COMPETENCY STANDARD

Graphic Design

Level: 03

(ICT Sector)

Competency Standard Code: CS-ICT-GD-L3-EN-V2

National Skills Development Authority
Chief Adviser's Office
Government of the People's Republic of Bangladesh

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Introduction

The 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 skills 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 program. "Graphic Design" is selected as one of the priority occupations of ICT 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 trainees enrolled in Skills Training. Trainees who successfully pass the assessment will receive a qualification in the Bangladesh National Qualification Framework (BNQF) 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 Informal 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 Skills Certificate – Level-3 in Graphic Design in ICT Sector

Level Descriptors of 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

General	
NSDA	National Skills Development Authority
BMET	Bureau of Manpower Employment and Training
ILO	International Labor Organization
ISC	Industry Skills Council
NPVC	National Pre-Vocation Certificate
NSQF	National Skills Qualifications Framework
PPP	Public Private Partnership
SCVC	Standards and Curriculum Validation Committee
SEIP	Skills for Employment Investment Program
STP	Skills Training Provider
UoC	Unit of Competency
GU	Generic Unit
SU	Sector Unit
OU	Occupation Unit
Occupation Specific	
GUI	Graphical User Interface
ESD	Electro-static Discharge
ICT	Information Communication Technology (ICT)
KPI	Key Performance Indicator
LCD	Liquid Crystal Display
OSH	Occupational safety and health
PPE	Personal protective equipment
RAM	Random Access Memory
USB	Universal serial bus
CO	Computer Operation
OS	Operating System
VDU	Visual Display Unit
CD	Compact Disc
DVD	Digital Video Disc" or "Digital Versatile Disc."
ASCII	American Standard Code for Information Interchange
CV	Curriculum Vitae
CPU	Central Processing Unit

Approval of Competency Standard

Approved by
--th Executive Committee (EC) Meeting of NSDA
Held on --- 2024

Deputy Director (Admin)
and
Officer of Secretarial Duties for EC Meeting
National Skills Development Authority

Contents

Competency Standards for National Skill Certificate – 3 in Graphic Design in ICT Sector

Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
Generic Units of Competencies				**20**
1.	GU09L2V1	Practice Negotiation Skills	3	20
Sector-Specific Units of Competencies				**45**
2.	SU-ICT-11-L2-V1	Prepare Documents and Create Presentations for client	3	45
Occupation-Specific Units of Competencies				**235**
3.	OU-ICT-GD-01-L3-V2	Develop Design Concepts and Sketches	3	55
4.	OU-ICT-GD-02-L3-V2	Produce Professional Designs Using Vector Illustration Software	3	60
5.	OU-ICT-GD-03-L3-V2	Manipulate Image	3	50
6.	OU-ICT-GDF-04-L3-V2	Use AI tools for Graphic Design	3	25
7.	OU-ICT-GD-05-L3-V2	Develop Mock-up to Present Design	3	15
8.	OU-ICT-GD-06-L3-V2	Develop Materials for Final Output	3	30
Sub Total				**300**
Workplace visit				**20**
Total Nominal Learning Hours				**320**

Units & Elements at Glance

Generic Units of Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU-09-L3-V1	Practice Negotiation Skills	1. Plan negotiations 2. Participate in negotiations	20

Sector-Specific Units of Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
SU-ICT-11-L2-V1	Prepare Documents and Create Presentations for client	1. Prepare for Document Creation 2. Create and Format MS Word Documents 3. Finalize and Save Documents 4. Prepare PowerPoint Presentations 5. Design Slide Layouts and Apply Storytelling Techniques 6. Furnish and Finalize Presentation 7. Print & Transfer Document 8. Deliver Presentation and Gather Feedback	45

Occupation Specific Units of Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OU-ICT-GD-01-L3-V2	Develop Design Concepts and Sketches	1. Research and Analysis for identifying client needs 2. Generate Ideas and Develop Concepts 3. Sketch and visualize the concepts 4. Refine and Present Concept for final approval	55
OU-ICT-GD-02-L3-V2	Produce professional designs Using Vector Illustration Tools/Software	1. Apply Occupational Safety and Health (OSH) Practices in the Design Environment 2. Prepare Design Workspace and Layout 3. Create Design and Apply Effects 4. Review, Edit and Refine Design 5. Finalize and Share the Design	60
OU-ICT-GD-03-L3-V2:	Manipulate Image	1. Prepare for manipulation 2. Apply manipulation technique 3. Perform colour correction 4. Apply effect 5. Save and transfer image	50
OU-ICT-GD-04-L3-V2	Use AI tools for Graphic Design	1. Prepare to use AI tools for Graphic design 2. Generate Images and Visuals Using AI 3. Apply AI-Enhanced Editing and Effects 4. Automate Layout Design Using AI Tools 5. Use AI for Text and Copywriting in Design 6. Remove Backgrounds and Isolate Objects Using AI 6. Collaborate with AI and Refine Designs	25
OU-ICT-GD-05-L3-V2	Develop Mock-up to Present Design	1. Prepare the work environment 2. Create mock up 3. Print and Present Draft	15
OU-ICT-GD-06-L3-V2	Develop Materials for Final Output	1. Review and Finalize Design Work 2. Create and Set Up Output Template 3. Prepare Files for Final Output 4. Archive and Output Final Files	30

Generic Units of Competencies

Unit Code and Title	**GU-09-L3-V1: Practice Negotiation Skills**
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to practice negotiation skills. It specifically includes – planning negotiations and participating in negotiations.
Nominal Hours	**20 Hours**
Elements of Competency	**Performance Criteria** **Bold & Underlined** terms are elaborated in the Range of Variables Training Components
1. Plan negotiations	1.1 Information on **preparing for negotiation** us identified and included in the plan. 1.2 Information on creating **non-verbal environments** for positive negotiating is identified and included in the plan. 1.3 Information on **active listening** is identified and included in the plan. 1.4 Information on different **questioning techniques** is identified and included in the plan. 1.5 Information is checked to ensure it is correct and up-to-date.
2. Participate in negotiations	2.1 Criteria for successful outcome are agreed upon by all parties. 2.2 Desired outcome of all parties is considered. 2.3 Appropriate language is used throughout the negotiation. 2.4 A variety of questioning techniques are used. 2.5 The issues and processes are documented and agreed upon by all parties. 2.6 Possible solutions are discussed and their viability assessed. 2.7 Areas for agreement are confirmed and recorded. 2.8 Follow-up action is agreed upon by all parties.
Range of Variables	
Variable	**Range** (May include but not limited to)

1. Preparing for negotiation	1.1 Background information on other parties to the negotiation
	1.2 Good understanding of topic to be negotiated
	1.3 Clear understanding of desired outcome/s
	1.4 Personal attributes
	     1.4.1 Self esteem
	     1.4.2 Self esteem
	     1.4.3 Objectivity
	     1.4.4 Empathy
	     1.4.5 Respect for others
	1.5 Interpersonal skills
	     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
	     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	2.1 Friendly reception 2.2 Warm and welcoming room 2.3 Refreshments offered 2.4 Lead in conversation before negotiation begins
3. Active listening	3.1 Attentive 3.2 Don't interrupt 3.3 Good posture 3.4 Maintain eye contact 3.5 Reflective listening
4. Questioning techniques	4.1 Direct 4.2 Indirect 4.3 Human Open-ended

Evidence Guide

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

1. Critical aspects of competency	The assessment required evidence that the candidate: 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	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 and 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	3.1 Interpersonal skills to develop rapport with other parties. 3.2 Communication skills (verbal and listening). 3.3 Observation skills. 3.4 Negotiation skills.
4. Required attitude	4.1 Commitment to occupational health and safety 3.1 Environmental concerns 3.2 Eagerness to learn 3.3 Tidiness and timeliness 3.4 Respect for rights of peers and seniors in workplace 3.5 Communication with peers and seniors in workplace
5. Resource implication	The following resources MUST be provided: 5.1 Workplace (actual or simulated). 5.2 Human resources (negotiators).

