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SELF ASSESSMENT GUIDE

Qualification:	VISUAL GRAPHIC DESIGN NC III		
Units of Competency Covered:	COC 1 - Develop designs for logo and print media COC 2 - Develop designs for User interface and User Experience COC 3 - Develop Designs for Product packaging COC 4 - Design booth and product/window display		
Instruction:			
<ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check in the appropriate box opposite each question to indicate your answer. 			
Can I?	YES	NO	
Develop designs for logo			
<i>Receive and interpret the logo design brief</i>			
• Read and analyze instructions and specifications based on the design brief. *			
• Identify the objective to produce the design outcome of logo design based on the client and/or the company directives.			
• Identify information needed via research and other resources to develop logo concepts.			
• Confirm process and steps of submission of logo design for approval with the client and/or a supervisor			
• Discuss and liaise all relevant questions essential to develop the logo design with relevant personnel.			
<i>Select materials and equipment to develop logo design</i>			
• Select and prepare all necessary materials and equipment to be used according to the task to be undertaken.			
• Select and check the appropriate software based on the final format specified in the design brief.			
• Report non-functioning and missing materials and equipment to appropriate personnel.			
<i>Develop design concepts</i>			
• Generate ideas for design concept of the logo through research.			
• Explore different sketch and design style experimentation in accordance with logo design instructions. *			

<ul style="list-style-type: none"> • Tone down initial design concepts developed to align with design brief parameters. 		
<ul style="list-style-type: none"> • Use or design an appropriate font should this be part of the logo design specifications. 		
<ul style="list-style-type: none"> • Experiment color combinations to compliment concept designs or to follow color specifications of the design brief. 		
<ul style="list-style-type: none"> • Incorporate visual design and communication elements to the concepts in line with the direction of the design brief. 		
<ul style="list-style-type: none"> • Select best design sketch options based on design brief requirements. 		
<ul style="list-style-type: none"> • Prepare and submit final rough designs in the format required to client and/or supervisor for comments. * 		
<i>Edit/revise logo design</i>		
<ul style="list-style-type: none"> • Analyze comments received from client and/or supervisor to revise initial logo concepts, designs and sketches. 		
<ul style="list-style-type: none"> • Make adjustments to produce final specifications as required by client and/or supervisor. 		
<ul style="list-style-type: none"> • Enhance and technically identify colors as per specified design directives. 		
<ul style="list-style-type: none"> • Align and suggest font selected in places to fit the overall look of the logo design. 		
<ul style="list-style-type: none"> • Prepare and submit revised draft logo design in the format required to client and/or supervisor for final comments. 		
<i>Finalize logo design</i>		
<ul style="list-style-type: none"> • Collect and analyze client and/or supervisor final feedback. 		
<ul style="list-style-type: none"> • Adjust final revision of the logo design according to design specifications. 		
<ul style="list-style-type: none"> • Adjust chosen or designed font and layout to fit final logo design. 		
<ul style="list-style-type: none"> • Apply final colors to logo design as required in the feedback and design specifications. 		
<ul style="list-style-type: none"> • Finalize and document measurements, color codes and technicalities of the logo design for appropriate usage. 		
<ul style="list-style-type: none"> • Prepare and submit final logo design with proper documentation of design details to client and/or supervisor for final approval. * 		
Develop designs for print media		

<i>Interpret and analyze the print media design brief</i>		
• Read and analyze instructions and specifications to develop the specific print media requirement based on the design brief. *		
• Clarify in detail of the proposed design from the relevant personnel the scope of work and deadline schedule.		
• Identify information needed via research and other resources to develop required design for print.		
• Confirm with the client and/ or a supervisor the approval stages of submitted design concepts.		
• Identify with all its specification based on the design brief of the approved design in print format.		
• Discuss and liaise all question essential to develop the design for print with relevant personnel.		
<i>Prepare equipment and materials for print media design</i>		
• Prepare all necessary materials and equipment to be used according to the specifications of the design brief.		
• Select and check appropriate software based on the format specified for the final print media output.		
• Calibrate monitor to show the correct color grading of designs.		
• Organize and arrange color scheme or print palettes to suit requirements of final design output.		
• Select page size, orientation, appropriate resolution based on the design brief specifications.		
• Report Non-functioning and missing materials and equipment to appropriate personnel.		
<i>Develop designs for the specific print media output</i>		
• Generate Ideas for design concepts of the specified print output through research and sketches experimentation. *		
• Apply appropriate document / page set up based on the design brief requirements.		
• Explore and sketch different print or graphic design style options base on the design parameters.		
• Prepare and analyze required text copy, words, tagline or message for print for appropriate layout placement.		
• Select and place carefully the font style, color and size in a proper layout to fit overall design output.		

