



COMPETENCY STANDARD

Graphic Design

Level: 04

(ICT Sector)

Competency Standard Code: CS-ICT-GD-L4-EN-V1



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

Copyright

National Skills Development Authority
Chief Adviser's Office
Level: 10-11, Biniyog Bhaban,
E-6 / B, Agargaon, Sher-E-Bangla Nagar, Dhaka-1207, Bangladesh.
Email: ec@nsda.gov.bd
Website: www.nsga.gov.bd.
National Skills Portal: <http://skillsportal.gov.bd>

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This Competency Standard for Graphic Design 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 to meet the qualification of individuals who graduated through the established standard via competency-based assessment for a relevant job.

This document has been developed by NSDA in association with ICT Sector ISC, industry representatives, academia, related specialist, trainer and related employee.

Public and private institutions may use the information contained in this standard for activities benefitting Bangladesh.

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-4 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
44th Authority Meeting of NSDA
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**Competency Standards for National Skill Certificate – 4 in
Graphic Design in the ICT Sector**

Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
Generic Units of Competencies				15
1.	GU-15-L4-V1	Develop Entrepreneurship Skills	4	15
Sector-Specific Units of Competencies				20
2.	SU-ICT-12-L3-V1	Operate an Online Marketplace Account for Freelancing	3	20
Occupation-Specific Units of Competencies				225
3.	OU-ICT-GD-01-L4-V1	Create Branding Materials Using Vector Design Software	4	60
4.	OU-ICT-GD-02-L4-V1	Design Raster-based Template	4	50
5.	OU-ICT-GD-03-L4-V1	Develop Graphic Designs for Packaging	4	45
6.	OU-ICT-GD-04-L4-V1	Set Layout for Graphic Design Work Using Layout Software	4	40
7.	OU-ICT-GD-05-L4-V1	Estimate Cost for Design Work	4	30
Sub Total				260
Workplace Visit				20
Total Nominal Learning Hours -				280

Units & Elements at a Glance

Generic Units of Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU-15-L4-V1	Develop Entrepreneurship Skills	<ol style="list-style-type: none">1 Recognize the concept of Entrepreneurship2 Explain the functions of an Entrepreneur3 Explain the role of an Entrepreneur in Economic Development4 Plan for Business and Marketing5 Explain small business6 Interpret reasons for failure and success in small businesses	15

Sector Specific Units of Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
SU-ICT-12-L3-V1	Operate an Online Marketplace Account for Freelancing	<ol style="list-style-type: none">1. Establish Presence on Online Marketplaces2. Create a Professional Profile3. Identify and Bid on Projects4. Deliver Quality Work5. Maintain Client Relationships	20

Occupation Specific Units of Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OU-ICT-GD-01-L4-V1	Create Branding Materials using vector design software	<ol style="list-style-type: none"> 1. Prepare for Designing Brand Materials 2. Develop Branding Concepts 3. Create Design Assets 4. Review and finalize design works 5. Perform print-ready file setup for Production 6. Export and transfer the Print-Ready File for Production 	60
OU-ICT-GD-02-L4-V1	Design Raster-based Template	<ol style="list-style-type: none"> 1. Develop project planning and concept 2. Prepare for designing the template 3. Design templates as per client requirements 4. Apply effects and techniques for a realistic view 5. Delivery templates 6. Archive and Document project works 	50
OU-ICT-GD-03-L4-V1	Develop Graphic Designs for Packaging	<ol style="list-style-type: none"> 1. Conduct Briefing and Research 2. Develop Packaging Concepts 3. Improve Design Solutions 4. Create and Test Prototypes 5. Finalize and Present Design 6. Manage Production and Delivery 	45
OU-ICT-GD-04-L4-V1	Set Layout for Graphic Design Work Using Layout Software	<ol style="list-style-type: none"> 1. Plan layout structure based on project requirements 2. Develop Layout Structures 3. Arrange design elements for effective visual hierarchy 4. Review and Refine Layouts 5. Prepare Files for Final Output 	40
OU-ICT-GD-05-L4-V1	Estimate Cost for Design Work	<ol style="list-style-type: none"> 1. Identify project requirements 2. Estimate Time and Labor Costs 3. Assess Material, Production, and Technology Costs 4. Apply Pricing Strategies and Profit Margins 5. Prepare and Present Quotation or Cost Proposal 	30