6. Methods of assessment	6.1 Demonstration with oral questioning 6.2 On the job observation with oral questioning 6.3 Written test 6.4 Portfolio
7. Context of assessment	7.1. Competency assessment must be done in a training center or in an actual or simulated work place after Completion of the training module. 7.2. Assessment should be done by a certified assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Sector-Specific Units of Competencies

Unit Code Title	SU-ICT-11-L2-V1: Prepare Documents and Create Presentations for client
Unit Descriptor	This unit covers the competencies (knowledge, skills and attitudes) required to create, format, and finalize professional documents and preparing PowerPoint Presentations and designing slide layouts and applying storytelling Techniques. It also includes presenting designs effectively to stakeholders and gathering feedback.
Nominal Hours	45 Hours
Elements of Competency	Performance Criteria **Bold & Underlined** terms are elaborated in the Range of Variables)
1. Prepare for Document Creation	1.1 Safe work practices are followed and personal protective equipment (PPE) are worn as per workplace safety standards. 1.2 Work areas are maintained in a clean and organized manner to prevent accidents and hazards. 1.3 **Necessary Software** is checked and ensured operational as per job requirement. 1.4 The availability of required fonts for typing of Bangla and English are ensured. 1.5 **Job requirements** are identified. 1.6 **Necessary resources** are gathered and organized. 1.7 Software settings and ribbons are configured according to project needs.
2. Create and Format MS Word Documents	2.1 A blank document is prepared using a template or custom layout. 2.2 **Contents** are inserted and arranged logically. 2.3 **Page layout** is set as per job requirements. 2.4 Styles, headings, and subheadings are applied consistently throughout the document. 2.5 Tables are designed and formatted for readability and aesthetic appeal. 2.6 Internal links, page numbers, and references are added as needed.
3. Finalize and Save Documents	3.1 The document is reviewed for consistency in **formatting**, spelling and grammar. 3.2 Accessibility features, such as alt text for images and proper heading structure are checked. 3.3 The finalized document is exported and saved in an appropriate **file format** suitable for delivery. 3.4 Backup copies of the document are saved systematically in designated storage locations for efficient retrieval. 3.5 **Backup strategies** are followed to prevent data loss.

4.	Prepare PowerPoint Presentations	4.1	New presentation file from a blank template or a library are created as required.
		4.2	Slide size is selected based on presentation needs.
		4.3	Presentation requirements, including audience needs and objectives are identified.
		4.4	A slide master is created or customized to ensure consistency in design and branding.
		4.5	**Contents for slide** for the presentation is collected and organized.
5.	Design Slide Layouts and Apply Storytelling Techniques	5.1	Slides are inserted with suitable layouts according to presentation requirements.
		5.2	Slide layouts are designed with appropriate fonts, colors, and visual hierarchy.
		5.3	Key messages are highlighted using concise text and **visual elements**.
		5.4	**Storytelling techniques** are applied to create a logical flow in the presentation.
		5.5	Contents are selected and added to emphasize key points.
		5.6	The use of visual aids is planned and integrated into the presentation in a logical and timely manner.
6.	Furnish and Finalize Presentation	6.1	**Animations** and transitions are added (if needed) to enhance engagement.
		6.2	Slides are checked with the **presentation view** for review.
		6.3	Slides are reviewed for consistency and readability to branding guidelines.
		6.4	Feedback from peers or stakeholders is received and prioritized to determine the necessary revisions.
		6.5	Revisions are made based on the feedback received.
		6.6	Collaboration with peers and stakeholders is maintained throughout the revision process.
		6.7	The finalized presentation is exported and saved in the **required format** suitable for delivery.
		6.8	Backup copies of the document are saved securely to prevent data loss.
7.	Print & Transfer Document	7.1	The printer is selected, and **print settings** are verified based on document requirements.
		7.2	The appropriate paper size is confirmed to meet the desired output.
		7.3	The print preview is reviewed to ensure accuracy and alignment.
		7.4	The document is printed following the approved settings.
		7.5	The document is transferred securely using suitable **storage media**.

8	Deliver Presentation and Gather Feedback	8.1 The presentation is delivered confidently using appropriate visual aids and speaking techniques. 8.2 Feedback from **stakeholders** is gathered systematically during or after the presentation. 8.3 The feedback is analyzed and used to refine the presentation or future designs. 8.4 Potential areas for improvement in in the presentation are identified based on the feedback received. 8.5 Feedback is integrated into future presentations to align with workplace expectations and stakeholder requirements.

Range of Variables

Variable	Range (may include but not limited to):

1. Necessary Software	1.1 Word Processing Application Software
	   1.1.1. Microsoft Word
	   1.1.2. LibreOffice Writer
	   1.1.3. WPS Office Free Writer
	   1.1.4. Google Doc
	1.2 Typing Tutor Software for English and Bengali
	1.3 Bangla typing Software
	   a. Bijoy
	   b. Avro

2. Job requirements	2.1 Type of document
	   2.1.1 Business or client proposals
	   2.1.2 Contracts
	   2.1.3 Product catalogs showcasing descriptions
	   2.1.4 Annual reports, project updates
	   2.1.5 Informational brochures for marketing purposes
	   2.1.6 Simple one-page documents for promotions
	   2.1.7 Newsletters (Periodical updates for customers)
	   2.1.8 Custom-designed templates
	2.2 Audience
	2.3 Branding guidelines

3. Necessary resources	3.1 Templates 3.2 Text 3.3 Images 3.4 Charts
4. Contents	4.1 Text 4.2 Images 4.3 Charts 4.4 Shapes 4.5 Infographics 4.6 Text Box 4.7 Symbols

5. Page layout	5.1 Page Orientations
	5.2 Page Size
	5.3 Margin
	    5.3.1 Top
	    5.3.2 Bottom
	    5.3.3 Left
	    5.3.4 Right
	5.4 Header and Footer
	5.5 Page Number
	5.6 Columns

6. Formatting	6.1 Font
	    6.1.1 Font Face, Size, Color
	    6.1.2 Font Style (Bold, Italic, Underline)
	6.2 Paragraph
	    6.2.1 Alignment
	    6.2.2 Indentation
	6.3 Listing (Bullet, Numbering)
	6.4 Line Spacing
	6.5 Image size with wrapping
	6.6 Format Painter

7. File Format	7.1 .docx 7.2 .pdf

8. Backup strategies	8.1 Saving multiple copies on
	    8.1.1 Secure physical
	    8.1.2 Cloud storage

9. Contents for slide	9.1 Text
	9.2 Table
	9.3 Illustrations
	    9.3.1 Picture
	    9.3.2 Shapes
	    9.3.3 Text Box
	    9.3.4 SmartArt
	    9.3.5 Chart
	9.4 Symbols
	9.5 Media
	    9.5.1 Audio
	    9.5.2 Video

10. Visual Element	10.1 Charts 10.2 Graphs 10.3 Infographics 10.4 Icons 10.5 Logos 10.6 High-resolution images

11. Storytelling Techniques	11.1 Narrative Structure
	    11.1.1 Beginning
	    11.1.2 Middle and end
	    11.1.3 problem-solution format
	11.2 Audience Focus
	    11.2.1 Tailored messages
	    11.2.2 empathy-driven content
	    11.2.3 relatable examples
	11.3 Visual Hierarchy
	    11.3.1 One idea per slide
	    11.3.2 emphasized key points
	    11.3.3 logical flow
	11.4 Emotional Engagement
	    11.4.1 Use of case studies
	    11.4.2 Testimonials
	    11.4.3 humor
	    11.4.4 and appeals to values
	11.5 Data Visualization
	    11.5.1 Infographics
	    11.5.2 Charts and diagrams to simplify complex ideas
	11.6 Analogies and Metaphors
	    11.6.1 Simplifying concepts by relating them to everyday ideas
	11.7 Transitions
	    11.7.1 Smooth slide transitions and references to previous points to maintain coherence.
	11.8 Call to Action (CTA)
	    11.8.1 Clear next steps or recommendations presented in the conclusion

12. Animation	12.1 Entrance 12.2 Emphasis 12.3 Motion Path 12.4 Exit
13. Presentation view	13.1 From beginning 13.2 From Current slide
14. Required Format	14.1 .pptx 14.2 .pptm 14.3 .ppt 14.4 .pdf
15. Print Settings	15.1 Paper size 15.2 Single/Both side Print. 15.3 Odd/Even Page print 15.4 Collated 15.5 Page Orientation 15.6 Margins 15.7 Page Per sheet

16. Storage Media	16.1 USB Pen drive 16.2 Portable Hard drive 16.3 Optical Disk
17. Stakeholders	17.1 Clients 17.2 Supervisors 17.3 Team members 17.4 Marketing personnel

Evidence Guide
The evidence must be authentic, valid, sufficient and meet all requirements of current version of the Unit of Competency.

