



COMPETENCY STANDARD
FOR
GRAPHIC DESIGN FOR FREELANCER
(ICT Sector)

Level: 04

Competency Standard Code: ICTCS0006L4V1

National Skills Development Authority
Prime Minister's Office, Bangladesh

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Introduction

The National Skills Development Authority (NSDA) aims to enhance an individual's employability by certifying completeness with skills. NSDA works to expand the skilling capacity of identified public and private training providers qualitatively and quantitatively. It also aims to establish and operationalize a responsive skill ecosystem and delivery mechanism through a combination of well-defined set of mechanisms and necessary technical supports.

Key priority economic growth sectors identified by the government have been targeted by NSDA to improve current job skills along with existing workforce to ensure required skills to industry standards. Training providers are encouraged and supported to work with industry to address identified skills and knowledge to enable industry growth and increased employment through the provision of market responsive inclusive skills training programme.

"Graphics Design for Freelancer" is selected as one of the priority occupations of **Information and Communication Technology** Sector. This standard is developed to adopt a demand driven approach to training with effective inputs from Industry Skills Councils (ISC's), employer associations and employers.

Generally, a competency standard informs curriculum, learning materials, assessment and certification of students enrolled in Skills Sector. Students who successfully pass the assessment will receive a qualification in the National Skills Qualification Framework and will be listed on the NSDA's online portal.

This competency standard is developed to improve skills and knowledge in accordance with the job roles, duties and tasks of the occupation and ensure that the required skills and knowledge are aligned to industry requirements. A series of stakeholder consultations, workshops were held to develop this document.

The document also details the format, sequencing, wording and layout of the Competency Standard for an occupation which is comprised of Units of Competence and its corresponding Elements.

Overview

A **competency standard** is a written specification of the knowledge, skills and attitudes required for the performance of an occupation, trade or job corresponding to the industry standard of performance required in the workplace.

The purpose of a competency standards is to:

- provide a consistent and reliable set of components for training, recognising and assessing people's skills, and may also have optional support materials
- enable industry recognised qualifications to be awarded through direct assessment of workplace competencies
- encourage the development and delivery of flexible training which suits individual and industry requirements
- encourage learning and assessment in a work-related environment which leads to verifiable workplace outcomes

Competency standards are developed by a working group comprised of representative from NSDA, Key Institutions, ISC, and industry experts to identify the competencies required of an occupation in **Information and Communication Technology** sector.

Competency standards describe the skills, knowledge and attitude needed to perform effectively in the workplace. CS acknowledge that people can achieve technical and vocational competency in many ways by emphasizing what the learner can do, not how or where they learned to do it.

With competency standards, training and assessment may be conducted at the workplace or at training institute or any combination of these.

Competency standards consist of a number of units of competency. A unit of competency describes a distinct work activity that would normally be undertaken by one person in accordance with industry standards.

Units of competency are documented in a standard format that comprises of:

- unit title
- nominal duration
- unit code
- unit descriptor
- elements and performance criteria
- variables and range statement
- curricular content guide
- assessment evidence guides

Together, all the parts of a unit of competency:

- describe a work activity
- guide the assessor to determine whether the candidate is competent or not yet competent

The ensuing sections of this document comprise of a description of the relevant occupation, trade or job with all the key components of a unit of competency, including:

- a chart with an overview of all Units of Competency for the relevant occupation, trade or job including the Unit Codes and the Unit of Competency titles and corresponding Elements
- the Competency Standard that includes the Unit of Competency, Unit Descriptor, Elements and Performance Criteria, Range of Variables, Curricular Content Guide and Assessment Evidence Guide

**Competency Standards for National Skill Certificate –4 in
Graphics Design for freelancer in ICT Sector**

Level Descriptors of NTVQF / NSQF (BNQF 1-6)

