Reference. No.																

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:
- 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		
Receive and interpret the logo design brief		
• 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.		
Select materials and equipment to develop logo design		
• 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.		
Develop design concepts		
• Generate ideas for design concept of the logo through research.		
• Explore different sketch and design style experimentation in accordance with logo design instructions. *		

• Tone down initial design concepts developed to align with design brief parameters.		
• Use or design an appropriate font should this be part of the logo design specifications.		
• Experiment color combinations to compliment concept designs or to follow color specifications of the design brief.		
• Incorporate visual design and communication elements to the concepts in line with the direction of the design brief.		
• Select best design sketch options based on design brief requirements.		
• Prepare and submit final rough designs in the format required to client and/or supervisor for comments. *		
Edit/revise logo design		
• Analyze comments received from client and/or supervisor to revise initial logo concepts, designs and sketches.		
• Make adjustments to produce final specifications as required by client and/or supervisor.		
• Enhance and technically identify colors as per specified design directives.		
• Align and suggest font selected in places to fit the overall look of the logo design.		
• Prepare and submit revised draft logo design in the format required to client and/or supervisor for final comments.		
Finalize logo design		
• Collect and analyze client and/or supervisor final feedback.		
• Adjust final revision of the logo design according to design specifications.		
• Adjust chosen or designed font and layout to fit final logo design.		
• Apply final colors to logo design as required in the feedback and design specifications.		
• Finalize and document measurements, color codes and technicalities of the logo design for appropriate usage.		
• 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		

Interpret and analyze the print media design brief		
• 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.		
Prepare equipment and materials for print media design		
• 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.		
Develop designs for the specific print media output		
• 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.		

• Experiment on the best arrangements for design presentation and all elements created are organized.		
• Import graphic image, product shot, photograph and other elements from other applications and added to the comprehensive layout.		
• Experiment color combinations to compliment concept designs.		
• Prepare and submit final rough comprehensive layout designs in the format required to client and /or supervisor for comments and revisions. *		
Finalize print media design layout		
• Analyze comment and feedback from client and/ or supervisor to revise the elements of the proposed comprehensive layouts.		
• Impose combined elements in the comprehensive layout/ compre correctly to suit specified sheet size.		
• Correctly identify numerical sequence and lay down of the product or mock-up to meet binding and finishing requirements.		
• Incorporate bleed allowance in margins and borders. *		
• Discuss and review with client and/ or supervisor the text for possible errors and omissions.		
• Maintain alignment of the basic elements based on the overall balance of the layout and correct color blends and gradients.		
• Print and recheck hard copy / progressive proof for errors, omissions to fit the overall balance of the layout.		
• Review and proof read as required on Necessary changes that are made while comprehensive layout/ compre is still on screen. *		
• Save the project and/or work according to organizational procedures.		
• Create a digital proof or file format to present to client and/ or Supervisor for final comments and approval.		
Prepare final print output and documentation		
• 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. *		
Color separate artwork file for final printing		
• 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.		
• 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
Receive and interpret the user experience design brief

• Interpret and liaise specifications of the design brief with client and/or supervisor correctly. *		
• Establish and clarify proposed user experience designs with relevant personnel.		
• Identify specifications, parameters or constraints based on the design brief.		
• Source and evaluate information pertinent to the design brief.		
• Research and compare user behaviour, user goals, user motivations and user needs to the design brief.		
• Identify relationship between the visual elements, hardware, and software required based on the needs of the design brief.		
• Organize and update research media and findings as required.		
• Evaluate initial discussion based on the findings against the design brief. *		
Select media/ materials for user experience design		
• Identify and select appropriate behaviour, user goals, user motivations and user needs based on the findings of the research. *		
• Gather and source materials, hardware and software based on the requirements.		
• Report non-functioning equipment and materials to relevant personnel.		
Produce screen flow designs		
• Create a flow chart based on the findings of the research in relation with the design requirements.		
• Identify clickable links based on the flowchart.		
• Present screen flow design of the selected user experience media to relevant personnel for feedback/comments. *		
Create page template/ user experience wireframing		
• Apply comments/feedback to selected screen flow design.		
• Set page template grid on the delivery platform.		
• Determine layout using boxes and lines using appropriate software. *		

• Define information hierarchy using typography. *		
• Determine visual strength using grayscale tonal values. *		
• Evaluate page template design for feedback based on user experience usability, functionality and errors.		
Finalize wireframe and design flow of the selected user experience media		
• Apply feedback and comments to final user experience wireframe and design flow.		
• Stimulate animation or effects using motion graphic software and submits for evaluation when necessary.		
• Test approved design flow using simple coding tools and submits for evaluation when necessary.		
• Organize and submits generated designs to client and/or supervisor for final approval.		
Develop Designs for User Interface		
Receive and interpret the user interface design brief		
• Establish and clarify the proposed user interface design details and overall work scope from the relevant personnel.		
• Identify the specifications, parameters and constraints of the user interface design from the design brief.		
• Source and evaluate information pertinent to the design brief to create the correct design directives.		
• Research and compare visual elements and tools based on the design brief.		
• Identify relationship between the visual elements, hardware and software based on the project requirements.		
• Organize and update research media and findings as required.		
• Evaluate initial discussion of the design brief against the findings with relevant personnel.		
Select tools, delivery platform and appropriate software		
• Identify and present visual elements and tools to the relevant personnel.		
• Select appropriate visual elements and tools based on the design brief.		