1. Critical aspects of competency	The assessment required evidence that the candidate: 1.1 Prepared documents that adhere to formatting and branding requirements. 1.2 Designed slides that aligned with audience objectives and visual storytelling principles. 1.3 Ensured consistency and clarity in both documents and presentations. 1.4 Delivered professional presentations confidently to stakeholders. 1.5 Gathered and utilized stakeholder feedback to improve designs and processes.
2. Underpinning knowledge	2.1 Knowledge of Occupational Health and Safety (OHS) principles and their application in the workplace. 2.2 Identification and management of hazards specific to IT workplaces. 2.3 Understanding the structure and layout of a keyboard for efficient operation 2.4 Principles of document formatting, layout design, and visual hierarchy. 2.5 Concepts of margin settings and page layout adjustments for document formatting. 2.6 Familiarity with different types of documents, including their purposes and formats. 2.7 Knowledge of various file formats and extensions for saving and sharing files. 2.8 Differences between "Save" and "Save As" functions in document management. 2.9 Understanding different types of presentations and their uses in professional settings. 2.10 File formats/extensions used for saving presentations. 2.11 Procedures for printing slides, including layout and configuration options. 2.12 Appropriate use of slide transitions, animations, and motion paths to enhance presentations.

	2.13 Techniques for integrating storytelling into presentations. 2.14 Best practices for creating accessible and professional documents and presentations. 2.15 Methods for gathering, analyzing, and incorporating stakeholder feedback. 2.16 Steps to maintain a clean and orderly workplace and ensure equipment is well-maintained.
3. Underpinning skills	3.1 Preparing and customizing documents with styles, layouts, and visual elements. 3.2 Designing slides that use visual storytelling to enhance audience engagement. 3.3 Reviewing and refining documents and presentations based on stakeholder input. 3.4 Exporting and sharing files in various formats suitable for digital or print use. 3.5 Delivering confident presentations while interacting effectively with stakeholders.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Commitment to producing high-quality and professional documents and presentations. 4.3 Attention to detail to ensure accuracy and consistency in formatting and design. 4.4 Creativity and innovation in visual design and storytelling approaches. 4.5 Willingness to adapt to feedback and continuously improve designs. 4.6 Discipline in meeting deadlines and managing time effectively. 4.7 Proactive approach to staying updated on design trends, tools, and software. 4.8 Strong sense of organization and cleanliness in managing files, tools, and workspaces. 4.9 Collaborative mindset to work effectively with team members and stakeholders. 4.10 Patience and resilience when resolving technical issues or revising work. 4.11 Professionalism in communicating with clients and presenting designs confidently.
5. Resource implication	The following resources must be provided: 5.1 Workplace (actual or simulated). 5.2 Tools, equipment and physical facilities appropriate to perform activities. 5.3 Materials consumable to perform activities.

6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 Demonstration with oral questioning 6.2 On the job observation with oral questioning 6.3 Written test 6.4 Portfolio
7. Context of assessment	7.1 Competency assessment must be done in NSDA accredited center. 7.2 Assessment should be done by NSDA-certified/ nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Occupation-Specific Units of Competencies

Unit Code Title	**OU-ICT-GD-01-L3-V2: Develop Design Concepts and Sketches**
Unit Descriptor	This unit covers the competencies (skills, knowledge, and attitudes) required to create and refine design concepts and sketches based on client requirements. It involves identifying client needs, generating ideas, and developing hand-drawn sketches aligned with design principles and industry standards.
Nominal Hours	**55 Hours**
Elements of Competency	**Performance Criteria** **Bold & Underlined** terms are elaborated in the Range of Variables.
1. Research and Analysis for identifying client needs	1.1 **Client's brief** is identified and analyzed to understand the design requirements. 1.2 Research on relevant industry trends, competitor analysis, and visual references is conducted to inform concept development. 1.3 Information from various sources is gathered and organized to support the development of informed design concepts. 1.4 Key messages and brand attributes are identified and documented that need to be conveyed through the design and for future reference.
2. Generate Ideas and Develop Concepts	2.1 A range of diverse and innovative design concepts is generated that align with the project brief and target audience. 2.2 Different ideation techniques, including **inspiration sources,** are employed to explore multiple design directions. 2.3 Concepts are developed that demonstrate an understanding of **principles and elements of design** 2.4 Various visual styles and approaches are explored to find the most effective solution for the project. 2.5 A variety of rough sketches and thumbnails are produced to visualize initial concepts.
3. Sketch and visualize the concepts	3.1 Clear and concise sketches are created that effectively communicate design ideas. 3.2 Various **sketching techniques** and **traditional sketching tools** are utilized as appropriate to the project requirements to represent design elements accurately. 3.3 Detailed sketches that illustrate the layout, composition, and visual elements of the design is developed. 3.4 Sketches based on feedback and iterations is refined to improve clarity and effectiveness. 3.5 Storyboards or visual mockups is produced to demonstrate the flow and interaction of the design.

4. Refine and Present Concept for final approval	4.1 The most promising concepts are selected and refined based on their relevance, originality, and feasibility. 4.2 Detailed concept presentations are developed that communicate the design rationale and visual elements. 4.3 Strengths and weaknesses of different concepts are articulated to facilitate informed decision-making. 4.4 Concepts in a clear, concise, and professional manner are presented to clients or stakeholders. 4.5 **Feedback** from clients or stakeholders is incorporated to further refine and improve the chosen concept. 4.6 Final approved concept and sketches are documented for future reference.

Range of Variables

Variable	Range (may include but not limited to):

1. Client's Brief	1.1 Contact details
	1.2 Project Objectives
	1.3 Product/service information
	1.4 Target audience characteristics
	    1.4.1 Age
	    1.4.2 Gender
	    1.4.3 Income level
	    1.4.4 Social background
	    1.4.5 preferences
	    1.4.6 Cultural Considerations
	1.5 Target market
	1.6 Advertising message
	1.7 Client inspiration
	1.8 Budget
	1.9 Timeline
	1.10 Other design expectations

2. Inspiration Sources	2.1 Industry examples 2.2 Competitor designs 2.3 Trend reports 2.4 Online portfolios 2.5 Design tools.

3. Principles and elements of design.	3.1 Principles of design
	    3.1.1 Balance
	    3.1.2 Contrast
	    3.1.3 Emphasis
	    3.1.4 Proportion
	    3.1.5 Hierarchy
	    3.1.6 Repetition
	    3.1.7 Alignment and
	    3.1.8 Unity

	3.2 Elements of design
	    3.2.1 Line
	    3.2.2 Shape
	    3.2.3 Form
	    3.2.4 Value
	    3.2.5 Color
	    3.2.6 Texture
	    3.2.7 Space

4. Sketching techniques	4.1 Line Drawings 4.2 Shading 4.3 Perspective 4.4 Grids 4.5 Freehand sketches
5. Traditional Sketching Tools	5.1 Pencils 5.2 Markers 5.3 Erasers 5.4 Storyboards
6. Feedback	6.1 Design adjustments 6.2 Modifications 6.3 Final approval 6.4 New requirements

Evidence Guide
The evidence must be authentic, valid, sufficient, and meet all requirements of the current version of the Unit of Competency.

1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 Successfully gathered and clarified client requirements to develop a clear design brief. 1.2 Generated creative and feasible design concepts based on researched inspiration and target audience analysis. 1.3 Developed accurate and aesthetically pleasing hand-drawn sketches that align with design principles. 1.4 Incorporated client feedback to refine and finalize design concepts.

