics and enhances project management capabilities (B6) through complex production workflow experience. Complexity level emphasizes advanced technical skills combined with storytelling and temporal design principles, requiring mastery of animation software and understanding of video production integration. Internship experiences should include motion graphics production projects and collaboration with multimedia production teams.

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Block 6 - Professional Project Management and Client Relations

Pedagogical objective

Develop comprehensive project management capabilities and client relationship skills essential for successful design practice, including consultation, revision management, and specialized application coordination.

Activities

Activity 6.1 Project Consultation and Concept Development

Activity 6.2 Design Revision and Quality Management

Activity 6.3 Specialized Design Applications and Campaign Development

Skills

Skills	Indicators
C8 - Conduct client consultations and project scoping sessions using structured methodologies to define creative requirements and deliverables	Project brief document completed with clear objectives and timeline Client expectations documented and approved before project initiation Scope changes managed through formal approval processes
C9 - Manage design revision cycles through systematic feedback collection and quality control processes to achieve client approval	Revision tracking system maintained with documented change requests Quality standards checklist completed for each design iteration Client feedback incorporated within specified revision limits
C10 - Execute specialized design applications for environmental and campaign projects following industry standards to meet specific spatial and promotional objectives	Installation guidelines provided with material specifications and mounting instructions Environmental factors considered in design durability and weather resistance Campaign objectives achieved through strategic visual messaging

Associated knowledge

Design Project Management and Client Relations

Project Scoping and Requirements Gathering

- Client brief analysis and clarification techniques
- Scope creep identification and management
- Deliverable specification and documentation
- Timeline estimation and milestone planning

Design Process Management

- Design thinking methodology application
- Iterative design and feedback incorporation
- Quality assurance checkpoints and standards

- Version control and file management systems

Specialized Design Applications

- Environmental design principles and wayfinding
- Campaign design strategy and execution
- Spatial design considerations and installation
- Regulatory compliance for specialized applications

Client Communication and Project Execution

Client Consultation Techniques

- Structured client interview and discovery processes
- Presentation and concept communication skills
- Proposal writing and project documentation
- Contract negotiation and terms clarification

Revision and Approval Management

- Feedback collection and organization systems
- Change request documentation and impact assessment
- Client approval workflow and sign-off processes
- Quality control and final delivery preparation

Project Coordination Tools

- Project management software utilization
- Team collaboration and communication platforms
- Time tracking and resource allocation
- Vendor and supplier coordination

Professional Client Service and Project Leadership

Consultative Client Approach

- Active listening and client need identification
- Strategic design recommendation and justification
- Professional boundary setting and expectation management
- Long-term client relationship building and maintenance

Project Leadership and Problem Resolution

- Proactive problem identification and solution development
- Calm and professional response to project challenges
- Stakeholder conflict mediation and resolution
- Accountability and ownership of project outcomes

Specialized Project Adaptation

- Flexible approach to diverse project requirements
- Industry-specific knowledge acquisition and application
- Collaborative approach with specialized vendors and partners
- Continuous learning and professional development commitment

Behavioral skills

- Demonstrates professional communication when conducting client consultations and presenting design concepts to diverse stakeholder groups
- Shows systematic organization when managing multiple project timelines, revision cycles, and deliverable requirements simultaneously
- Exhibits diplomatic problem-solving when navigating client feedback, revision requests, and conflicting stakeholder requirements

- Shows business awareness when balancing creative objectives with budget constraints and practical implementation requirements

Rationale

This block encompasses the essential business and professional skills required for successful graphic design practice beyond technical and creative capabilities. The competencies address the critical aspects of client relationship management, project coordination, and quality control that determine professional success in design careers. These skills are grouped together because effective design practice requires integrated management of client communication, project workflows, and specialized application requirements. Professional situations include new business development, ongoing client relationship management, complex project coordination, and specialized design implementation projects. Assessment occurs through simulated and real client projects where learners demonstrate consultation skills, revision management capabilities, and successful project completion within professional standards.

Position in the learning progression

Integration — This block is implemented throughout the program but intensifies in the third and fourth semesters as learners gain sufficient technical competence to focus on professional practice skills. Prerequisites include competency in at least two specialized design areas (B1-B5) to provide context for project management applications. This block integrates knowledge from all previous blocks by applying them in professional practice scenarios requiring client interaction and project coordination. Complexity level emphasizes professional behavior development and business skill application rather than technical advancement, requiring understanding of design business practices and client service excellence. Internship and practicum experiences are essential for this block, providing real-world application of project management and client relations skills under professional supervision.