<ul style="list-style-type: none"> Experiment on the best arrangements for design presentation and all elements created are organized. 		
<ul style="list-style-type: none"> Import graphic image, product shot, photograph and other elements from other applications and added to the comprehensive layout. 		
<ul style="list-style-type: none"> Experiment color combinations to compliment concept designs. 		
<ul style="list-style-type: none"> Prepare and submit final rough comprehensive layout designs in the format required to client and /or supervisor for comments and revisions. * 		
<i>Finalize print media design layout</i>		
<ul style="list-style-type: none"> Analyze comment and feedback from client and/ or supervisor to revise the elements of the proposed comprehensive layouts. 		
<ul style="list-style-type: none"> Impose combined elements in the comprehensive layout/ compre correctly to suit specified sheet size. 		
<ul style="list-style-type: none"> Correctly identify numerical sequence and lay down of the product or mock-up to meet binding and finishing requirements. 		
<ul style="list-style-type: none"> Incorporate bleed allowance in margins and borders. * 		
<ul style="list-style-type: none"> Discuss and review with client and/ or supervisor the text for possible errors and omissions. 		
<ul style="list-style-type: none"> Maintain alignment of the basic elements based on the overall balance of the layout and correct color blends and gradients. 		
<ul style="list-style-type: none"> Print and recheck hard copy / progressive proof for errors, omissions to fit the overall balance of the layout. 		
<ul style="list-style-type: none"> Review and proof read as required on Necessary changes that are made while comprehensive layout/ compre is still on screen. * 		
<ul style="list-style-type: none"> Save the project and/or work according to organizational procedures. 		
<ul style="list-style-type: none"> Create a digital proof or file format to present to client and/ or Supervisor for final comments and approval. 		
<i>Prepare final print output and documentation</i>		
<ul style="list-style-type: none"> Prepare approved final layout design and /or project for printing. 		
<ul style="list-style-type: none"> Select correct color profile carefully for standard print output option. 		
<ul style="list-style-type: none"> Choose file format to best represent artwork styles. 		

<ul style="list-style-type: none"> • Select compression options that keep the image quality high and the file size low. * 		
<ul style="list-style-type: none"> • Set export options of file to the best settings for the final print output. 		
<ul style="list-style-type: none"> • Use the appropriate format for saving the images/ artworks/ objects and layout as required in the specifications of the design brief. 		
<ul style="list-style-type: none"> • Set the resolution for effects and any filters based on image quality. 		
<ul style="list-style-type: none"> • Check document / page set up to ensure correct layout file has no non-printable elements. 		
<ul style="list-style-type: none"> • Check final high-resolution file for final approval of client and/or supervisor before sending to print. * 		
<i>Color separate artwork file for final printing</i>		
<ul style="list-style-type: none"> • Prepare the final and approved print media artwork file for final printing. 		
<ul style="list-style-type: none"> • Determine and check the correct format for the color separation based on the final specifications on the design brief. 		
<ul style="list-style-type: none"> • Set command preference to correct preference for print quality and process. 		
<ul style="list-style-type: none"> • Set the color separation options according to print requirements of the design brief. * 		
<ul style="list-style-type: none"> • Select correct color profile for the final output, based on client specifications. 		
<ul style="list-style-type: none"> • Select and save screen frequency with value and color preferences which is appropriate for the print quality. 		
<ul style="list-style-type: none"> • Create spread and choke traps to avoid mis-registration. 		
<ul style="list-style-type: none"> • Check and define overprint of objects to avoid ink trap. 		
<ul style="list-style-type: none"> • Check the separation and complete a final proof based on the approved final artwork. * 		

COC 2 - Develop designs for user experience and user interface
Develop Designs for User Experience
<i>Receive and interpret the user experience design brief</i>

<ul style="list-style-type: none"> • Interpret and liaise specifications of the design brief with client and/or supervisor correctly. * 		
<ul style="list-style-type: none"> • Establish and clarify proposed user experience designs with relevant personnel. 		
<ul style="list-style-type: none"> • Identify specifications, parameters or constraints based on the design brief. 		
<ul style="list-style-type: none"> • Source and evaluate information pertinent to the design brief. 		
<ul style="list-style-type: none"> • Research and compare user behaviour, user goals, user motivations and user needs to the design brief. 		
<ul style="list-style-type: none"> • Identify relationship between the visual elements, hardware, and software required based on the needs of the design brief. 		
<ul style="list-style-type: none"> • Organize and update research media and findings as required. 		
<ul style="list-style-type: none"> • Evaluate initial discussion based on the findings against the design brief. * 		
Select media/ materials for user experience design		
<ul style="list-style-type: none"> • Identify and select appropriate behaviour, user goals, user motivations and user needs based on the findings of the research. * 		
<ul style="list-style-type: none"> • Gather and source materials, hardware and software based on the requirements. 		
<ul style="list-style-type: none"> • Report non-functioning equipment and materials to relevant personnel. 		
Produce screen flow designs		
<ul style="list-style-type: none"> • Create a flow chart based on the findings of the research in relation with the design requirements. 		
<ul style="list-style-type: none"> • Identify clickable links based on the flowchart. 		
<ul style="list-style-type: none"> • Present screen flow design of the selected user experience media to relevant personnel for feedback/comments. * 		
Create page template/ user experience wireframing		
<ul style="list-style-type: none"> • Apply comments/feedback to selected screen flow design. 		
<ul style="list-style-type: none"> • Set page template grid on the delivery platform. 		
<ul style="list-style-type: none"> • Determine layout using boxes and lines using appropriate software. * 		