2. Underpinning knowledge	2.1 Design Principles and Theory:
	    2.1.1 Visual Hierarchy
	    2.1.2 Balance
	    2.1.3 Proportion
	    2.1.4 Rhythm,
	    2.1.5 Unity
	    2.1.6 Color Theory
	    2.1.7 Typography
	2.2 Gestalt Principles
	2.3 Semiotic Theory

	2.4	Drawing and Sketching: 2.4.1 Line Drawing 2.4.2 Perspective Drawing 2.4.3 Shading and Rendering 2.4.4 Anatomy and Form 2.4.5 Gesture Drawing:
	2.5	Communication Theory: Understanding how messages are transmitted and received.
	2.6	Audience Psychology: Knowledge of how different audiences perceive and respond to visual information.
	2.7	Storytelling: Understanding how to use visual elements to tell a compelling story.
	2.8	Client Communication: Understanding how to effectively communicate with clients, present ideas, and gather feedback.
	2.9	Research and Analysis: Research Methods: Knowledge of how to conduct effective research, including online research, market research, and competitor analysis.
	2.10	Critical Thinking: Ability to analyze information, identify patterns, and draw conclusions.
	2.11	Trend Analysis: Understanding how to identify and analyze design trends.
	2.12	Brand Strategy: Understanding the fundamentals of brand strategy and how to translate brand values into visual design.
	2.13	Digital Sketching Tools: Proficiency in using digital sketching software and hardware.
	2.14	Vector and Raster Graphics
	2.15	File Formats and Specifications: Understanding different file formats and specifications for print and digital media.
	2.16	Printing and Production Processes: Basic knowledge of printing and production processes.
	2.17	Design History: Understanding the history of graphic design and its evolution.
	2.18	Design Trends
	2.19	Cultural Sensitivity: Understanding how cultural differences can influence design perception and effectiveness.
	2.20	Intellectual Property: Basic understanding of copyright and trademark laws.
	2.21	Limitations of different media and production processes
3 Underpinning skills	3.1	Demonstrates proficiency in using sketching tools and techniques, both traditional and digital.
	3.2	Ability to apply Principles of visual communication, design theory, and typography, and Design elements
	3.3	Ability to generate original and innovative ideas.
	3.4	Ability to effectively convey design concepts through sketches and presentations.

	3.5	Ability to address design challenges and find creative solutions.
	3.6	Ability to create accurate and detailed sketches.
	3.7	Communication and active listening to understand client needs.
	3.8	Research and analysis to identify relevant inspiration and design trends.
	3.9	Sketching skills to produce clear and creative hand-drawn designs.
	3.10	Collaboration and adaptability to incorporate feedback effectively.
4 Required attitudes	4.1	Interest in exploring new ideas, trends, and techniques.
	4.2	Openness to constructive criticism and a willingness to learn from others.
	4.3	Willingness to try new things and push creative boundaries.
	4.4	Enthusiasm for creating visually compelling and meaningful work.
	4.5	Proactive approach to finding creative solutions to design challenges.
	4.6	Comfort with venturing outside of established norms and exploring unconventional ideas.
	4.7	Commitment to producing high-quality, accurate, and thorough work.
	4.8	Ability to manage deadlines and prioritize tasks effectively.
	4.9	Taking ownership of their work and delivering on commitments.
	4.10	Understanding and practicing ethical design.
	4.11	Willingness to collaborate with clients, colleagues, and other stakeholders.
	4.12	Ability to articulate design concepts and rationale effectively.
	4.13	Willingness to listen to and understand the needs of others.
	4.14	Showing consideration to all involved in the design process.
	4.15	Ability to adapt to changing project requirements and client feedback.
	4.16	Ability to bounce back from setbacks and learn from mistakes.
	4.17	Commitment to staying up-to-date with industry trends and technologies.
	4.18	Commitment to delivering the best possible results.
	4.19	Sense of accomplishment in creating high-quality designs.

5 Resource implication	The following resources must be provided:	
	5.1	Workplace (actual or simulated).
	5.2	Tools, equipment, and physical facilities appropriate to perform activities.
	5.3	Materials consumable to perform activities.
6 Methods of Assessment	Methods of assessment may include, but are not limited to:	
	6.1	Demonstration with oral questioning
	6.2	On-the-job observation with oral questioning
	6.3	Written test
	6.4	Portfolio
7 Context of assessment	7.1	Competency assessment must be done in an NSDA-accredited center.
	7.2	Assessment should be done by an NSDA-certified/ nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	**OU-ICT-GD-02-L3-V2: Produce professional designs Using Vector Illustration Tools/Software**
Unit Descriptor	This unit of competency covers the knowledge, skills, and attitude to Produce professional designs using Illustration software. It specifically includes preparing for design work, creating the Design, and reviewing and finalizing the design work.
Nominal Hours	**60 hours**
Elements of Competency	**Performance Criteria** **Bold and Underlined** terms are elaborated in the Range of Variables
1. Apply Occupational Safety and Health (OSH) Practices in the Design Environment	1.1 **Workstation setup** is arranged ergonomically to reduce strain during digital design activities. 1.2 Electrical safety procedures are followed to prevent hazards related to computers and peripherals. 1.3 **Health Guidelines** are followed to maintain physical well-being during extended design sessions. 1.4 **Environmental Conditions** are checked and adjusted to ensure a safe and comfortable design environment. 1.5 **Break schedules** are followed by OSH best practices. 1.6 Safety protocols for handling software and hardware malfunctions are followed to avoid injury or data loss.
2. Prepare Design Workspace and Layout	2.1 The required **design** work is selected based on project requirements. 2.2 Appropriate vector **illustration tools/software** are identified and selected based on the required design work. 2.3 Appropriate tools and color palettes are identified and arranged as needed for the task. 2.4 Ruler, **units**, grids, guides, and smart guides are set up according to design specifications. 2.5 Key drawing and design layout is prepared using appropriate design tools. 2.6 **Marks** and layout indicators are interpreted following standard design guidelines. 2.7 Layer lock is applied to secure completed elements as per design needs.
3. Create Design and Apply Effects	3.1. **Visual design elements** are inserted using relevant design software functions. 3.2. Color, design, and patterns are applied in accordance with visual requirements. 3.3. An appropriate tool is used to create complex objects as per design specifications. 3.4. **Font attributes** are applied as per content and branding requirements.

	3.5. **Design principles** are applied to improve aesthetics.
	3.6. Zoom in/out and panning are used to navigate and refine the design workspace.
	3.7. Design is saved in an appropriate format for future use and revision.
4. Review, Edit, and Refine Design	4.1 Existing design elements are modified for alignment and consistency.
	4.2 Color harmonies and visual hierarchy are adjusted to improve aesthetics.
	4.3 Feedback from the client is incorporated to refine the design layout.
	4.4 Layers and groups are reorganized for clarity and future editing.
5. Finalize and Share the Design	5.1 Artwork preview is used to check visual accuracy and completeness.
	5.2 Layer hide/unhide options are applied for detailed inspection and adjustments.
	5.3 Appropriate marks are used to meet design and print standards.
	5.4 Outline and group functions are created to organize design elements efficiently.
	5.5 Files are saved in **appropriate formats** as per client or output requirements.
	5.6 The final image is transferred to the **recipient** using designated sharing methods.

Range of Variables

Variable	Range (May include but not limited to:)
1. Workstation setup	1.1 Chair Height 1.2 Monitor Level 1.3 Keyboard/Mouse Placement 1.4 Foot Support
2. Health Guidelines	1.1 Screen Time 1.2 Repetitive Strain Injury (RSI) Prevention 1.3 Proper Posture 1.4 Hydration
3. Environmental Conditions	3.1 Ventilation/Airflow 3.2 Lighting Conditions 3.3 Noise Levels
4. Break Schedule	4.1 Short Breaks 4.2 Eye Exercises 4.3 Screen Time Management

5. Design	5.1 Invitation Card 5.2 Envelop 5.3 Folder 5.4 Complex Logo 5.5 Stationary 5.6 Collaterals 5.7 Flyers and leaflets 5.8 Brochure, catalogue 5.9 Book design, magazine 5.10 Poster, Banner, Festoon.
6. Illustration tools/software	6.1 Adobe Illustrator 6.2 CorelDRAW 6.3 Sketch 6.4 Inkscape 6.5 Affinity Designer
7. Unit	7.1 Inch 7.2 Centimeter 7.3 Millimeter 7.4 Pixel 7.5 Picas
8. Marks	8.1. Crop marks 8.2. Cutting 8.3. Creasing 8.4. Registration Mark
9. Visual design elements	9.1 Text 9.2 Image 9.3 Line 9.4 Shape 9.5 Form 9.6 Value 9.7 Color 9.8 Texture 9.9 Logo
10. Font Attributes	10.1 Font Face 10.2 Font Style 10.3 Font Size 10.4 Alignment 10.5 Case 10.6 Indent 10.7 Leading 10.8 Tracking 10.9 Baseline Shift 10.10 Expand 10.11 Condensed 10.12 Tab Setting
11. Design principles	11.1 Balance 11.2 Contrast