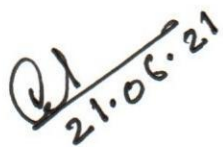
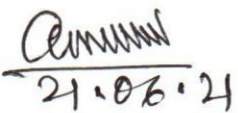
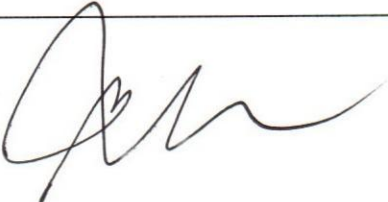
Level & Job classification	Knowledge Domain	Skills Domain	Responsibility Domain
6-Mid-Level Manager/ Sub Assistant Engineer	Comprehensive actual and theoretical knowledge within a specific work or study area with an awareness of the validity and limits of that knowledge, able to analyse, compare, relate and evaluate.	Specialised and wider range of cognitive and practical skills required to provide leadership in the development of creative solutions to defined problems. Communicate professional issues and solutions to the team and to external partners/users.	Work under broad guidance and self-motivation to execute strategic and operational plan/s. Lead lower-level management. Diagnose and resolve problems within and among work groups.
5-Supervisor	Broad knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to scrutinize and break information into parts by identifying motives or causes.	Broad range of cognitive and practical skills required to generate solutions to specific problems in one or more work or study areas. Communicate practice-related problems and possible solutions to external partners.	Work under guidance of management and self-direction to resolve specific issues. Lead and take responsibility for the work and actions of group/team members. Bridge between management.
4-Highly Skilled Worker	Broader knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to solve problems to new situations by comparing and applying acquired knowledge.	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying the full range of methods, tools, materials and information. Communicate using technical terminology and IT technology with partners and users as per workplace requirements.	Work under minimal supervision in specific contexts in response to workplace requirements. Resolve technical issues in response to workplace requirements and lead/guide a team/ group.
3-Skilled Worker	Moderately broad knowledge in a specific work or study area, able to perceive ideas and abstract from drawing and design according to workplace requirements.	Basic cognitive and practical skills required to use relevant information in order to carry out tasks and to solve routine problems using simple rules and tools. Communicate with his team and limited external partners upholding the values, nature and culture of the workplace	Work or study under supervision with considerable autonomy. Participate in teams and responsible for group coordination.
2-Semi Skilled Worker	Basic understanding of underpinning knowledge in a specific work or study area, able to interpret and apply common occupational terms and instructions.	Skills required to carry out simple tasks, communicate with his team in the workplace presenting and discussing results of his work with required clarity.	Work or study under supervision in a structured context with limited scope of manipulation
1 –Basic Skilled Worker	Elementary understanding of ability to interpret the underpinning knowledge in a specific study area, able to interpret common occupational terms and instructions.	Specific Basic skills required to carry out simple tasks. Interpret occupational terms and present the results of own work within guided work environment/ under supervision.	Work under direct supervision in a structured context with limited range of responsibilities.

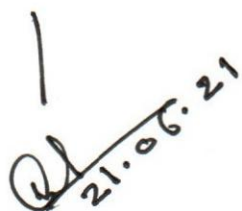
List of Abbreviations

CS	– Competency Standard
RGB	- Red, Green and Blue
CMYK	- Cyan Magenta Yellow Black
ISC	– Industry Skills Council
NSDA	- National Skills Development Authority
NSQF	– National Skills Qualifications Framework
OSH	– Occupational Safety and Health
PPE	– Personal Protective Equipment
SCVC	– Standards and Curriculum Validation Committee
TSC	- technical sub-committee
STP	– Skills Training Provider
SOP	– Standard Operating Procedures
UoC	– Unit of Competency

Approval of Competency Standard

Members of the Approval Committee:

Member	Signature
Dulal Krishna Saha Executive Chairman (Secretary) National Skills Development Authority	 21.06.21
Md. Nurul Amin Member (Admin & Finance) and (Registration & Certification) Joint Secretary National Skills Development Authority	 21.06.21
Alif Rudaba Member (Planning & Skills Standard) Joint Secretary National Skills Development Authority	


21.06.21

Dulal Krishna Saha

Executive Chairman (Secretary)
National Skills Development Authority (NSDA)
Date:

**Competency Standards for National Skill Certificate – 4 in
Graphic Design for Freelancer in ICT Sector**

Course Structure

SL	Unit Code and Title		UoC Level	Nominal (Hours)
Generic Competencies				40
1	GU008L2V1	Work in a team environment	2	20
2	GU009L3V1	Practice negotiation skill	3	20
Occupation Specific Competencies				320
1	OUGDF001L4V1	Create Event Material	4	50
2	OUGDF002L4V1	Perform Advanced image Editing	4	120
3	OUGDF003L4V1	Create Publication Design	4	120
4	OUGDF004L4V1	Create Mockup	4	30
Total Nominal Learning Hours				360