<ul style="list-style-type: none"> Define information hierarchy using typography. * 		
<ul style="list-style-type: none"> Determine visual strength using grayscale tonal values. * 		
<ul style="list-style-type: none"> Evaluate page template design for feedback based on user experience usability, functionality and errors. 		
<i>Finalize wireframe and design flow of the selected user experience media</i>		
<ul style="list-style-type: none"> Apply feedback and comments to final user experience wireframe and design flow. 		
<ul style="list-style-type: none"> Stimulate animation or effects using motion graphic software and submits for evaluation when necessary. 		
<ul style="list-style-type: none"> Test approved design flow using simple coding tools and submits for evaluation when necessary. 		
<ul style="list-style-type: none"> Organize and submits generated designs to client and/or supervisor for final approval. 		
Develop Designs for User Interface		
<i>Receive and interpret the user interface design brief</i>		
<ul style="list-style-type: none"> Establish and clarify the proposed user interface design details and overall work scope from the relevant personnel. 		
<ul style="list-style-type: none"> Identify the specifications, parameters and constraints of the user interface design from the design brief. 		
<ul style="list-style-type: none"> Source and evaluate information pertinent to the design brief to create the correct design directives. 		
<ul style="list-style-type: none"> Research and compare visual elements and tools based on the design brief. 		
<ul style="list-style-type: none"> Identify relationship between the visual elements, hardware and software based on the project requirements. 		
<ul style="list-style-type: none"> Organize and update research media and findings as required. 		
<ul style="list-style-type: none"> Evaluate initial discussion of the design brief against the findings with relevant personnel. 		
<i>Select tools, delivery platform and appropriate software</i>		
<ul style="list-style-type: none"> Identify and present visual elements and tools to the relevant personnel. 		
<ul style="list-style-type: none"> Select appropriate visual elements and tools based on the design brief. 		

<ul style="list-style-type: none"> • Gather and source materials, hardware, and software based on the project requirements. 		
<ul style="list-style-type: none"> • Report non-functioning and missing materials and equipment to appropriate personnel. 		
<i>Generate and develop designs for user interface</i>		
<ul style="list-style-type: none"> • Generate range of feasible design ideas and creative solutions in response to the design brief. 		
<ul style="list-style-type: none"> • Discuss and collaborate design ideas with relevant personnel. 		
<ul style="list-style-type: none"> • Apply brand guideline specified in the design to the rough design outputs. * 		
<ul style="list-style-type: none"> • Reflect and assess creative ideas and solutions based on the constraints to meet the design brief. 		
<ul style="list-style-type: none"> • Prepare and submit user interface design studies in the format required to client and/or supervisor for comments and revisions. 		
<i>Finalize user interface design</i>		
<ul style="list-style-type: none"> • Analyze comment and feedback from client and/or supervisor to revise the elements for the proposed user interface design. 		
<ul style="list-style-type: none"> • Assemble gathered media and content based on the technical specifications. 		
<ul style="list-style-type: none"> • Consider accurate dimensions appropriate to design brief requirements. * 		
<ul style="list-style-type: none"> • Consider media file size for accessibility and compatibility. 		
<ul style="list-style-type: none"> • Place media in web-based locations and generates external links for fast accessibility. 		
<ul style="list-style-type: none"> • Select web safe colors based on the media requirements. 		
<ul style="list-style-type: none"> • Consider standard web fonts based on the delivery platform requirements. 		
<ul style="list-style-type: none"> • Apply selected design techniques and tools in developing the design. 		
<ul style="list-style-type: none"> • Consult relevant personnel to ensure harmony and compatibility of the design with the technical requirements. 		
<ul style="list-style-type: none"> • Consider responsive design based on the media output. 		

<ul style="list-style-type: none"> • Test final user interface design against media output for possible errors. 		
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COC 3 - Develop designs for product packaging		
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Develop Designs for Product Packaging		
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<i>Receive and interpret the product packaging design brief</i>		
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<ul style="list-style-type: none"> • Read and analyze instructions and specifications to develop the product packaging based on the design brief. * 		
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<ul style="list-style-type: none"> • Establish and clarify proposed packaging design from the relevant personnel to inform design decisions. 		
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<ul style="list-style-type: none"> • Identify specifications, parameters or constraints based on the design brief. 		
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<ul style="list-style-type: none"> • Source and evaluate information pertinent to design brief. 		
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<ul style="list-style-type: none"> • Consider current and emerging packaging trends and ideas pertinent to the design brief. 		
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<ul style="list-style-type: none"> • Examine nature of the customer, the product and how the product will be displayed and be distributed pertinent to the brief. * 		
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<ul style="list-style-type: none"> • Evaluate key sustainability issues for incorporation into design. 		
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<ul style="list-style-type: none"> • Reflect ideas for technical, creative and budgetary implications appropriate to the requirements. 		
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<ul style="list-style-type: none"> • Consider regulatory requirement that affect packaging design based on the requirements of the design brief. * 		
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<i>Develop design concepts for specific product packaging</i>		
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<ul style="list-style-type: none"> • Identify references to support the design process appropriate to the design brief. 		
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<ul style="list-style-type: none"> • Explore design ideas using isometric and orthographic methods. * 		
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<ul style="list-style-type: none"> • Generate design ideas of the package based on form and function of the product. 		
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<ul style="list-style-type: none"> • Properly consider packaging and color printing materials to be used, based on OSHS and EHSM standards. 		
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<ul style="list-style-type: none"> • Organize and submit developed designs in the format required to the client and/or supervisor. 		
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<i>Create specific product packaging mock-up</i>		
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<ul style="list-style-type: none"> • Develop selected design from initial ideas based on production and design factors. 		
<ul style="list-style-type: none"> • Create selected design into a mock-up using specified measurements and temporary package materials based on the product. 		
<ul style="list-style-type: none"> • Test package functionality with collaboration and refinement from relevant personnel. 		
<ul style="list-style-type: none"> • Submit final mock-up selected and approved by client and/or supervisor for approval. * 		
<i>Finalize design for specific product packaging</i>		
<ul style="list-style-type: none"> • Apply modification and amendments to the final product package design. 		
<ul style="list-style-type: none"> • Develop accurate measurements and die line to support product packaging design. 		
<ul style="list-style-type: none"> • Present final design, mock-up, die line template and documentations for approval to relevant personnel. * 		