ANNEX IV Assessment framework

ANNEX IV a. Unit exemptions

Holder of Bachelor's degree in Graphic Design or Visual Communications, exempted from taking unit U1.

Holder of Associate degree in Digital Media or Web Design, exempted from taking unit U3.

Professional certification in Adobe Creative Suite with 3+ years experience, exempted from taking unit U4.

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ANNEX IV b. Examination regulations

Assessments	Unit	Coeff.	Form	Duration
E1 Brand Identity System Development Portfolio	U1	4	Single practical assessment	4h
E2 Print and Publication Design Production	U2	3	Single practical assessment	5h
E3 Digital Design and User Interface Development	U3	3	Single practical assessment	6h
E4 Custom Illustration and Iconography Portfolio	U4	2	Single practical assessment	4h
E5 Motion Graphics and Animation Production	U5	2	Single practical assessment	5h
E6 Professional Project Management and Client Relations	U6	3	Single oral assessment	2h

*Optional assessments: only points above the pass mark are taken into account.

ANNEX IV c. Examination definitions

E1 : Brand Identity System Development Portfolio

Assessment purposes

Evaluate the candidate's ability to create comprehensive brand identity systems and develop visual frameworks that ensure consistent brand representation across applications.

Assessment content

Portfolio presentation including complete brand identity development case studies featuring logo design, color palette systems, typography selection, and brand guidelines documentation.

Assessed skills

C1 - Design comprehensive visual identity systems using Adobe Illustrator and brand strategy principles according to target audience requirements and competitive analysis to establish distinctive corporate image and market positioning

C11 - Select and apply typography systems across multiple design applications maintaining readability and brand consistency to support communication objectives

C12 - Develop color palette systems considering technical reproduction requirements and accessibility standards to ensure consistent brand application

C16 - Establish design concept frameworks through research and ideation processes to guide creative development and ensure strategic alignment

C18 - Generate pattern libraries and visual asset systems for scalable design implementation across multiple applications and team members

Assessment criteria

- Strategic alignment of visual identity with brand objectives
- Technical quality of logo design and visual elements
- Coherence and consistency of color palette and typography systems
- Completeness and usability of brand guidelines documentation
- Professional presentation of design rationale and creative process

Assessment format

Continuous Education : Single practical assessment — Portfolio defense with jury presentation

Apprenticeship : Continuous assessment — Workplace project evaluation and portfolio assessment

Vae : Single practical assessment — Professional experience portfolio with case study presentation

Specific rules

- Portfolio must contain minimum 3 complete brand identity projects
- All work must demonstrate original creative development process

E2 : Print and Publication Design Production

Assessment purposes

Assess competencies in creating print marketing materials and publication layouts following production specifications and editorial design principles.

Assessment content

Practical project involving creation of marketing collateral suite and publication layout design with production file preparation and quality control documentation.

Assessed skills

C2 - Create print marketing materials following production specifications and budget constraints to support promotional campaigns

C3 - Develop publication layouts using Adobe InDesign incorporating editorial content, master pages, and typography systems following visual hierarchy principles to create professional multipage documents and electronic publications including interactive PDFs and EPUB formats

C14 - Create packaging and product graphics following regulatory compliance and manufacturing constraints to support product marketing and safety requirements

C17 - Produce comprehensive marketing campaign materials maintaining visual consistency across multiple touchpoints to support integrated promotional strategies

Assessment criteria

- Technical accuracy of print specifications and file preparation
- Effective application of visual hierarchy and layout principles
- Compliance with production constraints and regulatory requirements
- Integration of marketing campaign elements across materials
- Quality of packaging design and product graphics

Assessment format

Continuous Education : Single practical assessment — Design project with client brief simulation

Apprenticeship : Continuous assessment — Progressive evaluation through workplace print projects

Vae : Single practical assessment — Professional project reconstruction with technical documentation

Specific rules

- Production files must be print-ready with proper specifications
- Packaging projects require regulatory compliance documentation

E3 : Digital Design and User Interface Development

Assessment purposes

Evaluate digital design competencies including user interface development, social media content optimization, and data visualization creation.

Assessment content

Comprehensive digital design project featuring responsive user interface design, social media campaign materials, and interactive data visualization components.