Generic Units of Competencies

Unit Code and Title	GU-15-L4-V1: Develop Entrepreneurship Skills
Unit Descriptor	This unit covers the knowledge, skills, and attitudes required to develop entrepreneurship skills. It specially includes the task of recognizing the concept of entrepreneurship, functions of an entrepreneur, explaining the role of an entrepreneur in economic development, planning for business and marketing, explaining small business, and Interpreting reasons of failure and success in small business.
Nominal Hours	15 Hours
Elements of Competency	Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables
1. Recognize the concept of Entrepreneurship	<ul style="list-style-type: none"> 1.1 Entrepreneurship is defined 1.2 Advantages of entrepreneurship are discussed 1.3 Strength, Weaknesses, Opportunities, and Threat (SWOT) is analyzed for the business 1.4 Methods of operating a salon in profitable manner is discussed 1.5 Importance of controlling expenses and cost-saving methods is discussed 1.6 The units of sale for different types of services are identified 1.7 Future prospects of business are identified
2. Explain the functions of an Entrepreneur	<ul style="list-style-type: none"> 2.1 Important aspects of business, including selection of business place, services to render & monetary matters are discussed 2.2 Different business situations and importance of compiling data regarding clients, income, and expenses are discussed 2.3 Goals for the sales of the business is identified 2.4 Source and way of financing in a small business are identified 2.5 Method for building a professional team is discussed
3. Explain role of Entrepreneur in Economic Development	<ul style="list-style-type: none"> 3.1 Plan to play vital role to boost economy by creating and providing new job opportunities are discussed 3.2 Method to develop hiring plan as per need of business and importance of depositing contributions in government departments are discussed 3.3 Methods to generate maximum profits and expansion plan of business is discussed
4. Plan for Business and marketing	<ul style="list-style-type: none"> 4.1 Business plan is prepared as per market demands. 4.2 Areas of business or services which are more profitable and popular in clients are identified 4.3 Services and products offered by the competitors is analyzed and business strategy is made accordingly 4.4 Estimate of finance is prepared for required business 4.5 Methods for attaining knowledge of current market trends are

	re discussed
5. Explain small business	5.1 Small business is defined 5.2 Money management and cash flows are explained 5.3 Importance of customer satisfaction is discussed 5.4 Customers comfort policies is explained 5.5 Importance of maintenance of record of purchases, sales, inventory and list of regular customers are explained 5.6 Branding of business is explained 5.7 Methods to build team of honest workers on long term basis are explained
6. Interpret reasons of failure and success in small business	6.1 Fields of business causing loss is identified 6.2 Key factor for selection of proper suitable location of business place easily accessible is discussed for customers. 6.3 Factors annoying customers by action of workers are Identified 6.4 Control of utility bills especially turning off extra lights and ACs when client is not in service discussed 6.5 Importance to make purchases of best items keeping in view quality, quantity and prices are explained 6.6 Communicate with the customers in effective conversation and good relations are discussed 6.7 Time schedule is prepared for self-workers and services
Range of Variables	
Variables	Range (may include but not limited to):
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	Assessment required evidence that the candidate: <ol style="list-style-type: none"> 1.1 recognized concept of entrepreneurship 1.2 functioned of entrepreneur 1.3 explained role of the entrepreneur in economic development 1.4 planned for business and marketing 1.5 explained small business 1.6 interpreted reasons of failure and success in small business
2. Underpinning Knowledge	<ol style="list-style-type: none"> 2.1 Describe the methods of running salon on profitable manner. 2.2 Identify the cost saving methods. 2.3 List the services generally offered in salon. 2.4 Illustrate factors for forecasting of future market trends 2.5 Explain the planning techniques for services, rates and location identification for better business opportunities. 2.6 Describe the importance of client's data and skills for efficient financial controls of business. 2.7 Define the techniques for Increasing sales of business