COC 4 - Design booth and product/window display		
Design Booth and Product / Window Display		
<i>Receive and interpret the booth and product/window display design brief</i>		
<ul style="list-style-type: none"> • Read and analyse instructions and specifications to develop the booth and product window/display design based on the design brief. * 		
<ul style="list-style-type: none"> • Establish and clarify proposed booth and product window/display design from the relevant personnel to inform design decisions. * 		
<ul style="list-style-type: none"> • Identify specification, parameters or constraints based on the design brief. 		
<ul style="list-style-type: none"> • Source and evaluate information pertinent to design brief. 		
<ul style="list-style-type: none"> • Assess required design ideas and solutions for implications on budget, timeline, technical feasibility and sustainability. 		
<ul style="list-style-type: none"> • Discuss and liaise all relevant questions essential to develop the specific booth and product window/display with relevant personnel. 		
<i>Develop design concepts for specific booth and product window/display</i>		
<ul style="list-style-type: none"> • Identify reference to support the design process appropriate to the design brief. 		

<ul style="list-style-type: none"> • Explore design ideas using isometric and orthographic methods. 		
<ul style="list-style-type: none"> • Generate ideas for design concepts through research and observation of structures and window displays. 		
<ul style="list-style-type: none"> • Explore and sketch different design style options based on the design parameters. 		
<ul style="list-style-type: none"> • Apply brand guideline specified in the design brief to the rough design outputs. 		
<ul style="list-style-type: none"> • Note and measure location or space guidelines of the product window/display to the design specifications. 		
<ul style="list-style-type: none"> • Prepare and submit final rough sketches in the format required to relevant personnel for comments and revisions. 		
<p><i>Finalize selected design using precise specifications provided</i></p>		
<ul style="list-style-type: none"> • Collect and analyze comments and feedback from client and/or supervisor to revise and edit the chosen design concept. 		
<ul style="list-style-type: none"> • Provide multi-view orthographic drawings of the selected design for arrangement and construction reference. 		
<ul style="list-style-type: none"> • Accurately indicate booth or product window/display size and dimensions on the final design. * 		
<ul style="list-style-type: none"> • Identify and indicate materials and specifications and construction items to be used on the final output over the design parts. 		
<ul style="list-style-type: none"> • Clearly see brand guidelines on the final booth design, as required in the design brief. 		
<ul style="list-style-type: none"> • Clearly indicate a plan of the utilities location and installation in the final booth and product window/display, in coordination with relevant personnel. * 		
<ul style="list-style-type: none"> • Prepare and submit final design with proper documentation of the design details to client and/or supervisor for final approval. 		
<p><i>Produce 3D model images/view of the approved booth or product/window display design.</i></p>		
<ul style="list-style-type: none"> • Create precise colored 3D model images of the approved final booth design based on the multi-view orthographic drawings. * 		
<ul style="list-style-type: none"> • Fully see and reflect brand logo, color of overall 3D model images based on the approved final design and requirements. * 		
<ul style="list-style-type: none"> • Indicate structure and functionality with collaboration and refinement with relevant personnel. 		

<ul style="list-style-type: none"> • Research and Indicate required materials needed for the design based on approved design documentation and structure plan. 		
<ul style="list-style-type: none"> • Indicate and/or consult any electrical, lighting and other important utilities with relevant personnel. 		
<ul style="list-style-type: none"> • Present final design, colored images of 3D model and documentation for approval by relevant personnel. 		
<p>I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.</p>		
<p align="center">Candidate's Name & Signature</p>	<p align="center">Date:</p>	

Reference. No.																	
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SELF ASSESSMENT GUIDE

Qualification:	VISUAL GRAPHIC DESIGN NC III		
COC 1	Develop designs for logo and print media		
Units of Competency Covered:	<ul style="list-style-type: none"> • Develop designs for logo • Develop designs for print media 		
Instruction:			
<ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check in the appropriate box opposite each question to indicate your answer. 			
Can I?		YES	NO
Develop designs for logo			
<i>Receive and interpret the logo design brief</i>			
• Read and analyze instructions and specifications based on the design brief. *			
• Identify the objective to produce the design outcome of logo design based on the client and/or the company directives.			
• Identify information needed via research and other resources to develop logo concepts.			
• Confirm process and steps of submission of logo design for approval with the client and/or a supervisor			
• Discuss and liaise all relevant questions essential to develop the logo design with relevant personnel.			
<i>Select materials and equipment to develop logo design</i>			
• Select and prepare all necessary materials and equipment to be used according to the task to be undertaken.			
• Select and check the appropriate software based on the final format specified in the design brief.			
• Report non-functioning and missing materials and equipment to appropriate personnel.			
<i>Develop design concepts</i>			
• Generate ideas for design concept of the logo through research.			