Units & Elements at Glance

Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU008L2V1	Work in a team environment	<ol style="list-style-type: none"> 1. Define team role and scope 2. Identify individual role and responsibility 3. Participate in team discussions 4. Work as a team member 	20
GU009L3V1	Practice negotiation skill	<ol style="list-style-type: none"> 1. Plan negotiations 2. Participate in negotiations 	20
Total Hours:			40

Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUGDF001L4V1	Create Event Material	<ol style="list-style-type: none"> 1. Interpret client's requirements 2. Collect design elements and resources 3. Develop event material 4. Ensure clients confirmation 5. Deliver event material 	50
OUGDF002L4V1	Perform Advanced image Editing	<ol style="list-style-type: none"> 1. Interpret client's requirement 2. Enhance and manipulate image 3. Deliver finished image 	120
OUGDF003L4V1	Create Publication Design	<ol style="list-style-type: none"> 1. Interpret client's requirements 2. Develop theme and confirm work order 3. Perform design publication 4. Incorporate interactive features 5. Deliver finished publication 	120
OUGDF004L4V1	Create Mockup	<ol style="list-style-type: none"> 1. Interpret client's requirements 2. Develop theme and confirm work order 3. Prepare mockup 4. Ensure clients confirmation 5. Deliver mockup 	30
Total Hours:			320

Generic Competencies

Unit Code and Title	GU008L2V1: Work in a Team Environment
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required in working in a team environment.</p> <p>It includes defining team role and scope, identifying individual role and responsibility. Participating in team discussions and working as a team member.</p>
Nominal Hours	20 Hours
Elements of Competency	Performance Criteria <u>Bold & Underlined</u> terms are elaborated in the Range of Variables
1. Define team role and scope	<p>1.1. Role and objectives of the team are defined</p> <p>1.2. Team structure, responsibilities and reporting relations are identified from team discussions and other external sources</p>
2. Identify individual role and responsibility	<p>2.1 Individual roles and responsibilities of <u>team members</u> are identified</p> <p>2.2 Reporting relationships among team members are defined and clarified</p> <p>2.3 Reporting relationships external to the team are defined and clarified</p>
3. Participate in team discussions	<p>3.1 Ideas related to team plans are contributed</p> <p>3.2 Recommendations for improving team work are put forward</p>
4. Work as a team member	<p>4.1. Effective forms of communication are used to interact with team members</p> <p>4.2. Communication channels are followed</p> <p>4.3. OSH practices are followed</p>
Range of Variables	
Variables	Range (may include but not limited to):
1. Sources of information	<p>1.1 Standard Operating Procedures</p> <p>1.2 Job Description</p> <p>1.3 Operations Manual</p> <p>1.4 Organizational Structure</p>
2. Team Members	<p>2.1. Coach/mentor</p> <p>2.2. Supervisor/Manager</p> <p>2.3. Peers/Colleagues</p> <p>2.4. Employee representative</p>

3. Workplace context	<ul style="list-style-type: none"> 3.1 National Laws and Statutes 3.2 Standard Operating Procedures 3.3 Workplace Rules and Regulations
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency	
1. Critical aspects of competency	<p>Assessment required evidence that the candidate:</p> <ul style="list-style-type: none"> 1.1 demonstrated knowledge in working in a team environment. 1.2 satisfied the requirements mentioned in the Performance Criteria and Range of Variables
2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1 Team Structure, Role and Responsibility 2.2 Individual Members' Roles and Responsibilities 2.3 Communication Flow and Reporting Structures 2.4 Team Planning 2.5 Interpersonal Communication Skills 2.6 Team Meeting Procedures
3. Underpinning skills	<ul style="list-style-type: none"> 3.1 Handling personal computer/devices 3.2 Planning for own work activities 3.3 Interpreting instructions 3.4 Interpreting team plans 3.5 Communicating with team members and superiors 3.6 Identifying communication channels
4. Underpinning Attitudes	<ul style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Environmental concerns 4.3 Eagerness to learn 4.4 Tidiness and timeliness 4.5 Respect for rights of peers and seniors in workplace 4.6 Communication with peers and seniors in Workplace
5. Resource implications	<ul style="list-style-type: none"> 5.1 Pens 5.2 Telephone 5.3 Computer 5.4 Writing materials 5.5 Online communication
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <ul style="list-style-type: none"> 6.1. Workplace observation 6.2. Demonstration 6.3. Oral questioning 6.4. Written test 6.5. Portfolio