	11.3 Emphasis 11.4 Proximity 11.5 Proportion 11.6 Hierarchy 11.7 Repetition 11.8 Alignment 11.9 Unity 11.10 Space
12. Appropriate file formats	12.1 .ai 12.2 .eps 12.3 .pdf 12.4 .jpeg 12.5 .gif 12.6 .png
13. Recipient	13.1 Client 13.2 Supervisor 13.3 Trainer 13.4 Assessor

Evidence Guide

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

1. Critical aspects of competency	Assessment required evidence that the candidate
	1.1 Maintains an ergonomic and hazard-free design workspace.
	1.2 Demonstrates awareness and application of health and safety protocols.
	1.3 Identifies and mitigates risks related to prolonged computer use.
	1.4 Ensures proper functioning of tools and environment to avoid disruptions or harm
	1.5 Prepared Key Drawing / Design Layout
	1.6 Set Marks to design
	1.7 Applied Layer Lock
	1.8 Created an Outline and made Group
	1.9 Save in an appropriate File Format

2. Underpinning knowledge	2.1.	Basic principles of ergonomics in computer-based design work
	2.2.	Common workplace health risks (e.g., eye strain, carpal tunnel)
	2.3.	Safety procedures related to electrical and electronic equipment
	2.4.	Best practices in workspace setup and regular maintenance
	2.5.	Guidelines for computer workstation OSH compliance
	2.6.	Different Tools and Palette
	2.7.	Ruler/Unit/Grids/Guides/Smart Guides
	2.8.	Key Drawing / Design Layout
	2.9.	Various Marks
	2.10.	Layer lock
	2.11.	Visual Design Elements
	2.12.	Design Principles
	2.13.	Colour/Design/Pattern
	2.14.	Pathfinder
	2.15.	Font Attributes
	2.16.	Zoom In-Out and Panning
	2.17.	Saving the Design for further use
	2.18.	Artwork and Preview
	2.19.	Layer Hide-Unhide option
	2.20.	Outline and Group
	2.21.	Different Types of File Formats
	2.22.	Image Transferring Option
3. Underpinning skills	3.1.	Adjusting and arranging workstation elements
	3.2.	Identifying potential safety hazards in a digital design environment
	3.3.	Applying recommended health practices during computer use
	3.4.	Performing basic checks on environmental and equipment safety
	3.5.	Following organizational OSH guidelines and reporting issues
	3.6.	Arranging Tools and Palette
	3.7.	Setting ruler/*unit*/Grids/Guides/Smart Guides
	3.8.	Preparing Key Drawing / Design Layout
	2.23.	Applying Design Principles
	3.9.	Setting Various Marks
	3.10.	Applying Layer Lock
	3.11.	Inserting elements

	3.7.	Applying Colour/Design/Pattern
	3.8.	Using Pathfinder to create complex Objects
	3.9.	Applying Font Attributes
	3.10.	Using Zoom In-Out and Panning
	3.11.	Saving the Design for further use
	3.12.	Using Artwork and Preview
	3.13.	Using the Layer Hide-Unhide option
	3.14.	Creating an Outline and Group
	3.15.	Saving File in a different Format
	3.16.	Transferring the image to the recipient
4. Required attitude	4.1	Commitment to occupational health and safety
	4.2	Promptness in carrying out activities
	4.3	Sincere and honest in 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 the workplace
	4.8	Communication with peers, subordinates, and seniors in the workplace
5. Resource implication	The following resources must be provided –	
	5.1	Relevant tools, Equipment, software, and facilities needed to perform the activities.
	5.2	Required learning materials.
6. Methods of assessment	6.1	Demonstration with oral questioning
	6.2	On the job observation with oral questioning
	6.3	Written test
	6.4	Portfolio
7. Context of Assessment	7.1	Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module
	7.2	Assessment should be done by an NSDA-certified assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	**OU-ICT-GD-03-L3-V2: Manipulate Image**
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to manipulate images. It includes inspecting for a safe work environment, preparing for manipulation, applying manipulation technique, performing colour correction, applying effects, saving and transferring images.
Nominal Hours	**50 Hours**
Elements of Competency	**Performance Criteria** **Bold & underlined** terms are elaborated in the range of variables
1. Prepare for manipulation	1.1 Images are successfully imported from the appropriate source. 1.2 The image is optimized according to print design and output requirements. 1.3 **Manipulation tools** are identified and selected.
2. Apply the manipulation technique	2.1 Images are separated using the separating tool as per the requirement. 2.2 Images are cropped and resized as per the requirement. 2.3 **Manipulation techniques** are applied as per the requirement. 2.4 Typography is applied using **font attributes** as per the requirement.
3. Perform colour correction	3.1 Different **colour correction methods** are identified as per job requirements. 3.2 Appropriate **image mode** is selected as per job requirement. 3.3 Various colour correction methods are used. 3.4 Compare image enhancement with the original one.
4. Apply effect	4.1 Identify appropriate **effect options**. 4.2 Proper image mode is selected as per job requirement. 4.3 Different effects are applied to images as per requirements. 4.4 Effects are compared and adjusted
5. Save and transfer image	5.1 Images are corrected and saved in the specified **file format**. 5.2 Work is evaluated as per specification 5.3 Transfer the image to recipient.
Range of Variables	
Variable	**Range** (May include but not limited to)

1. Manipulation tools	1.1 Separating tool 1.2 Pen tools 1.3 Magic wand tools 1.4 Lasso tools 1.5 Eraser tools 1.6 Brush tools 1.7 Clone stamp tools 1.8 Healing brush tools 1.9 Content aware tool 1.10 Sharpen tools 1.11 Refine edge tool 1.12 History brush tools 1.13 Selection tools 1.14 Crop tool
2. Manipulation techniques	2.1 Image Separating 2.2 Resizing and Cropping 2.3 Edge Refining 2.4 Color adjusting and balancing 2.5 Image combining 2.6 Blending 2.7 Masking 2.8 Collaging image 2.9 applying layer style
3. Font attributes	3.1 Font face 3.2 Font style 3.3 Font size 3.4 Alignment 3.5 Case 3.6 Indent 3.7 Leading 3.8 Tracking 3.9 Baseline shift 3.10 Expand 3.11 Condensed 3.12 Tab setting
4. Colour correction methods	4.1 Brightness and contrast 4.2 Hue and saturation 4.3 Level 4.4 Curve 4.5 Selective colour 4.6 Variations 4.7 Photo filter

5. Image mode	5.1 RGB 5.2 CMYK 5.3 Grey scale 5.4 LAB colour 5.5 Index colour
6. Effect options	6.1 Filter 6.2 Blending options 6.3 Plugins
7. File format	7.1 .psd 7.2 .jpeg 7.3 .png 7.4 .tiff 7.5 .gif

Evidence Guide

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

1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 used different manipulation tools; 1.2 used various manipulation methods calibrated tools selected appropriate image mode; 1.3 used various colour correction methods; 1.4 applied different effects to images; and 1.5 saved images in appropriate file format.
2. Underpinning knowledge	2.1 Types and function of manipulation tools. 2.2 Different manipulation methods 2.3 Tools calibration. 2.4 Managing layers 2.5 File format. 2.6 Colour correction methods. 2.7 Image colour mode. 2.8 Typography and Font attributes 2.9 Image transfer methods. 2.10 Effect options.
3. Underpinning skills	3.1 Collecting image. 3.2 Selecting manipulation tools. 3.3 Using separating tools. 3.4 Applying manipulation techniques. 3.5 Selecting appropriate image mode. 3.6 Using various colour correction methods. 3.7 Applying different effects option.

	3.8 Saving image in file format.
4. Required attitudes	4.1 Commitment to occupational safety and health. 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 at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implication	Following resources must be provided: 5.1 workplace (actual or simulated); 5.2 relevant tools, physical facilities required to perform the activities; 5.3 materials and consumables related to activities; and 5.4 relevant drawings, manuals, charts and diagrams.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 Demonstration with oral questioning 6.2 On the job observation with oral questioning 6.3 Written test 6.4 Portfolio
7. Context of assessment	7.1 Competency assessment must be done in NSDA accredited training center. 7.2 Assessment should be done by NSDA certified assessor.