<ul style="list-style-type: none"> Explore different sketch and design style experimentation in accordance with logo design instructions. * 		
<ul style="list-style-type: none"> Tone down initial design concepts developed to align with design brief parameters. 		
<ul style="list-style-type: none"> Use or design an appropriate font should this be part of the logo design specifications. 		
<ul style="list-style-type: none"> Experiment color combinations to compliment concept designs or to follow color specifications of the design brief. 		
<ul style="list-style-type: none"> Incorporate visual design and communication elements to the concepts in line with the direction of the design brief. 		
<ul style="list-style-type: none"> Select best design sketch options based on design brief requirements. 		
<ul style="list-style-type: none"> Prepare and submit final rough designs in the format required to client and/or supervisor for comments. * 		
<i>Edit/revise logo design</i>		
<ul style="list-style-type: none"> Analyze comments received from client and/or supervisor to revise initial logo concepts, designs and sketches. 		
<ul style="list-style-type: none"> Make adjustments to produce final specifications as required by client and/or supervisor. 		
<ul style="list-style-type: none"> Enhance and technically identify colors as per specified design directives. 		
<ul style="list-style-type: none"> Align and suggest font selected in places to fit the overall look of the logo design. 		
<ul style="list-style-type: none"> Prepare and submit revised draft logo design in the format required to client and/or supervisor for final comments. 		
<i>Finalize logo design</i>		
<ul style="list-style-type: none"> Collect and analyze client and/or supervisor final feedback. 		
<ul style="list-style-type: none"> Adjust final revision of the logo design according to design specifications. 		
<ul style="list-style-type: none"> Adjust chosen or designed font and layout to fit final logo design. 		
<ul style="list-style-type: none"> Apply final colors to logo design as required in the feedback and design specifications. 		
<ul style="list-style-type: none"> Finalize and document measurements, color codes and technicalities of the logo design for appropriate usage. 		

<ul style="list-style-type: none"> • Prepare and submit final logo design with proper documentation of design details to client and/or supervisor for final approval. * 		
Develop designs for print media		
<i>Interpret and analyze the print media design brief</i>		
<ul style="list-style-type: none"> • Read and analyze instructions and specifications to develop the specific print media requirement based on the design brief. * 		
<ul style="list-style-type: none"> • Clarify in detail of the proposed design from the relevant personnel the scope of work and deadline schedule. 		
<ul style="list-style-type: none"> • Identify information needed via research and other resources to develop required design for print. 		
<ul style="list-style-type: none"> • Confirm with the client and/ or a supervisor the approval stages of submitted design concepts. 		
<ul style="list-style-type: none"> • Identify with all its specification based on the design brief of the approved design in print format. 		
<ul style="list-style-type: none"> • Discuss and liaise all question essential to develop the design for print with relevant personnel. 		
<i>Prepare equipment and materials for print media design</i>		
<ul style="list-style-type: none"> • Prepare all necessary materials and equipment to be used according to the specifications of the design brief. 		
<ul style="list-style-type: none"> • Select and check appropriate software based on the format specified for the final print media output. 		
<ul style="list-style-type: none"> • Calibrate monitor to show the correct color grading of designs. 		
<ul style="list-style-type: none"> • Organize and arrange color scheme or print palettes to suit requirements of final design output. 		
<ul style="list-style-type: none"> • Select page size, orientation, appropriate resolution based on the design brief specifications. 		
<ul style="list-style-type: none"> • Report Non-functioning and missing materials and equipment to appropriate personnel. 		
<i>Develop designs for the specific print media output</i>		
<ul style="list-style-type: none"> • Generate Ideas for design concepts of the specified print output through research and sketches experimentation. * 		
<ul style="list-style-type: none"> • Apply appropriate document / page set up based on the design brief requirements. 		
<ul style="list-style-type: none"> • Explore and sketch different print or graphic design style options base on the design parameters. 		