7. Context of assessment	7.1 Competency assessment will be done in NSDA accredited center or in online platform 7.2 Assessment should be done by NSDA certified/nominated assessor
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Accreditation Requirements

Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	GU009L3V1: Practice Negotiation Skills
Nominal Hours	20 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to practice negotiation skills.</p> <p>It specifically includes – planning negotiations and participating in negotiations.</p>
Elements of Competency	<p>Performance Criteria <u>Bold & Underlined</u> terms are elaborated in the Range of Variables Training Components</p>
1. Plan for negotiations	<p>1.1 Information on <u>preparing for negotiation</u> is identified and included in the plan</p> <p>1.2 Information on creating <u>non-verbal environments</u> for positive negotiating is identified and included in the plan</p> <p>1.3 Information on <u>active listening</u> is identified and included in the plan</p> <p>1.4 Information on different <u>questioning techniques</u> is identified and included in the plan</p> <p>1.5 Information is checked to ensure it is correct and up-to-date</p>
2. Participate in negotiations	<p>2.1 Criteria for successful outcome are agreed upon by all parties</p> <p>2.2 Desired outcome of all parties is considered</p> <p>2.3 Appropriate language is used throughout the negotiation</p> <p>2.4 A variety of questioning techniques are used</p> <p>2.5 The issues and processes are documented and agreed upon by all parties</p> <p>2.6 Possible solutions are discussed and their viability is assessed</p> <p>2.7 Areas for agreement are confirmed and recorded</p> <p>2.8 Follow-up action is agreed upon by all parties</p>
Range of Variables	
Variable	Range (May include but not limited to)
1. Preparing for negotiation	<p>1.1 Background information on other parties to the negotiation</p> <p>1.2 Good understanding of topic to be negotiated</p> <p>1.3 Clear understanding of desired outcome/s</p> <p>1.4 Personal attributes</p>

	<ul style="list-style-type: none"> 1.4.1 Self esteem 1.4.2 Objectivity 1.4.3 Empathy 1.4.4 Respect for others <ul style="list-style-type: none"> 1.5 Interpersonal skills <ul style="list-style-type: none"> 1.5.1 Listening / reflecting 1.5.2 Non-verbal communication 1.5.3 Assertiveness 1.5.4 Behavior labeling 1.5.5 Testing understanding 1.5.6 Seeking information 1.5.7 Self-disclosure 1.6 Analytic skills <ul style="list-style-type: none"> 1.6.1 Observing differences between content and process 1.6.2 Identifying bargaining information 1.6.3 Applying strategies to manage process 1.6.4 Applying steps in negotiating process 1.6.5 Strategies to manage conflict 1.6.6 Steps in negotiating process 1.7 Options within organization and externally for resolving conflict
2. Non-verbal environments	<ul style="list-style-type: none"> 2.1 Friendly reception 2.2 Warm and welcoming room 2.3 Lead in conversation before negotiation begins
3. Active listening	<ul style="list-style-type: none"> 3.1 Attentive 3.2 Don't interrupt 3.3 Good posture 3.4 Maintain eye contact 3.5 Reflective listening
4. Questioning techniques	<ul style="list-style-type: none"> 4.1 Direct 4.2 Indirect 4.3 Human Open-ended
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	<p>Assessment required evidences that the candidate:</p> <ul style="list-style-type: none"> 1.1 demonstrated sufficient knowledge of the factors influencing negotiation to achieve agreed outcome. 1.2 participated in negotiation with at least one person to achieve an agreed outcome.