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OU-ICT-GD-04-L3-V2: Use AI tools for Graphic Design
Unit Descriptor	This unit covers the competencies required to integrate AI tools into graphic design workflows using both premium and accessible free tools. It includes AI-driven image generation, automated editing, layout design, text content creation, background/object removal, and collaborative refinement processes. Emphasis is placed on prompt writing, ethical considerations, and using AI as a creative partner rather than a replacement for human design skills.
Nominal Hours	25 Hours
Elements of Competency	Performance Criteria **Bold and underlined** terms are elaborated in the Range of Variables
1. Prepare to use AI tools for Graphic design	1.1 The job description or requirements are collected from the concerned person. 1.2 Use cases of AI are identified for performing the design tasks. 1.3 **AI-powered tools and their free alternatives** are identified and compared based on the use case and features required for the tasks.
2. Generate Images and Visuals Using AI	2.1 Effective prompts are written using style-specific keywords for AI image generation. 2.2 AI-based image generation tools are used to create original artwork. 2.3 Outputs are reviewed and refined based on composition, emotion, or usability. 2.4 Image files are downloaded, saved, and organized according to project requirements. 2.5 AI-generated visuals are integrated into design compositions.
3. Apply AI-Enhanced Editing and Effects	3.1 AI-assisted **editing tools** are applied to retouch or enhance visuals. 3.2 Generative fill and text effects are used to add creative elements. 3.3 AI-based upscaling and resolution enhancement tools are used to improve image quality. 3.4 Color correction and automatic retouching features are applied. 3.5 Visual consistency is ensured across edited outputs
4. Automate Layout Design Using AI Tools	4.1 **Logo and branding AI generator tools** are explored for quick brand creation. 4.2 Logo and branding AI generators are used to generate smart compositions

	4.3 **Layout automation tools** are applied to generate the required **layouts**
	4.4 User interface and visual balance are reviewed and adjusted for quality output.
5. Use AI for Text and Copywriting in Design	5.1 Prompts are written to generate taglines, ad copy, and captions using **copywriting AI tools**.
	5.2 Content tone, brand alignment, and relevance are reviewed and edited.
	5.3 Text outputs are integrated into design layouts.
	5.4 Multiple copy versions are generated for testing or variation.
	5.5 Ethical and copyright considerations of AI-generated copy are considered.
6. Remove Backgrounds and Isolate Objects Using AI	6.1 AI-based **background removal tools** are used to isolate objects.
	6.2 Clean object edges and transparency settings are verified.
	6.3 Isolated objects are placed into new layouts or mockups.
	6.4 Before-and-after comparisons are reviewed to ensure accuracy and quality.
	6.5 Exported assets are optimized for web or print formats.
7. Collaborate with AI and Refine Designs	7.1 AI-generated concepts are reviewed critically for improvement.
	7.2 **Refinement tools** are used to adjust layout, text, and visuals.
	7.3 Designer decisions are documented to explain changes made after AI generation.
	7.4 Final outputs of the designed layouts are prepared as a deliverable set.
	7.5 AI and human workflows are summarized in a design process document.

Range of Variables

Variable	Range (may include but not limited to):
1. AI-powered tools and their free alternatives	1.1 Midjourney 1.2 Adobe Firefly 1.3 Leonardo.Ai 1.4 DALL·E 1.5 Bing Image Creator 1.6 Photopea
2. Editing tools	2.1 Adobe Firefly 2.2 Pixlr 2.3 Photopea
3. Logo and branding AI generators	3.1. Canva Magic Design 3.2. Hatchful 3.3. Looka

4. Layout automation tools	4.1 Template 4.2 Auto-layout 4.3 resize
5. layouts	5.1 Poster 5.2 Banner 5.3 Ad
6. Copywriting Tools	4.1 ChatGPT 4.2 Gemini
7. Background Removal Tools	5.1 Remove.bg 5.2 Freepik Remover 5.3 PhotoRoom
8. Refinement tools	6.1 Figma 6.2 Illustrator 6.3 Photopea

Evidence Guide

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

	Assessment required evidence that the candidate:
1. Critical Aspects of Competency	1.1 identified and compared AI design tools and their free alternatives. 1.2 Successfully generated images using prompt-based AI tools and refined them manually. 1.3 Used AI tools to remove backgrounds and integrate objects into design mockups. 1.4 Applied AI editing and layout automation features for faster production. 1.5 Generated ad copy and captions using AI and adjusted them for tone and clarity. 1.6 Produced a complete design package combining AI-generated and manually refined assets. 1.7 Demonstrated understanding of AI ethics and proper attribution in design workflows.
2. Underpinning Knowledge	The candidate must demonstrate knowledge of: 2.1 The role and impact of AI in modern graphic design with examples. 2.2 Benefits and limitations of AI tools versus traditional design methods. 2.3 Understanding of how AI interprets text prompts to generate images. 2.4 Knowledge of file formats, resolution, and layer-based design. 2.5 Awareness of design automation and smart templates. 2.6 Ethical and copyright considerations in AI use. 2.7 Structure of effective design workflows combining AI and manual input.

	2.8 Limitations of AI-generated visuals and why designer review is critical. 2.9 Knowledge of prompt crafting for both visual and text outputs.
3. Underpinning Skills	The candidate must be able to: 3.1 Writing prompts for visual generation and copywriting. 3.2 Using multiple AI tools to perform distinct design tasks. 3.3 Editing and refining AI-generated designs using traditional software. 3.4 Managing a design project workflow using AI + manual collaboration. 3.5 Reviewing and evaluating AI-generated outputs for professional standards. 3.6 Exporting, saving, and organizing assets across formats. 3.7 Communicating design intent and decisions clearly in a final report.
4. Required Attitudes	4.1 Openness to new technologies and tools. 4.2 Ethical use of AI-generated content. 4.3 Attention to quality in both AI-generated and human-refined work. 4.4 Proactive learning and experimentation with new AI features. 4.5 Collaborative mindset between designer and AI tools. 4.6 Respect for intellectual property and content ownership. 4.7 Confidence in evaluating, editing, and improving AI-based outputs.
5. Resource Implications	The following resources must be provided: 5.1 Relevant tools, Equipment, software, and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of Assessment	Methods of assessment may include, but are not limited to: 6.1 Demonstration with oral questioning 6.2 On-the-job observation with oral questioning 6.3 Written test 6.4 Portfolio
7. Context of Assessment	7.1 Competency assessment must be done in a training center or an actual or simulated workplace after completion of the training module 7.2 Assessment should be done by an NSDA-certified assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OU-ICT-GD-05-L3-V2: Develop Mock-up to Present Design
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to create mock-up and print. It specifically includes preparing the work environment, Creating mock up, and printing draft.
Nominal Hours	15 Hours
Elements of Competency	Performance Criteria **Bold and Underlined** terms are elaborated in the Range of Variables
1. Prepare the work environment	1.1 **Graphic design projects** are identified to create mockup 1.2 **Project brief** and design specifications are reviewed to determine mockup requirements and preferences. 1.3 Required **mock up software**, hardware, and materials are identified and arranged for mockup production. 1.4 Software workspace, toolbars, and panels are arranged for efficient mockup creation. 1.5 Graphics **application settings** are adjusted for precise editing 1.6 Document size, resolution, and color mode are set according to output specifications. 1.7 View magnification and guides are set to support precision and accuracy. 1.8 **Required resources** are gathered and organized.
2. Create mock-up	2.1 High-quality product shots or stock images are sourced or photographed based on mockup goals. 2.2 A new document is created, and editable layer or a smart object layer is created to overlay the design. 2.3 Design screen layer or artwork is inserted and adjusted to fit the perspective of the mockup. 2.4 Layer blending modes, **effects**, texture and transformations are applied on designated layers to enhance realism. 2.5 Layers is organized with proper layer naming, grouping, and aligned to maintain design consistency and clarity. 2.6 The mockup is reviewed, finalized, and saved in editable and export **formats**.
3. Print and Present Draft	3.1 Suitable printer is selected based on media type and mockup format. 3.2 Print preview is checked to verify layout, color, and resolution accuracy. 3.3 Document size, resolution, margins, and alignment are adjusted if necessary. 3.4 A test print is produced and quality is checked for color accuracy and clarity. 3.5 Adjustments are made based on print test results, if required.
Range of Variables	