<ul style="list-style-type: none"> • Prepare and analyze required text copy, words, tagline or message for print for appropriate layout placement. 		
<ul style="list-style-type: none"> • Select and place carefully the font style, color and size in a proper layout to fit overall design output. 		
<ul style="list-style-type: none"> • Experiment on the best arrangements for design presentation and all elements created are organized. 		
<ul style="list-style-type: none"> • Import graphic image, product shot, photograph and other elements from other applications and added to the comprehensive layout. 		
<ul style="list-style-type: none"> • Experiment color combinations to compliment concept designs. 		
<ul style="list-style-type: none"> • Prepare and submit final rough comprehensive layout designs in the format required to client and /or supervisor for comments and revisions. * 		
<i>Finalize print media design layout</i>		
<ul style="list-style-type: none"> • Analyze comment and feedback from client and/ or supervisor to revise the elements of the proposed comprehensive layouts. 		
<ul style="list-style-type: none"> • Impose combined elements in the comprehensive layout/ compre correctly to suit specified sheet size. 		
<ul style="list-style-type: none"> • Correctly identify numerical sequence and lay down of the product or mock-up to meet binding and finishing requirements. 		
<ul style="list-style-type: none"> • Incorporate bleed allowance in margins and borders. * 		
<ul style="list-style-type: none"> • Discuss and review with client and/ or supervisor the text for possible errors and omissions. 		
<ul style="list-style-type: none"> • Maintain alignment of the basic elements based on the overall balance of the layout and correct color blends and gradients. 		
<ul style="list-style-type: none"> • Print and recheck hard copy / progressive proof for errors, omissions to fit the overall balance of the layout. 		
<ul style="list-style-type: none"> • Review and proof read as required on Necessary changes that are made while comprehensive layout/ compre is still on screen. * 		
<ul style="list-style-type: none"> • Save the project and/or work according to organizational procedures. 		
<ul style="list-style-type: none"> • Create a digital proof or file format to present to client and/ or Supervisor for final comments and approval. 		

<i>Prepare final print output and documentation</i>		
• Prepare approved final layout design and /or project for printing.		
• Select correct color profile carefully for standard print output option.		
• Choose file format to best represent artwork styles.		
• Select compression options that keep the image quality high and the file size low. *		
• Set export options of file to the best settings for the final print output.		
• Use the appropriate format for saving the images/ artworks/ objects and layout as required in the specifications of the design brief.		
• Set the resolution for effects and any filters based on image quality.		
• Check document / page set up to ensure correct layout file has no non-printable elements.		
• Check final high-resolution file for final approval of client and/or supervisor before sending to print. *		
<i>Color separate artwork file for final printing</i>		
• Prepare the final and approved print media artwork file for final printing.		
• Determine and check the correct format for the color separation based on the final specifications on the design brief.		
• Set command preference to correct preference for print quality and process.		
• Set the color separation options according to print requirements of the design brief. *		
• Select correct color profile for the final output, based on client specifications.		
• Select and save screen frequency with value and color preferences which is appropriate for the print quality.		
• Create spread and choke traps to avoid mis-registration.		
• Check and define overprint of objects to avoid ink trap.		

<ul style="list-style-type: none"> • Check the separation and complete a final proof based on the approved final artwork. * 		
<p>I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.</p>		
<p>Candidate's Name & Signature</p>	<p>Date:</p>	

Reference. No.																			
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SELF ASSESSMENT GUIDE

Qualification:	VISUAL GRAPHIC DESIGN NC III		
COC 2	Develop designs for user experience and user interface		
Units of Competency Covered:	<ul style="list-style-type: none"> • Develop designs for user experience • Develop designs for interface 		
Instruction:			
<ul style="list-style-type: none"> • Read each of the questions in the left-hand column of the chart. • Place a check in the appropriate box opposite each question to indicate your answer. 			
Can I?	YES	NO	
Develop Designs for User Experience			
<i>Receive and interpret the user experience design brief</i>			
<ul style="list-style-type: none"> • Interpret and liaise specifications of the design brief with client and/or supervisor correctly. * 			
<ul style="list-style-type: none"> • Establish and clarify proposed user experience designs with relevant personnel. 			
<ul style="list-style-type: none"> • Identify specifications, parameters or constraints based on the design brief. 			
<ul style="list-style-type: none"> • Source and evaluate information pertinent to the design brief. 			
<ul style="list-style-type: none"> • Research and compare user behaviour, user goals, user motivations and user needs to the design brief. 			
<ul style="list-style-type: none"> • Identify relationship between the visual elements, hardware, and software required based on the needs of the design brief. 			
<ul style="list-style-type: none"> • Organize and update research media and findings as required. 			
<ul style="list-style-type: none"> • Evaluate initial discussion based on the findings against the design brief. * 			
<i>Select media/ materials for user experience design</i>			
<ul style="list-style-type: none"> • Identify and select appropriate behaviour, user goals, user motivations and user needs based on the findings of the research. * 			
<ul style="list-style-type: none"> • Gather and source materials, hardware and software based on the requirements. 			

<ul style="list-style-type: none"> Report non-functioning equipment and materials to relevant personnel. 		
<i>Produce screen flow designs</i>		
<ul style="list-style-type: none"> Create a flow chart based on the findings of the research in relation with the design requirements. 		
<ul style="list-style-type: none"> Identify clickable links based on the flowchart. 		
<ul style="list-style-type: none"> Present screen flow design of the selected user experience media to relevant personnel for feedback/comments. * 		
<i>Create page template/ user experience wireframing</i>		
<ul style="list-style-type: none"> Apply comments/feedback to selected screen flow design. 		
<ul style="list-style-type: none"> Set page template grid on the delivery platform. 		
<ul style="list-style-type: none"> Determine layout using boxes and lines using appropriate software. * 		
<ul style="list-style-type: none"> Define information hierarchy using typography. * 		
<ul style="list-style-type: none"> Determine visual strength using grayscale tonal values. * 		
<ul style="list-style-type: none"> Evaluate page template design for feedback based on user experience usability, functionality and errors. 		
<i>Finalize wireframe and design flow of the selected user experience media</i>		
<ul style="list-style-type: none"> Apply feedback and comments to final user experience wireframe and design flow. 		
<ul style="list-style-type: none"> Stimulate animation or effects using motion graphic software and submits for evaluation when necessary. 		
<ul style="list-style-type: none"> Test approved design flow using simple coding tools and submits for evaluation when necessary. 		
<ul style="list-style-type: none"> Organize and submits generated designs to client and/or supervisor for final approval. 		
Develop Designs for User Interface		
<i>Receive and interpret the user interface design brief</i>		
<ul style="list-style-type: none"> Establish and clarify the proposed user interface design details and overall work scope from the relevant personnel. 		