2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1. Codes of practice and guidelines for the organization. 2.2. Organization policy and procedures for negotiations. 2.3. Decision making and conflict resolution strategies procedures. 2.4. Problem solving strategies on how to deal with unexpected questions and attitudes during negotiation. 2.5. Flexibility. 2.6. Empathy.
3. Underpinning skill	<ul style="list-style-type: none"> 3.1 Interpersonal skills to develop rapport with other parties. 3.2 Planning for own work activities 3.3 Communication skills (verbal and listening). 3.4 Observation skills. 3.5 Negotiation skills.
4. Required attitude	<ul style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Environmental concerns 4.3 Eagerness to learn 4.4 Tidiness and timeliness 4.5 Respect for rights of peers and seniors in workplace 4.6 Communication with peers and seniors in workplace
5. Resource implication	<p>The following resources MUST be provided:</p> <ul style="list-style-type: none"> 5.1 Workplace (actual or simulated) 5.2 Human resources (negotiators)
6. Methods of assessment	<ul style="list-style-type: none"> 6.1 Demonstration 6.2 Oral questioning 6.3 Written test
7. Context of assessment	<ul style="list-style-type: none"> 7.1 Competency assessment will be done in NSDA accredited center or in online platform 7.2 Assessment should be done by NSDA certified/ nominated assessor

Accreditation Requirements

Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Occupation Specific Competencies

Unit Code and Title	OUGDF001L4V1: Create Event Materials
Nominal Hours	50 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to create event materials.</p> <p>It specifically includes the knowledge, skills and attitudes required to interpreting client's requirements, collecting design elements and resources, developing event material, ensuring clients confirmation and delivering event material.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Interpret client's requirements	<p>1.1 <u>Client requirements</u> are collected</p> <p>1.2 Clients' requirements are analyzed</p> <p>1.3 Clients' requirements are confirmed in consultation with clients</p> <p>1.4 <u>Event materials</u> are identified as per requirement</p> <p>1.5 Work order is accepted as per job requirement</p>
2. Collect design elements and resources	<p>2.1. Design elements are selected and collected as per requirement</p> <p>2.2. Resources are selected and collected as per requirement</p>
3. Develop event material	<p>3.1 Design is drafted as per requirement</p> <p>3.2 Size and color mode determined as per requirements</p> <p>3.3 Collected resources are prepared as per requirements</p> <p>3.4 Resources are created as per requirement</p> <p>3.5 Event materials are created as per design aesthetic</p> <p>3.6 Event materials are checked and corrected as required</p>
4. Ensure clients confirmation	<p>4.1 Preview file is sent for client's feedback according to standard procedure</p> <p>4.2 Mockup presentation is sent as required</p> <p>4.3 Client's feedback is evaluated and revised as required</p> <p>4.4 Clients' approval is confirmed as per standard</p>

	procedure
5. Deliver event material	5.1 Final event materials are delivered to clients as per <u>standard procedure</u> 5.2 Invoice is sent to client when and where necessary 5.3 Client's review is requested as per standard procedure
Range of Variables	
Variables	Range (may include but not limited to):
1. Client requirements	1.1 Design 1.2 Aesthetic need 1.3 Size 1.4 Format 1.5 Color mode 1.6 Time frame 1.7 Budget
2. Event materials	2.1 Poster design 2.2 Post card 2.3 Invitation card 2.4 Presentation folder 2.5 Banner 2.6 Bill board 2.7 Flyer 2.8 Brochure
3. Standard procedure	3.1 Naming convention 3.2 File format
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	1.1 Interpreted client's requirements 1.2 Collected design elements and resources 1.3 Developed event material 1.4 Ensured clients confirmation 1.5 Delivered event material
2. Underpinning knowledge	2.1 Color theory 2.2 Color mode 2.3 Design composition 2.4 Font selection 2.5 Font pairing 2.6 Describe event material 2.7 Different types of event material 2.8 Standard format 2.9 Document size and style

