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| WI Youth Apprenticeship Logo | Graphic Design  Youth Apprenticeship |

# GRAPHIC DESIGN

The Graphic Designer Youth Apprentice is trained in graphic layout, software, editing, managing digital files, color concepts, and typography.

**Length of Apprenticeship:** One year

# required Competencies

Youth apprentices must become proficient in both general employability and occupation-specific competencies. All of these, and examples of how each can be demonstrated, are found in the following pages. Below are 7 occupational competencies that must be learned for this occupation (employers may substitute one of these and should write in the competency they are adding). Youth apprentices must be evaluated on these competencies at least two times each year of their apprenticeship.

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| --- |
| **Competencies** |
| 1. Analyze pre-flight requirements 2. Use graphic design software 3. Maintain digital files 4. Create and edit digital files 5. Apply and adjust color 6. Select typography 7. Create or edit a layout |

# Registered Apprenticeship Bridging Opportunities

Some of the related instruction courses can bridge into the following registered apprenticeship:

* IT Software Developer

# Post-Secondary Pathway Opportunities

There are several post-secondary pathway opportunities in this area. Following is partial list.

* Printing Technical Diploma
* Graphic Web Design Associate Degree
* Design & Graphic Technology Associate Degree

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| WI Youth Apprenticeship Logo | Graphic Design  Youth Apprenticeship  On-the-Job Learning Performance Standards Guide |

# Youth Apprentice information

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| --- |
| Youth Apprentice Name |
| YA Coordinator |
| YA Consortium |
| School District |

# SIGNATURES

The On-the-Job Learning Performance Standards Guide includes a list of competencies youth apprentices learn through mentoring and training at the worksite.

Instructions for the Worksite Employers/Mentors and School-Based or YA coordinators: This document should be reviewed with the employer/mentor, school-based or YA coordinator on a regular basis with the youth apprentice to record progress and plan future steps to ensure completion of the required competencies. Mentors, school-based/YA coordinator, and the apprentice sign below.

**Employer/Mentor**

**1st Evaluation (Required) 2nd Evaluation (Required)**

|  |  |
| --- | --- |
| Employer/Mentor Signature | Employer/Mentor Signature |
| Employer/Mentor | Employer/Mentor |
| Business/Company | Business/Company |
| Date Signed | Date Signed |

**3rd Evaluation (Optional) 4th Evaluation (Optional)**

|  |  |
| --- | --- |
| Employer/Mentor Signature | Employer/Mentor Signature |
| Employer/Mentor | Employer/Mentor |
| Business/Company | Business/Company |
| Date Signed | Date Signed |

**School-Based and/or YA Coordinator**

**1st Evaluation (Required) 2nd Evaluation (Required)**

|  |  |
| --- | --- |
| School-Based and/or YA Coordinator Signature | School-Based and/or YA Coordinator Signature |
| School-Based and/or YA Coordinator | School-Based and/or YA Coordinator |
| School District or Organization | School District or Organization |
| Date Signed | Date Signed |

**3rd Evaluation (Optional) 4th Evaluation (Optional)**

|  |  |
| --- | --- |
| School-Based and/or YA Coordinator Signature | School-Based and/or YA Coordinator Signature |
| School-Based and/or YA Coordinator | School-Based and/or YA Coordinator |
| School District or Organization | School District or Organization |
| Date Signed | Date Signed |

**Youth Apprentice**

**1st Evaluation (Required) 2nd Evaluation (Required)**

|  |  |
| --- | --- |
| Youth Apprentice Signature | Youth Apprentice Signature |
| Youth Apprentice | Youth Apprentice |
| School District / High School | School District / High School |
| Date Signed | Date Signed |

**3rd Evaluation (Optional) 4th Evaluation (Optional)**

|  |  |
| --- | --- |
| Youth Apprentice Signature | Youth Apprentice Signature |
| Youth Apprentice | Youth Apprentice |
| School District / High School | School District / High School |
| Date Signed | Date Signed |

# employability Skills (TO BE COMPLETED BY yA EMPLOYER/MENTOR)

All youth apprentices must demonstrate the key employability skills listed below in order to complete the YA program. They do so by earning at least a "Meets Expectation" rating in each.  **At least two evaluations are required each year of a youth apprenticeship.** More columns are included below for those who choose to conduct more frequent reviews.