<ul style="list-style-type: none"> Identify the specifications, parameters and constraints of the user interface design from the design brief. 		
<ul style="list-style-type: none"> Source and evaluate information pertinent to the design brief to create the correct design directives. 		
<ul style="list-style-type: none"> Research and compare visual elements and tools based on the design brief. 		
<ul style="list-style-type: none"> Identify relationship between the visual elements, hardware and software based on the project requirements. 		
<ul style="list-style-type: none"> Organize and update research media and findings as required. 		
<ul style="list-style-type: none"> Evaluate initial discussion of the design brief against the findings with relevant personnel. 		
Select tools, delivery platform and appropriate software		
<ul style="list-style-type: none"> Identify and present visual elements and tools to the relevant personnel. 		
<ul style="list-style-type: none"> Select appropriate visual elements and tools based on the design brief. 		
<ul style="list-style-type: none"> Gather and source materials, hardware, and software based on the project requirements. 		
<ul style="list-style-type: none"> Report non-functioning and missing materials and equipment to appropriate personnel. 		
Generate and develop designs for user interface		
<ul style="list-style-type: none"> Generate range of feasible design ideas and creative solutions in response to the design brief. 		
<ul style="list-style-type: none"> Discuss and collaborate design ideas with relevant personnel. 		
<ul style="list-style-type: none"> Apply brand guideline specified in the design to the rough design outputs. * 		
<ul style="list-style-type: none"> Reflect and assess creative ideas and solutions based on the constraints to meet the design brief. 		
<ul style="list-style-type: none"> Prepare and submit user interface design studies in the format required to client and/or supervisor for comments and revisions. 		
Finalize user interface design		
<ul style="list-style-type: none"> Analyze comment and feedback from client and/or supervisor to revise the elements for the proposed user interface design. 		
<ul style="list-style-type: none"> Assemble gathered media and content based on the technical specifications. 		

<ul style="list-style-type: none"> • Consider accurate dimensions appropriate to design brief requirements. * 		
<ul style="list-style-type: none"> • Consider media file size for accessibility and compatibility. 		
<ul style="list-style-type: none"> • Place media in web-based locations and generates external links for fast accessibility. 		
<ul style="list-style-type: none"> • Select web safe colors based on the media requirements. 		
<ul style="list-style-type: none"> • Consider standard web fonts based on the delivery platform requirements. 		
<ul style="list-style-type: none"> • Apply selected design techniques and tools in developing the design. 		
<ul style="list-style-type: none"> • Consult relevant personnel to ensure harmony and compatibility of the design with the technical requirements. 		
<ul style="list-style-type: none"> • Consider responsive design based on the media output. 		
<ul style="list-style-type: none"> • Test final user interface design against media output for possible errors. 		
<p>I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.</p>		
<p>Candidate's Name & Signature</p>		<p>Date:</p>

Reference. No.																			
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SELF ASSESSMENT GUIDE

Qualification:	VISUAL GRAPHIC DESIGN NC III		
COC 3	Develop designs for product packaging		
Unit of Competency Covered:	<ul style="list-style-type: none"> Develop designs for product packaging 		
Instruction:			
<ul style="list-style-type: none"> Read each of the questions in the left-hand column of the chart. Place a check in the appropriate box opposite each question to indicate your answer. 			
Can I?	YES	NO	
Develop Designs for Product Packaging			
<i>Receive and interpret the product packaging design brief</i>			
<ul style="list-style-type: none"> Read and analyze instructions and specifications to develop the product packaging based on the design brief. * 			
<ul style="list-style-type: none"> Establish and clarify proposed packaging design from the relevant personnel to inform design decisions. 			
<ul style="list-style-type: none"> Identify specifications, parameters or constraints based on the design brief. 			
<ul style="list-style-type: none"> Source and evaluate information pertinent to design brief. 			
<ul style="list-style-type: none"> Consider current and emerging packaging trends and ideas pertinent to the design brief. 			
<ul style="list-style-type: none"> Examine nature of the customer, the product and how the product will be displayed and be distributed pertinent to the brief. * 			
<ul style="list-style-type: none"> Evaluate key sustainability issues for incorporation into design. 			
<ul style="list-style-type: none"> Reflect ideas for technical, creative and budgetary implications appropriate to the requirements. 			
<ul style="list-style-type: none"> Consider regulatory requirement that affect packaging design based on the requirements of the design brief. * 			
<i>Develop design concepts for specific product packaging</i>			
<ul style="list-style-type: none"> Identify references to support the design process appropriate to the design brief. 			