Variable	Range (may include but not limited to):
1. Graphic design project	1.1 Stationary 1.2 Collaterals 1.3 Flyers and leaflets 1.4 Brochure, catalogue 1.5 Book design, magazine 1.6 Poster, Banner, Festoon, Bunting, Dangler, shelf talker, kiosk 1.7 Billboard, signage 1.8 Packaging, label, sticker 1.9 Advertisement: Press, Outdoor, Web 1.10 T-shirt Graphics 1.11 Vehicle graphics
2. Project brief	2.1 Client briefs 2.2 Sketches and wireframes 2.3 Color schemes 2.4 Brand guidelines 2.5 Typography instructions
3. Mock up software	3.1. Adobe Illustrator 3.2. CorelDraw 3.3. In Design 3.4. Adobe Photoshop Elements 3.5. Figma or other mock-up/design tools
4. Application settings	4.1 Units 4.2 Rulers 4.3 Grid 4.4 View Magnification
5. Required resources	5.1 Fonts 5.2 Graphics 5.3 Logos 5.4 Templates
6. Effects	6.1 Screen Overlays 6.2 Shadows 6.3 Lighting 6.4 Perspective Adjustments 6.5 Graphics 6.6 Branding
7. Formats	7.1 PSD 7.2 JPEG 7.3 PNG

Evidence Guide

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

	Assessment required evidence that the candidate:
1. Critical Aspects of Competency	1.1 Correctly interpreted and applied design details to set up mock-up environments. 1.2 Organized and prepared layers effectively for mock-up creation. 1.3 Selected and manipulated product shots to suit mock-up objectives. 1.4 Applied layer management and visual alignment techniques to build realistic mock-ups. 1.5 Previewed and made necessary adjustments before final printing or presentation. 1.6 Demonstrated awareness of OSH (Occupational Safety and Health) practices when using electronic equipment and tools. 1.7 Made screen layer 1.8 Completed mockup 1.9 Adjusted document from print preview
2. Underpinning Knowledge	2.1 Basic principles of graphic design and mock-up creation 2.2 Understanding of layers, blending modes, and masks 2.3 Image formats and their appropriate uses (e.g., PSD, PNG, PDF, JPEG) 2.4 Print resolution vs. screen resolution 2.5 Color theory and application in digital design 2.6 File organization and naming conventions 2.7 Basic occupational safety practices in digital workplaces 2.8 Design details of the graphics design project 2.9 View magnification 2.10 Product shot 2.11 Screen layer 2.12 Mockup 2.13 Effects 2.14 File Formats
3. Underpinning Skills	3.1 Using mock-up tools and graphic design software efficiently 3.2 Managing layers and effects for visual clarity 3.3 Inserting and aligning design elements on a mock-up template 3.4 Adjusting print settings and checking preview for draft accuracy 3.5 Saving work in appropriate formats for different outputs 3.6 Applying safe practices when working with digital devices and peripherals 3.7 Setting view magnification 3.8 Collecting/taking product shot 3.9 Making screen layer 3.10 Completing mockup 3.11 Adjusting document from print preview 3.12 Taking print of mock up

4. Required Attitudes	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 the workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implications	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of Assessment	Methods of assessment may include, but not limited to: 6.1 Demonstration with oral questioning 6.2 On the job observation with oral questioning 6.3 Written test 6.4 Portfolio
7. Context of Assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module 7.2 Assessment should be done by an NSDA-certified assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OU-ICT-GD-06-L3-V2: Develop Materials for Final Output
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to develop materials for output. It specifically includes verifying design work, preparing template, and preparing for final output
Nominal Hours	30 hours

Elements of Competency	Performance Criteria **Underlined and bold** terms are elaborated in the Range of Variables
1. Review and Finalize Design Work	1.1 Design files are opened in the appropriate **graphic software.** 1.2 Design is cross-checked against the design brief and client requirements. 1.3 Fonts, image quality, and layout consistency are verified. 1.4 Errors or inconsistencies are corrected based on feedback or design standards. 1.5 Final design is saved with updated version control.
2. Create and Set Up Output Template	2.1 The **design** for output is interpreted based on the client's requirements. 2.2 **Output requirements** are interpreted based on brief or client specifications. 2.3 A new document is created using the correct dimensions and resolution for output. 2.4 **Contents** from the design is imported and arranged appropriately. 2.5 Bleed, trim, and margin settings are applied as per printing standards. 2.6 Various **Printing Marks** are added where necessary. 2.7 Output templates are saved in both editable and backup formats.
3. Prepare Files for Final Output	3.1 All text layers are converted to outlines to avoid font issues during output. 3.2 Design objects are grouped and aligned for consistency. 3.3 **Color separations** are applied based on print requirements. 3.4 Resolution and **color modes** of images are verified and adjusted if required. 3.5 Final artwork is saved in appropriate **file formats** for print or digital distribution. 3.6 Final check is performed to ensure readiness for output.

4. Archive and Output Final Files	4.1 Output-ready files are tested by generating a digital or hardcopy proof using suitable **proofing methods**.
	4.2 Files are named and organized according to file management standards.
	4.3 Files are backed up to designated **storage systems**.
	4.4 Final materials are delivered in the correct format to the appropriate **output device** or client.

Range of Variables

Variable	**Range** (May include but not limited to:)
1. Graphic Software.	1.1 Adobe Photoshop 1.2 Adobe Illustrator 1.3 Adobe InDesign 1.4 CorelDRAW or equivalent
2. Design	2.1 Stationary 2.2 Collaterals 2.3 Flyers and leaflets 2.4 Brochure, catalogue 2.5 Book design, magazine 2.6 Poster, Banner, Festoon.

3. Output requirements	3.1 Size
	3.2 Format
	3.3 Media Type
	      3.1.1 Paper
	      3.1.2 Vinyl
	      3.1.3 digital display
	      3.1.4 fabric
	      3.1.5 signage
	3.4 Print
	      1.4.1 Offset
	      1.4.2 Digital
	3.5 Design for
	      3.5.1 Web
	      3.5.2 Mobile
	      3.5.3 Social media
	      3.5.4 Signage

4. Contents	4.1 Text 4.2 Image 4.3 Vector 4.4 Smart Object

5. Printing Marks	5.1 Crop Marks
	5.2 Trim marks
	5.3 Bleed Marks
	5.4 Registration Marks
	5.5 Color bars (Densitometer scales)
	5.6 Star target
6. Color Separations	6.1 Spot color separations
	6.2 CMYK color separations
7. Color Modes	7.1 CMYK
	7.2 RGB
	7.3 Spot Color
	7.4 Grayscale
8. File Formats	8.1 PDF
	8.2 EPS
	8.3 TIFF
	8.4 AI
	8.5 PSD
	8.6 SVG
	8.7 JPEG
	8.8 PNG
9. Proofing Methods	9.1 Soft proof (on-screen)
	9.2 Hard proof (test print)
	9.3 PDF proof
10. Storage Systems	10.1 Cloud storage
	10.2 External hard drives
	10.3 Shared networks
11. Output device	11.1 Printers
	11.2 Plotters
	11.3 Digital screens

Evidence Guide

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

1. Critical Aspects of Competency	Assessment required evidence that the candidate:
	1.1 Verified design against the design brief
	1.2 Set printing Marks
	1.3 Verified design against the design brief
	1.4 Set up output templates using industry standards
	1.5 Prepared files with correct formatting, resolution, and color settings

	1.6	Applied required output marks and converted text and images appropriately
	1.7	Performed preflight checks and test outputs for accuracy
	1.8	Saved and organized final files securely
	1.9	Delivered materials in correct formats for output or client delivery
2. Underpinning Knowledge	Candidate must demonstrate knowledge and understanding of:	
	2.1	The importance of design accuracy in final outputs
	2.2	Principles of layout, alignment, typography, and resolution
	2.3	File types and their usage in different output formats
	2.4	Industry standards for bleed, trim, and safety zones
	2.5	Color theory and print color management (CMYK, RGB, Spot)
	2.6	Preflight procedures and output readiness checklists
	2.7	Software tools and functions for preparing files for print or digital use
	2.8	File versioning, naming conventions, and data management
	2.9	Common output problems and troubleshooting techniques
	2.10	Health and safety precautions when working with printing equipment
	2.11	Design brief
	2.12	Printing marks
	2.13	Output
	2.14	Outline
	2.15	Color separation
3. Underpinning Skills	Candidate must be able to:	
	3.1	Open, edit, and review design files across different software platforms
	3.2	Adjust designs for alignment, resolution, font consistency, and layout accuracy
	3.3	Create and apply print-ready templates with correct settings
	3.4	Convert fonts to outlines and prepare image assets correctly
	3.5	Set and apply printing marks and color separations
	3.6	Perform preflight checks using built-in or external tools
	3.7	Export files in appropriate formats for final use
	3.8	Archive files systematically for future access or edits
	3.9	Communicate effectively with printers, clients, or team members about output requirements