	<p>2.8 Explain the Importance of team building.</p> <p>2.9 Explain the role of creating job opportunities in economy.</p> <p>2.10 Explain the importance of appropriate and suitable work force for the business, prevailing labor laws and prevailing taxes levied on the business.</p> <p>2.12 Describe the important factors for expansion plan according to demand and supply position prevailing in market.</p> <p>2.14 Explain market trends</p> <p>2.15 Define profitable and popular services of business.</p> <p>2.16 Describe the procedure of implementation of business and marketing plan.</p> <p>2.17 Calculate Capital requirements for business.</p> <p>2.18 State the possible sources of finance</p> <p>2.19 Define the techniques of money management.</p> <p>2.20 Describe the importance of customer's satisfaction and demands of clients.</p> <p>2.21 Explain the Importance of customer's comfort level in terms of prices and services.</p> <p>2.22 Illustrate the techniques of maintaining records of purchases, sales and client's data.</p> <p>2.23 Describe the major Fields of business causing loss.</p> <p>2.24 Explain the importance of easily accessible location for setting up business.</p> <p>2.25 Define the importance of good behavior of workers with the customers.</p> <p>2.26 Explain the methods of cost saving steps in salon.</p> <p>2.27 Illustrate method of purchases of materials competitively and cost efficiently</p> <p>2.28 Describe the importance of pleasant communication skills.</p> <p>2.29 Explain the importance of time management and the role of proper time</p>
3. Underpinning Skills	<p>3.1 Applying skills of communicating</p> <p>3.2 Applying skills of literacy and numeracy</p> <p>3.3 Analyzing business environment</p> <p>3.4 Planning for own business</p> <p>3.5 Using the effective tools to make presentations</p> <p>3.6 Identifying business places</p> <p>3.7 Identifying target customers</p> <p>3.8 Maintaining business plan</p> <p>3.9 Handling business promoting media and equipment</p>
4. Required Attitudes	<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>

	<ul style="list-style-type: none"> 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	<p>The following resources must be provided:</p> <ul style="list-style-type: none"> 5.1 Workplace (actual or simulated) 5.2 Fire extinguisher 5.3 Uninterrupted power supply 5.4 Internet facilities 5.5 Adequate Surveillance devices 5.6 Manuals, catalogs and magazines 5.7 Competency Based Learning Materials (CBLM)
6. Methods of Assessment	<p>Methods of assessment may include but not limited to:</p> <ul style="list-style-type: none"> 6.1 Written test 6.2 Demonstration 6.3 Oral questioning
7. Context of Assessment	<ul style="list-style-type: none"> 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 the 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 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 and Title	SU-ICT-12-L3-V1: Operate an Online Marketplace Account for Freelancing
Unit Descriptor	<p>This unit covers the competencies required to establish, manage, and maintain a freelancing career through online marketplaces. It includes selecting and setting up Online Marketplace Accounts and secure payment methods, developing and optimizing a Professional Profile for the online marketplace, identifying and bidding on Projects, executing and delivering quality work, and maintaining client communication and long-term relationships.</p> <p>The unit is designed for individuals starting in freelancing and seeking to operate independently and professionally in global digital markets.</p>
Nominal Hours	20 Hours
Elements of Competency	Performance Criteria <u>Bold & Underlined</u> terms are elaborated in the Range of Variables.
1. Select and Set Up Online Marketplace Accounts	<p>1.1 Various online <u>freelancing platforms</u> are researched and evaluated based on niche, user base, and service policies.</p> <p>1.2 Suitable freelancing platform is selected that aligns with skills, career goals, and client availability.</p> <p>1.3 New account is created with accurate information, professional branding, and verified credentials.</p> <p>1.4 <u>Payment methods</u> are securely linked to the account following platform-specific instructions.</p> <p>1.5 Marketplace terms of service, community guidelines, and dispute resolution processes are reviewed and understood.</p>
2. Develop and Optimize a Professional Profile for the online marketplace	<p>2.1 <u>Core competencies</u>, services, and unique value propositions are clearly defined</p> <p>2.2 Professionally written profile summary is created, highlighting expertise, achievements, and client benefits.</p> <p>2.3 Strategic use of industry-relevant keywords is applied to optimize profile visibility and ranking.</p> <p>2.4 A curated portfolio showcasing past work, testimonials, and relevant certifications is uploaded.</p> <p>2.5 Profile image, tagline, and contact settings are updated to reflect professionalism and accessibility.</p>
3. Identify and Bid on Freelancing Projects	<p>3.1. Suitable jobs/projects are identified by analyzing client needs, budgets, and project descriptions.</p> <p>3.2. Customized proposals are written that address client requirements, highlight relevant experience, and establish credibility.</p> <p>3.3. Reasonable and competitive pricing strategies are applied based on project scope and market trends.</p> <p>3.4. Deliverables, timelines, and payment terms are negotiated clearly with clients before project commencement.</p>