	<p>2.10 Clients' approval procedure</p> <p>2.11 Document Delivery procedure</p> <p>2.12 Layer arrangement</p>
3. Underpinning Skills	<p>3.1 Operating computer</p> <p>3.2 Planning for own work activities</p> <p>3.3 Creating resources</p> <p>3.4 Prepare mockup</p> <p>3.5 Checking procedure</p> <p>3.6 Approval processing</p> <p>3.7 Delivering procedure</p>
4. Required attitude	<p>4.1 Commitment to occupational health and safety</p> <p>4.2 Promptness in carrying out activities</p> <p>4.3 Sincere and honest to duties</p> <p>4.4 Environmental concerns</p> <p>4.5 Eagerness to learn</p> <p>4.6 Tidiness and timeliness</p> <p>4.7 Respect for rights of peers and seniors in workplace</p> <p>4.8 Communication with peers and seniors in workplace</p>
5. Resource Implication	<p>5.1 Well-equipped computer lab with audio visual accessories</p> <p>5.2 Uninterrupted internet facilities</p> <p>5.3 Relevant tools, Equipment, software and facilities needed to perform the activities</p> <p>5.4 Uninterrupted powers supply source</p> <p>5.5 Required learning materials</p>
6. Methods of Assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 Written test</p> <p>6.2 Demonstration</p> <p>6.3 Oral questioning</p> <p>6.4 Portfolio</p>
7. Context of Assessment	<p>7.1. Competency assessment will be done in NSDA accredited center or in online platform</p> <p>7.2. Assessment should be done by NSDA certified/ nominated assessor</p>
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Unit Code and Title	OUGDF002L4V1: Perform Advanced image Editing
Nominal Hours	120 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to perform advanced image editing.</p> <p>It specifically includes interpreting client's requirement, enhancing and manipulate image and delivering finished image.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Interpret client's requirement	<p>1.1 <u>Client requirements</u> are collected</p> <p>1.2 Clients' requirements are analyzed</p> <p>1.3 Clients' requirements are confirmed in consultation with clients</p> <p>1.4 Specification of image editing is interpreted as per requirement</p> <p>1.5 Work order is accepted as per job requirement</p>
2. Enhance and manipulate image	<p>2.1. Resources are selected and collected as per requirement</p> <p>2.2. Sample image is observed and analyzed</p> <p>2.3. Appropriate <u>procedures</u> are determined</p> <p>2.4. Size and color mode determined as per requirements</p> <p>2.5. Resources are added as per requirement</p> <p>2.6. Image is <u>enhanced and manipulated</u> as per requirements</p> <p>2.7. Image editing is checked and corrected as required</p>
3. Deliver finished image	<p>3.1 Preview file is sent for client's feedback according to standard procedure</p> <p>3.2 Client's feedback is evaluated and image is revised as required</p> <p>3.3 Clients' approval is confirmed as per standard procedure</p> <p>3.4 Finished images are delivered to clients as per requirement</p> <p>3.5 Invoice is sent to client when and where necessary</p> <p>3.6 Client's review is requested as per standard procedure</p>

Range of Variables	
Variables	Range (may include but not limited to):
1. Client requirements	1.1 Design 1.2 Aesthetic need 1.3 Size 1.4 Format 1.5 Color mode 1.6 Time frame 1.7 Budget
2. Enhanced and manipulated	2.1 Shadow making 2.2 Skin retouch 2.3 Color correction 2.4 Image manipulation 2.5 Photo retouch
3. Procedures	3.1 Clipping 3.2 Background change 3.3 Clone 3.4 Imperfection removal 3.5 Color correction 3.6 Object removal 3.7 Frequency separation 3.8 Channel masking 3.9 Uses of Adjustment layers 3.10 Uses layer effects 3.11 Perspective distortion 3.12 Hair masking
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	1.1 Interpreted client's requirement 1.2 Enhanced and manipulated Image 1.3 Delivered finished images
2. Underpinning knowledge	2.1 Image editing 2.2 Image manipulation 2.3 Image enhancing 2.4 Color theory 2.5 light and shadow 2.6 Color mode 2.7 Histogram 2.8 Color profile

	2.9 Color adjustments
3. Underpinning Skills	3.1 Operating computer 3.2 Planning for own work activities 3.3 Applying image editing techniques 3.4 Analyzing sample image 3.5 Enhancing and manipulate image 3.6 Evaluating client's feedback 3.7 Delivering procedure of image
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implication	5.1 Well-equipped computer lab with audio visual accessories 5.2 Uninterrupted internet facilities 5.3 Relevant tools, Equipment, software and facilities needed to perform the activities 5.4 Uninterrupted powers supply source 5.5 Required learning materials
6. Methods of Assessment	6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/ nominated assessor