	3.10	Operate output devices (printers, plotters) if required for testing
4. Required Attitudes	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 Implications	The following resources must be provided:	
	5.1	Relevant tools, Equipment, software and facilities needed to perform the activities.
	5.2	Required learning materials.
6. Methods of Assessment	Methods of assessment may include but not limited to:	
	6.1	Demonstration with oral questioning
	6.2	On the job observation with oral questioning
	6.3	Written test
	6.4	Portfolio
7. Context of Assessment	7.1	Competency assessment must be done in a training center or in an actual or simulated work place after completion of the training module
	7.2	Assessment should be done by NSDA certified assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (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 qualification under Bangladesh National Qualification Framework (BNQF). Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Validation of Competency Standard by Standard and Curriculum Validation Committee (SCVC)

The Competency Standards for National Skills Certificate in **Graphic Design, NTVQF L-III** Qualification is validated by SCVC on 12 January 2020 and approved by NSDA.

Respectable members of the SCVC:

	Graphic Design , Level - III	
1	Md. Faruque Hossain, Executive Chairman (Secretary) Tel: +880 2 8891091, Email: ecnsda@nsda.gov.b	Chief Guest
2	ATM Mahbubul Alam, Secretary General, ICTISC, Cell: +8802-8833463-64, Email: mahbub@wintelbd.com	Chairperson
3	Mohammad Rezaul Karim, Additional Secretary, Member (Skills Standard & Certification) Tel: +880 2 8891096, Email: rezaul134@yahoo.com	Member
4	Md. Mustafizur Rahman, CEO, Choukosh. Cell: 01819201456	Member
5	A.B.M. Owal Ikramul Islam, Trainer & Assessor, BASIS, Cell: 01847174678	Member
6	Md. Asif Uddin, Trainer, BITM, Cell: 01723004419	Member
7	Mahbub Ul Huda, Curriculum Coordinator (Consultant), NSDA. Cell: 01735490491, Email: huda763@gmail.com	Member
8	Engr. Md. Abdur Razzaque, Specialist (CS), NSDA, Dhaka. Mobile: +88 01743 734313, E-mail: razzaque159@gmail.com	Member
9	Mr. Saif Uddin, Process Expert (CS and Curriculum), Cell: 01723004419, Email: engrbd.saif@gmail.com	Member
10	Modhusudan Sarkar, Consultant, NSDA Cell:01714164518	Member
11	Ahsanul Haq, MIS Consultant, NSDA Cell: 01712631884	Member
12	Md. Quamruzzaman, Director (Skills Standard) Tel: +880 2 8891097, Email: qzaman40@yahoo.com	Member
13	Engr. B.M. Shariful Islam, Deputy Director (Skills Standard) Cell: +880 01715010321, Email: sharif9375@gmail.com	Member
14	Farid Ahmed, Deputy Director, NSDA Cell: +880 01714545851, Email: faridje1993@gmail.com	Member
15	Shilabrata Karmakar, Deputy Director (Admin) Cell: +880 1819478847, Email: shila16208@ gmail.com	Member

Review and Validation of Competency Standard

The Competency Standards for National Skills Certificate in Graphic Design, Level- 3 is reviewed and validated by NSDA on 28 November 2024.

List of Members

S/N	Name and Address	Position in the committee	Signature and Date
1.	Shafquat Haider, Chairman, ICT ISC, ciproco@bol-online.com, shafquat.haider@gmail.com, Mobile No. 01711532597	Chairperson	
2.	Md. Habibur Rahman Coordinator – Future Skills & Employment Aspire to Innovate – a2i Email: habibur.rahman@a2i.gov.bd Mobile: 01911-438929	Member	
3.	Md. Sabbir Hassan Murad, Assistant Director, Department of ICT, Email: murad@doict.gov.bd, Mobile: 01893070812	Member	
4.	Abu Said Md. Rezoun Coordinator (Questionnaire Formulation & Distribution), Bangladesh Computer Council, Email: abusaid.rezoun@bcc.gov.bd, Mobile: 01788210077	Member	
5.	Md. Abdul Hye Siddiqui, Senior Instructor (Computer), BMET, Email: siddiqui.ttc@gmail.com, Mobile: 01819725610	Member	
6.	Md. Arifur Rahman Instructor (Tech), Graphic Arts Institute, Dhaka. Email: arifdesigner02@gmail.com Mobile: 01684330950	Member	
7.	Md. Younus Ali Mashud Chief Operation Officer, RISDA IT Ltd. Mirpur, Dhaka Email: yamasu1980@gmail.com Mobile: 01790721100	Member	
8.	A Asif Mahmud CEO and Proprietor, Print king, Naya Palton, Dhaka. Email: pking@dhaka.net Mobile: 01713005464	Member	
9.	Md. Anisuzzaman, Instructor (Computer), Rajshahi TTC, Email: mazaman84@gmail.com Mobile: 01714422225	Member	
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11.	Md. Saif Uddin, Junior Assessment Consultant, National Skills Development Authority, Email: engrbd.saif@gmail.com, Mobile: 01723004419	Member	

Workshop Minutes

Government of the People's Republic of Bangladesh
Chief Adviser's Office
National Skills Development Authority
Level: 10-11, Biniyog Bhaban,
E-6 / B, Agargaon, Sher-E-Bangla Nagar Dhaka-1207, Bangladesh.
Email: ec@nsda.gov.bd
Website: www.nsda.gov.bd.

Minutes of the Competency Standard Review and Validation Workshop on "Graphic Design, Level 3" Occupation.

Chairman	:
Date	: 28 November 2024
Time	: 9:00am - 5:00 pm
Place	: ISC Conference Room, NSDA, Biniyog Bhaban, Agargaon, Dhaka-1207

The Chairman welcomed all those present and started the work of the workshop. During the day-long workshop, the competency standard of Graphic Design, Level 3 occupation was reviewed and finalized in detail. The activities related to the finalized standard through review and validation workshop are presented below:

Serial No.	Content of validation	Whether it was appropriate		What actions have been taken if not appropriate?
		Yes	No.	
1.	Name and level of occupation	yes		The proposed occupation, Graphic Design is split up into two occupations namely Graphic Design, Level 2 and Graphic Design, Level 3.
2.	Nominal Hour		No	320 hours.
3.	Unit of Competency		No	From the proposed Generic 1 new unit added. ▪ Practice Negotiation Skills Deleted 2 Generic units ▪ Apply Occupational Safety and Health (OSH) Practices at Workplace ▪ Carry out workplace interaction in English From the proposed sector 2 new unit added. ▪ Prepare Documents and Create Presentations for client Deleted 4 sector units ▪ Operate a Personal Computer and Use Application programs ▪ Operate office application software

				▪ Access Information using Internet and electronic mail ▪ Comply to Ethical Standards in IT Workplace Occupation units are modified
4.	Element		No.	Proper refinement of required elements has been achieved by keeping consistent elements.
5.	Performance Criteria		No.	Necessary refinement of performance criteria has been achieved.
6.	Variables		No.	Appropriate addition, modification and refinement of variables has been done keeping in view the performance criteria.
7.	Critical Aspect of Competence		No.	Appropriate changes have been made in the critical aspect of competency as per the change of units.
8.	Underpinning knowledge		No.	Necessary addition, changings and refinements have been made.
9.	Underpinning Skills		No.	Necessary added, changes and refinements have been made.
10.	Attitude	Yes		
11.	Resources	Yes		
12.	Assessment methods	Yes		
13.	Others			▪ The nominal hours of the units of competencies have been readjusted for content consideration. ▪ Overall, the occupation has been included in Level-3 according to BNQF 1-6.

Through the above activities, the Competency Standard has been reviewed, finalized and validated as "**Graphic Design, Level 3".**

Chairman
Committee on Standard and
Curriculum Validation,
Chairman - ICT ISC