Assessed skills

C4 - Design user interface elements and web graphics following usability standards, responsive design principles, and accessibility guidelines to optimize digital user experience across desktop and mobile platforms while ensuring cross-browser compatibility

C5 - Produce digital content optimized for social media platforms and online distribution channels to maximize audience engagement

C13 - Coordinate with technical teams and vendors using project management tools to ensure accurate implementation of design specifications

C15 - Design information graphics and data visualizations using appropriate chart types and visual encoding to communicate complex information clearly

Assessment criteria

- Application of usability standards and responsive design principles
- Optimization of digital content for multiple platforms and devices
- Effective coordination with technical teams and implementation requirements
- Clarity and effectiveness of data visualization and information graphics
- Professional quality of user interface elements and navigation design

Assessment format

Continuous Education : Single practical assessment — Digital project development with prototype presentation

Apprenticeship : Continuous assessment — Digital campaign project and UI development assessment

Vae : Single practical assessment — Digital portfolio review with technical implementation documentation

Specific rules

- All digital designs must demonstrate responsive functionality
- Social media content must include platform-specific optimizations

E4 : Custom Illustration and Iconography Portfolio

Assessment purposes

Assess artistic and technical skills in creating custom illustrations and developing iconography systems using appropriate artistic techniques.

Assessment content

Portfolio showcasing custom illustration projects, iconography development, and pattern design work demonstrating artistic proficiency and technical execution.

Assessed skills

C6 - Create custom illustrations and iconography using Adobe Illustrator vector techniques and digital art fundamentals to communicate specific messages while maintaining scalability and consistency across print and digital applications

Assessment criteria

- Artistic quality and technical proficiency of custom illustrations

- Consistency and functionality of iconography systems
- Appropriate use of artistic techniques and software tools
- Effective visual communication and message clarity
- Professional presentation and documentation of creative process

Assessment format

Continuous Education : Single practical assessment — Live illustration demonstration and portfolio review

Apprenticeship : Continuous assessment — Illustration project development and iconography system creation

Vae : Single practical assessment — Professional illustration portfolio with technique demonstration

Specific rules

- Portfolio must include minimum 10 custom illustrations
- Iconography systems must demonstrate scalability and consistency

E5 : Motion Graphics and Animation Production

Assessment purposes

Evaluate technical and creative competencies in developing motion graphics and animations following brand guidelines and technical specifications.

Assessment content

Creation of animated content including logo animations, promotional video graphics, and multimedia presentation elements demonstrating motion design principles.

Assessed skills

C7 - Develop motion graphics and animations following technical specifications and brand guidelines to create engaging multimedia content

Assessment criteria

- Technical quality of motion graphics and animation execution
- Effective application of timing and movement principles
- Consistency with brand guidelines and visual identity
- Professional quality of multimedia content production
- Appropriate use of animation software and technical tools

Assessment format

Continuous Education : Single practical assessment — Motion graphics project creation with presentation

Apprenticeship : Continuous assessment — Animation project development and technical skill assessment

Vae : Single practical assessment — Motion graphics portfolio review with technical demonstration

Specific rules

- All animations must meet professional video production standards
- Projects must demonstrate integration with brand identity systems

E6 : Professional Project Management and Client Relations

Assessment purposes

Assess professional competencies in client consultation, project management, quality control, and specialized design application development.

Assessment content

Professional situation simulation including client consultation process, project scoping documentation, design revision management, and campaign development coordination.

Assessed skills

C8 - Conduct client consultations and project scoping sessions using structured methodologies to define creative requirements and deliverables

C9 - Manage design revision cycles through systematic feedback collection and quality control processes to achieve client approval

C10 - Execute specialized design applications for environmental and campaign projects following industry standards to meet specific spatial and promotional objectives

Assessment criteria

- Effectiveness of client consultation and communication methods
- Quality of project scoping and requirement documentation
- Systematic approach to design revision cycles and feedback management
- Professional coordination of specialized design applications
- Integration of quality control processes throughout project development

Assessment format

Continuous Education : Single oral assessment — Client consultation simulation and project management case study presentation

Apprenticeship : Continuous assessment — Real client project management evaluation throughout training period

Vae : Single oral assessment — Professional experience analysis with client relations documentation

Specific rules

- Client consultation must demonstrate professional communication standards
- Project documentation must include complete revision tracking