Reference. No.																

SELF ASSESSMENT GUIDE

Qualification:	**VISUAL GRAPHIC DESIGN NC III**
COC 1	**Develop designs for logo and print media**
Units of Competency Covered:	• Develop designs for logo • Develop designs for print media

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.	4	
• 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.	5	
• 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. *		
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:**