|  |  |
| --- | --- |
| **1** | ***Working to Meet Expectations:*** Needs improvement; requires much assistance and supervision; rarely displays this behavior |
| **2** | ***Meets Expectations:***  Meets entry-level criteria; requires some supervision; often displays this behavior |
| **3** | ***Exceeds Expectations:*** Exceeds entry-level criteria; requires minimal supervision; consistently displays this behavior |

|  | **Employability Skills** | **Rating** | | | |
| --- | --- | --- | --- | --- | --- |
| **Competency and Rating Criteria** | | **Initial** | **Mid Year 1** | **Mid Year 2** | **Final** |
| 1. Develops positive work relationships with others.   *Examples of qualities and habits that the employee might exhibit include:*   * Interacts with others with respect and in a non-judgmental manner * Responds to others in an appropriate and non-offensive manner * Helps co-workers and peers accomplish tasks or goals * Applies problem-solving strategies to improve relations with others * When managing others, shows traits such as compassion, listening, coaching, team development, and appreciation | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Communicates effectively with others   *Examples of qualities and habits that the employee might exhibit include . . .*   * Adjusts the communication approach for the target audience, purpose, and situation to maximize impact * Organizes messages/information in a logical and helpful manner * Speaks clearly and writes legibly * Models behaviors to show active listening * Applies what was read to actual practice * Asks appropriate questions for clarity | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Collaborates with others   *Examples of qualities and habits that the employee might exhibit include . . .*   * Works effectively in teams with people of diverse backgrounds regardless of sex, race, ethnicity, nationality, sexuality, religion, political views, and abilities * Shares responsibility for collaborative work and decision making * Uses the problem-solving process to work through differences of opinion in a constructive manner to achieve a reasonable compromise * Avoids contributing to an unproductive group conflict   Shares information and carries out responsibilities in a timely manner | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Maintains composure under pressure   *Examples of qualities and habits that the employee might exhibit include . . .*   * Uses critical thinking to determine the best options or outcomes when faced with a challenging situation * Carries out assigned duties while under pressure * Acts in a respectful, professional, and non-offensive manner while under pressure * Applies stress management techniques to cope under pressure | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Demonstrates integrity   *Examples of qualities and habits that the employee might exhibit include . . .*   * Carries out responsibilities in an ethical, legal and confidential manner * Responds to situations in a timely manner * Takes personal responsibility to correct problems * Models behaviors that demonstrate self-discipline, reliability, and dependability | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Performs quality work   *Examples of qualities and habits that the employee might exhibit include . . .*   * Carries out written and verbal directions accurately * Completes work efficiently and effectively * Performs calculations accurately * Conserves resources, supplies, and materials to minimize costs and environmental impact * Uses equipment, technology, and work strategies to improve workflow * Applies problem-solving strategies to improve productivity * Adheres to worksite regulations and practices * Maintains an organized work area | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Provides quality goods or services (internal and external)   *Examples of qualities and habits that the employee might exhibit include . . .*   * Shows support for the organizational goals and principles by own personal actions * Displays a respectful and professional image to customers * Displays an enthusiastic attitude and desire to take care of customer needs * Seeks out ways to increase customer satisfaction * Produces goods to workplace specifications | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Shows initiative and self-direction   *Examples of qualities and habits that the employee might exhibit include . . .*   * Prioritizes and carries out responsibilities without being told * Responds with enthusiasm and flexibility to handle tasks that need immediate attention * Reflects on any unsatisfactory outcome as an opportunity to learn * Improves personal performance by doing something different or differently * Analyzes how own actions impact the overall organization * Supports own action with sound reasoning and principles * Balances personal activities to minimize interference with work responsibilities | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Adapts to change   *Examples of qualities and habits that the employee might exhibit include . . .* Shows flexibility and willingness to learn new skills for various job roles   * Uses problem-solving and critical-thinking skills to cope with changing circumstances * Modifies own work behavior based on feedback, unsatisfactory outcomes, efficiency, and effectiveness * Displays a "can do" attitude | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Demonstrates safety and security regulations and practices   *Examples of qualities and habits that the employee might exhibit include . . .*   * Follows personal safety requirements * Maintains a safe work environment * Demonstrates professional role in an emergency * Follows security procedures * Maintains confidentiality | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Applies job-related technology, information, and media   *Examples of qualities and habits that the employee might exhibit include . . .*   * Applies technology effectively in the workplace * Assesses and evaluates information on the job * Assesses training manuals, website, and other media related to the job | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Fulfills training or certification requirements for employment   *Examples of this requirement may include . . .*   * Participation in required career-related training and/or educational programs * Passing certification tests to qualify for licensure and/or certification * Participation in company training or orientation | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. Sets personal goals for improvement   *Examples of this requirement may include . . .*   * Setting goals that are specific and measurable * Setting work-related goals that align with the organization's mission * Identifying strategies to reach goals * Reflecting on goal progress to regularly evaluate and modify goals | | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |

# OCCUPATIONAL Competencies (TO BE COMPLETED BY yA EMPLOYER/MENTOR)

Youth apprentices must earn a rating of at least "MEETS EXPECTATIONS" in each competency by the conclusion of the apprenticeship. A total of 7 competencies, 6 must be from the list below. If necessary, employers can substitute one competency with another occupationally appropriate skill. That skill should be added to the competency list for assessment. **At least two evaluations are required each year of a youth apprenticeship.** More columns are included below for those who choose to conduct more frequent reviews.

|  |  |
| --- | --- |
| **1** | ***Working to Meet Expectations:*** Needs improvement; requires much assistance and supervision; rarely displays this behavior |
| **2** | ***Meets Expectations:***  Meets entry-level criteria; requires some supervision; often displays this behavior |
| **3** | ***Exceeds Expectations:*** Exceeds entry-level criteria; requires minimal supervision; consistently displays this behavior |

| **Occupational Competencies** | **Rating** | | | |
| --- | --- | --- | --- | --- |
| **Competency and Rating Criteria** | **Evaluation**  **Minimum Rating of 2 for EACH Check Rating** | | | |
| **Initial** | **Mid Year 1** | **Mid Year 2** | **Final** |
| 1. **Analyze pre-flight requirements**  * review project specifications and supplied files * review job components * identify the required job Fonts * identify the required job Graphics * identify the required job Image * identify the required job Size * identify the required job Printing requirements * select the design the elements to be incorporated into the final print job product * determine the project substrate | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. **Use graphic design software**  * access software * manipulate computer commands, codes, menus to perform job tasks * retrieve, copy, edit, save, and print files * use appropriate save and export techniques | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. **Maintain digital files**  * screen supplied files for viruses, font usage, image format, etc. * create working files * code documents * manage incoming and outgoing media/materials * file forms/records in appropriate location * retrieve and replace files in correct position * use appropriate computer codes, formatting, macros, charts, spreadsheets, etc. * verify data prior to entry/storage * complete job tracking documentation | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. **Create and edit digital files**  * create rough drafts * determine size and arrangement of graphics material * follow principles of design (color theory and schemes, proximity, alignment, repetition, optimization) * check size and resolution * crop and adjust images * use filters, effects, warps, 3D * manipulate images * use cropping, scaling, etc. * manipulate drawings/photographs using a vector illustration program * adjust digital files * finalize image * document image information with file * convert image into a viewable format * complete job tracking documentation | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. **Apply and adjust color**  * review project requirements * select correct color space for project * use color modes, fills, strokes, gradients, and blends * use variations, levels, curves, hue/saturation/brightness, and other color tools * produce digital color separations * use the Pantone Matching System® (PMS) or other color matching system * view color separations * adjust color on images * finalize color from hard or soft proof * document color information with file * complete job tracking documentation | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. **Select typography**  * review project requirements * select typography * determine type size needed * measure type in points * create or modify type * assess legibility and readability in context of purpose * make improvements as needed * finalize typography * document typography information with file * complete job tracking documentation | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| 1. **Create or edit a layout**  * review project requirements * use layers and layer groups to organize complex files * assemble digital elements * collect job components to be incorporated (files, images, graphics, typography, etc.) * identify required formats * use graphics and/or pre-press software * place photos, illustrations, and other images on each page * select typography and arrangement * format and place copy on each page * fit visual elements in limited space * verify compatibility of required job components * restructure and translate files and graphics * assess layout in context of purpose, quality, and accuracy * edit layout * finalize layout * document layout information with file * assemble job data used in final file into specific locations * complete job tracking documentation | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** | **1**  **2**  **3** |
| Competency Substitute (if you replaced a competency above, note the competency and rating) | **1**  **2**  3 | **1**  **2**  3 | **1**  **2**  3 | **1**  **2**  3 |
| **Comments**: | | | | |

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