<ul style="list-style-type: none"> • Explore design ideas using isometric and orthographic methods. * 		
<ul style="list-style-type: none"> • Generate design ideas of the package based on form and function of the product. 		
<ul style="list-style-type: none"> • Properly consider packaging and color printing materials to be used, based on OSHS and EHSM standards. 		
<ul style="list-style-type: none"> • Organize and submit developed designs in the format required to the client and/or supervisor. 		
<i>Create specific product packaging mock-up</i>		
<ul style="list-style-type: none"> • Develop selected design from initial ideas based on production and design factors. 		
<ul style="list-style-type: none"> • Create selected design into a mock-up using specified measurements and temporary package materials based on the product. 		
<ul style="list-style-type: none"> • Test package functionality with collaboration and refinement from relevant personnel. 		
<ul style="list-style-type: none"> • Submit final mock-up selected and approved by client and/or supervisor for approval. * 		
<i>Finalize design for specific product packaging</i>		
<ul style="list-style-type: none"> • Apply modification and amendments to the final product package design. 		
<ul style="list-style-type: none"> • Develop accurate measurements and die line to support product packaging design. 		
<ul style="list-style-type: none"> • Present final design, mock-up, die line template and documentations for approval to relevant personnel. * 		
<p>I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.</p>		
Candidate's Name & Signature	Date:	

Reference. No.																	
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SELF ASSESSMENT GUIDE

Qualification:	VISUAL GRAPHICS DESIGN NC III		
COC 4	Design booth and product/window display		
Unit of Competency Covered:	<ul style="list-style-type: none"> Design booth and product / window display 		
Instruction:			
<ul style="list-style-type: none"> Read each of the questions in the left-hand column of the chart. Place a check in the appropriate box opposite each question to indicate your answer. 			
Can I?		YES	NO
Design Booth and Product / Window Display			
<i>Receive and interpret the booth and product/window display design brief</i>			
<ul style="list-style-type: none"> Read and analyse instructions and specifications to develop the booth and product window/display design based on the design brief. * 			
<ul style="list-style-type: none"> Establish and clarify proposed booth and product window/display design from the relevant personnel to inform design decisions. * 			
<ul style="list-style-type: none"> Identify specification, parameters or constraints based on the design brief. 			
<ul style="list-style-type: none"> Source and evaluate information pertinent to design brief. 			
<ul style="list-style-type: none"> Assess required design ideas and solutions for implications on budget, timeline, technical feasibility and sustainability. 			
<ul style="list-style-type: none"> Discuss and liaise all relevant questions essential to develop the specific booth and product window/display with relevant personnel. 			
<i>Develop design concepts for specific booth and product / window display</i>			
<ul style="list-style-type: none"> Identify reference to support the design process appropriate to the design brief. 			
<ul style="list-style-type: none"> Explore design ideas using isometric and orthographic methods. 			
<ul style="list-style-type: none"> Generate ideas for design concepts through research and observation of structures and window displays. 			

<ul style="list-style-type: none"> • Explore and sketch different design style options based on the design parameters. 		
<ul style="list-style-type: none"> • Apply brand guideline specified in the design brief to the rough design outputs. 		
<ul style="list-style-type: none"> • Note and measure location or space guidelines of the product window/display to the design specifications. 		
<ul style="list-style-type: none"> • Prepare and submit final rough sketches in the format required to relevant personnel for comments and revisions. 		
<p><i>Finalize selected design using precise specifications provided</i></p>		
<ul style="list-style-type: none"> • Collect and analyze comments and feedback from client and/or supervisor to revise and edit the chosen design concept. 		
<ul style="list-style-type: none"> • Provide multi-view orthographic drawings of the selected design for arrangement and construction reference. 		
<ul style="list-style-type: none"> • Accurately indicate booth or product window/display size and dimensions on the final design. * 		
<ul style="list-style-type: none"> • Identify and indicate materials and specifications and construction items to be used on the final output over the design parts. 		
<ul style="list-style-type: none"> • Clearly see brand guidelines on the final booth design, as required in the design brief. 		
<ul style="list-style-type: none"> • Clearly indicate a plan of the utilities location and installation in the final booth and product window/display, in coordination with relevant personnel. * 		
<ul style="list-style-type: none"> • Prepare and submit final design with proper documentation of the design details to client and/or supervisor for final approval. 		
<p><i>Produce 3D model images/view of the approved booth or product/window display design.</i></p>		
<ul style="list-style-type: none"> • Create precise colored 3D model images of the approved final booth design based on the multi-view orthographic drawings. * 		
<ul style="list-style-type: none"> • Fully see and reflect brand logo, color of overall 3D model images based on the approved final design and requirements. * 		
<ul style="list-style-type: none"> • Indicate structure and functionality with collaboration and refinement with relevant personnel. 		
<ul style="list-style-type: none"> • Research and Indicate required materials needed for the design based on approved design documentation and structure plan. 		
<ul style="list-style-type: none"> • Indicate and/or consult any electrical, lighting and other important utilities with relevant personnel. 		

<ul style="list-style-type: none"> • Present final design, colored images of 3D model and documentation for approval by relevant personnel. 		
<p>I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.</p>		
<p>Candidate's Name & Signature</p>	<p>Date:</p>	