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Unit Code and Title	OUGDF003L4V1: Create Publication Design
Nominal Hours	120 hours
Unit Descriptor	<p>This unit of competency covers the knowledge, skills and attitude to create publishing design.</p> <p>It specifically includes interpreting client's requirements, developing theme and confirming work order, performing design publication, incorporating interactive features and delivering finished publication.</p>
Elements of Competency	Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variable
1. Interpret client's requirements	1.1 <u>Client requirements</u> are collected 1.2 Clients' requirements are analyzed 1.3 Specification of publication design is interpreted as per requirement
2. Develop theme and confirm work order	2.1 Primary layout is developed as per client's requirement 2.2 Clients' requirements are confirmed in consultation with clients 2.3 Work order is accepted as per job requirement
3. Perform design publication	3.1 Design elements and resources are selected and collected as per requirement 3.2 Design is drafted as per requirement 3.3 Size and color mode determined as per requirements 3.4 Collected resources are prepared as per requirements 3.5 Resources are created as per requirement 3.6 <u>Publication design</u> is created as per <u>design aesthetic</u> 3.7 Publication design is checked and corrected as required
4. Incorporate interactive features	4.1 Interactive features are identified as per requirement 4.2 Interactive features are accessed as per requirement 4.3 Interactive features are created as per requirement 4.4 Interactive features are incorporated as per requirement 4.5 Interactive features are checked and corrected as required
5. Deliver finished	5.1 Preview file is sent for client's feedback according to

publication	<p><u>standard procedure</u></p> <p>5.2 Client's feedback is evaluated and publication is revised as required</p> <p>5.3 Clients' approval is confirmed as per standard procedure</p> <p>5.4 Finished publication are delivered to clients as per requirement</p> <p>5.5 Invoice is sent to client when and where necessary</p> <p>5.6 Client's review is requested as per standard procedure</p>
Range of Variables	
Variable	Range (May include but not limited to:)
1. Client requirements	<p>1.1 Design</p> <p>1.2 Interactive features</p> <p>1.3 Aesthetic need</p> <p>1.4 Size</p> <p>1.5 Format</p> <p>1.6 Color mode</p> <p>1.7 Time frame</p> <p>1.8 Budget</p>
2. Publication design	<p>2.1 Flyer</p> <p>2.2 Brochure</p> <p>2.3 Menu card</p> <p>2.4 Company profile</p> <p>2.5 Catalog</p> <p>2.6 Brand manual</p>
3. Design aesthetic.	<p>3.1 Page layout</p> <p>3.2 Composition</p> <p>3.3 Character style</p> <p>3.4 Paragraph style</p> <p>3.5 Typography</p> <p>3.6 Color composition</p> <p>3.7 Page imposition</p>
4. Standard procedure	<p>4.1 Naming convention</p> <p>4.2 File format</p> <p>4.3 Image size</p> <p>4.4 Embedding</p> <p>4.5 Color mode as per publication design</p>

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

1. Critical aspects of competency	1.1 Interpreted client's requirements 1.2 Developed theme and confirmed work order 1.3 Collected design elements and resources 1.4 Performed design publication 1.5 Incorporate interactive features 1.6 Delivered finished publication
2. Underpinning knowledge	2.1. Color theory 2.2. Color mode 2.3. Page layout 2.4. Composition 2.5. Character style 2.6. Paragraph style 2.7. Typography 2.8. Publication design 2.9. Design aesthetic 2.10. Interactive features 2.11. Naming convention 2.12. layer arrangement 2.13. File format 2.14. Embedding
3. Underpinning skill	3.1. Operating personnel computer 3.2. Planning for own work activities 3.3. Negotiating with clients 3.4. Receiving and responding to client's opinion 3.5. Developing theme 3.6. Collecting design elements and resources 3.7. Delivering finished publication

4. Required attitude	<ul style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	<ul style="list-style-type: none"> 5.1 Well-equipped computer lab with audio visual accessories 5.2 Uninterrupted internet facilities 5.3 Relevant tools, Equipment, software and facilities needed to perform the activities 5.4 Uninterrupted powers supply source 5.5 Required learning materials
6. Methods of assessment	<ul style="list-style-type: none"> 6.1 Demonstration with oral questioning 6.2 Direct observation 6.3 Written test 6.4 Portfolio
7. Context of Assessment	<ul style="list-style-type: none"> 7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/ nominated assessor