• Gather and source materials, hardware, and software based on the project requirements.		
• Report non-functioning and missing materials and equipment to appropriate personnel.		
Generate and develop designs for user interface		
• Generate range of feasible design ideas and creative solutions in response to the design brief.		
• Discuss and collaborate design ideas with relevant personnel.		
• Apply brand guideline specified in the design to the rough design outputs. *		
• Reflect and assess creative ideas and solutions based on the constraints to meet the design brief.		
• Prepare and submit user interface design studies in the format required to client and/or supervisor for comments and revisions.		
Finalize user interface design		
• Analyze comment and feedback from client and/or supervisor to revise the elements for the proposed user interface design.		
• Assemble gathered media and content based on the technical specifications.		
• Consider accurate dimensions appropriate to design brief requirements. *		
• Consider media file size for accessibility and compatibility.		
• Place media in web-based locations and generates external links for fast accessibility.		
• Select web safe colors based on the media requirements.		
• Consider standard web fonts based on the delivery platform requirements.		
• Apply selected design techniques and tools in developing the design.		
• Consult relevant personnel to ensure harmony and compatibility of the design with the technical requirements.		
• Consider responsive design based on the media output.		

• Test final user interface design against media output for possible errors.		

COC 3 - Develop designs for product packaging		
Develop Designs for Product Packaging		
Receive and interpret the product packaging design brief		
• Read and analyze instructions and specifications to develop the product packaging based on the design brief. *		
• Establish and clarify proposed packaging design from the relevant personnel to inform design decisions.		
• Identify specifications, parameters or constraints based on the design brief.		
• Source and evaluate information pertinent to design brief.		
• Consider current and emerging packaging trends and ideas pertinent to the design brief.		
• Examine nature of the customer, the product and how the product will be displayed and be distributed pertinent to the brief. *		
• Evaluate key sustainability issues for incorporation into design.		
• Reflect ideas for technical, creative and budgetary implications appropriate to the requirements.		
• Consider regulatory requirement that affect packaging design based on the requirements of the design brief. *		
Develop design concepts for specific product packaging		
• Identify references to support the design process appropriate to the design brief.		
• Explore design ideas using isometric and orthographic methods. *		
• Generate design ideas of the package based on form and function of the product.		
• Properly consider packaging and color printing materials to be used, based on OSHS and EHSM standards.		
• Organize and submit developed designs in the format required to the client and/or supervisor.		
Create specific product packaging mock-up		

• Develop selected design from initial ideas based on production and design factors.		
• Create selected design into a mock-up using specified measurements and temporary package materials based on the product.		
• Test package functionality with collaboration and refinement from relevant personnel.		
• Submit final mock-up selected and approved by client and/or supervisor for approval. *		
Finalize design for specific product packaging		
• Apply modification and amendments to the final product package design.		
• Develop accurate measurements and die line to support product packaging design.		
• 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		
Receive and interpret the booth and product/window display design brief		
• Read and analyse instructions and specifications to develop the booth and product window/display design based on the design brief. **		
• Establish and clarify proposed booth and product window/display design from the relevant personnel to inform design decisions. **		
• Identify specification, parameters or constraints based on the design brief.		
• Source and evaluate information pertinent to design brief.		
• Assess required design ideas and solutions for implications on budget, timeline, technical feasibility and sustainability.		
• Discuss and liaise all relevant questions essential to develop the specific booth and product window/display with relevant personnel.		
Develop design concepts for specific booth and product window/display		
• Identify reference to support the design process appropriate to the design brief.		

• Explore design ideas using isometric and orthographic methods.		
• Generate ideas for design concepts through research and observation of structures and window displays.		
• Explore and sketch different design style options based on the design parameters.		
• Apply brand guideline specified in the design brief to the rough design outputs.		
• Note and measure location or space guidelines of the product window/display to the design specifications.		
• Prepare and submit final rough sketches in the format required to relevant personnel for comments and revisions.		
Finalize selected design using precise specifications provided		
• Collect and analyze comments and feedback from client and/ or supervisor to revise and edit the chosen design concept.		
• Provide multi-view orthographic drawings of the selected design for arrangement and construction reference.		
• Accurately indicate booth or product window/display size and dimensions on the final design. *		
• Identify and indicate materials and specifications and construction items to be used on the final output over the design parts.		
• Clearly see brand guidelines on the final booth design, as required in the design brief.		
• Clearly indicate a plan of the utilities location and installation in the final booth and product window/display, in coordination with relevant personnel. *		
• Prepare and submit final design with proper documentation of the design details to client and/or supervisor for final approval.		
Produce 3D model images/view of the approved booth or product/window display design.		
• Create precise colored 3D model images of the approved final booth design based on the multi-view orthographic drawings. *		
• Fully see and reflect brand logo, color of overall 3D model images based on the approved final design and requirements. *		
• Indicate structure and functionality with collaboration and refinement with relevant personnel.		

• Research and Indicate required materials needed for the design based on approved design documentation and structure plan.		
• Indicate and/or consult any electrical, lighting and other important utilities with relevant personnel.		
• Present final design, colored images of 3D model and documentation for approval by relevant personnel.		
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.		
Candidate's Name & Signature	**Date:**	