Accreditation Requirements

Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OUGDF004L4V1: Create Mockup
Nominal Hours	30 hours
Unit Descriptor	<p>This unit of competency covers the knowledge, skills and attitude to create mockup.</p> <p>It specifically includes interpreting client's requirements, developing theme and confirming work order, collecting design elements and resources, preparing mockup, ensuring clients confirmation and delivering mockup.</p>
Elements of Competency	<p>Performance Criteria</p> <p><u>Bold and Underlined</u> terms are elaborated in the Range of Variable</p>
1. Interpret client's requirements	<p>1.1 <u>Client requirements</u> are collected</p> <p>1.2 Clients' requirements are analyzed</p> <p>1.3 Specification of mockup design is interpreted as per requirement</p>
2. Develop theme and confirm work order	<p>2.1 Design layout is developed as per client's requirement</p> <p>2.2 Clients' requirements are confirmed in consultation with clients</p> <p>2.3 Work order is accepted as per job requirement</p>
3. Prepare mockup	<p>3.1 Design elements and resources are selected and collected as per requirement</p> <p>3.2 Design is drafted as per requirement</p> <p>3.3 Size and color mode determined as per requirements</p> <p>3.4 Collected resources are prepared as per requirements</p> <p>3.5 Resources are created as per requirement</p> <p>3.6 Mockup is created as per design aesthetic</p> <p>3.7 Finished mockup is checked and corrected as required</p>
4. Ensure clients confirmation	<p>4.1 Preview file is sent for client's feedback according to standard procedure</p> <p>4.2 Client's feedback is evaluated and mock up is revised as required</p> <p>4.3 Clients' approval is confirmed as per standard procedure</p>
5. Deliver mockup	<p>5.1 Final mockup is delivered to clients as per <u>standard procedure</u></p> <p>5.2 Invoice is sent to client when and where necessary</p> <p>5.3 Client's review on accomplished job is requested as per standard procedure</p>

Range of Variables	
Variable	Range (May include but not limited to:)
1. Client requirements	1.1 Design 1.2 Interactive features 1.3 Aesthetic need 1.4 Size 1.5 Format 1.6 Color mode 1.7 Time frame 1.8 Budget
2. Standard procedure	2.1 Naming convention 2.2 File format 2.3 Image size 2.4 Embedding
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	1.1 Interpreted client's requirements 1.2 Developed theme and confirmed work order 1.3 Collected design elements and resources 1.4 Prepared mockup 1.5 Ensured clients confirmation 1.6 Delivered mockup
2. Underpinning knowledge	2.1. Mockup 2.2. Theme 2.3. Size and color mode 2.4. Resource preparation 2.5. Design aesthetic 2.6. Client's review
3. Underpinning skill	3.1. Operating personnel computer or laptop 3.2. Planning for own work activities 3.3. Negotiating with clients 3.4. Receiving and responding to client's opinion 3.5. Developing theme 3.6. Selecting and collecting design elements and resources

4. Required attitude	<ul style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	<ul style="list-style-type: none"> 5.1 Well-equipped computer lab with audio visual accessories 5.2 Uninterrupted internet facilities 5.3 Relevant tools, Equipment, software and facilities needed to perform the activities 5.4 Uninterrupted powers supply source 5.5 Required learning materials
6. Methods of assessment	<ul style="list-style-type: none"> 6.1 Demonstration with oral questioning 6.2 Direct observation 6.3 Written test 6.4 Portfolio
7. Context of Assessment	<ul style="list-style-type: none"> 7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/ nominated assessor

Accreditation Requirements

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Development of Competency Standard

The Competency Standards for National Skills Certificate level-04 in **Graphic Design for freelancer** Qualification is Developed by the following members and approved by NSDA.

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Validation of Competency Standard by Standard and Curriculum Validation Committee

The Competency Standards for National Skills Certificate level-03 in **Graphic Design for freelancer**, is validated by SCVC on 3 and 6 June 2021 and approved by NSDA.

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This Competency Standard for **Graphic Design for freelancer** is a document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the document for providing training consistent with the requirements of industry in order for individuals who graduated through the established standard via competency-based assessment to be suitably qualified for a relevant job.

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