	3.5. Proposal templates, bid tracking sheets, and deadline reminders are maintained for an organized workflow.
4. Execute and Deliver Work	<p>4.1 Client instructions and project briefs are clarified and documented to ensure mutual understanding.</p> <p>4.2 Appropriate software tools, workflows, and productivity practices are used to complete work efficiently.</p> <p>4.3 Work quality is checked against client expectations, marketplace standards, and professional benchmarks.</p> <p>4.4 Revisions are provided based on client feedback, and final outputs are delivered on time.</p> <p>4.5 Client satisfaction is confirmed through follow-up communication and review collection.</p>
5. Maintain Client Communication and Relationships	<p>5.1 Professional, timely, and respectful client communication is maintained throughout the project lifecycle.</p> <p>5.2 Client feedback is actively sought after project completion to improve service and reputation.</p> <p>5.3 Trust is built through consistent quality, response, and ethical conduct.</p> <p>5.4 Opportunities for repeat projects and long-term collaborations are identified and pursued.</p> <p>5.5 Positive reviews and client referrals are requested and utilized to grow the reputation.</p>
Range of Variables	
Variable	Range (may include but not limited to):
1. Freelancing platforms	<p>1.1 Upwork</p> <p>1.2 Fiverr</p> <p>1.3 Freelancer.com</p> <p>1.4 Toptal</p> <p>1.5 Guru</p> <p>1.6 PeoplePerHour</p> <p>1.7 99designs</p> <p>1.8 Freepik</p>
2. Payment methods	<p>2.1 Payoneer</p> <p>2.2 PayPal</p> <p>2.3 Wise</p> <p>2.4 Bank transfers</p> <p>2.5 Marketplace Wallets</p>
3. Core competencies	<p>3.1 Writing,</p> <p>3.2 Graphic Design,</p> <p>3.3 web development,</p> <p>3.4 digital marketing,</p> <p>3.5 virtual assistance</p>

4. Software tools	4.1 Google Docs 4.2 Trello 4.3 Zoom 4.4 Canva 4.5 Grammarly
5. Client communication	5.1 Email 5.2 Messaging apps 5.3 Platform Inbox 5.4 Video calls
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: <ol style="list-style-type: none"> 1.1 Identified safety and health issues for the IT workplace 1.2 Identified safety signs and symbols 1.3 Establish safe and hygienic work environment 1.4 Identified hazards and risks and followed the safe workplace operating procedure 1.5 identified and reported emergencies 1.6 Taken preventive and corrective measures for maintaining safe conditions in the workplace 1.7 Prevented from social media and internet addiction. 1.8 Selected and Registered on Appropriate Online Freelancing Platforms 1.9 Successfully created an account on at least one reputable freelancing marketplace 1.10 Provided accurate and verifiable personal/professional details during registration. 1.11 Set Up and Secured Payment Methods 1.12 Configured valid payment options (e.g., PayPal, Payoneer, bank transfer) that comply with platform and local regulations. 1.13 Demonstrated understanding of transaction fees and withdrawal policies. 1.14 Enabled two-factor authentication or other security measures for financial protection. 1.15 Developed and Optimized Professional Profile 1.16 Created a complete profile including professional bio, skills, services offered, profile picture, and portfolio items. 1.17 Applied effective keyword strategies and formatting to improve profile visibility and appeal. 1.18 Demonstrated correct use of language, tone, and professionalism in profile content. 1.19 Searched, Evaluated, and Bid on Relevant Projects 1.20 Used platform tools to filter and identify suitable job postings.

	<ul style="list-style-type: none"> 1.21 Assessed project requirements, timelines, and client credibility before bidding. 1.22 Write tailored and persuasive proposals, highlighting relevant experience or samples. 1.23 Executed and delivered freelance Work as per Agreement 1.24 Understood and clarified the project scope, milestones, and client expectations. 1.25 Delivered work within agreed deadlines and according to the required quality standards. 1.26 Used appropriate tools and communication methods to update the client on progress. 1.27 Maintained Positive Client Relationships 1.28 Demonstrated professional conduct in client communication (clarity, politeness, responsiveness). 1.29 Resolved disputes or revised constructively and within platform guidelines. 1.30 Collected and managed client feedback and ratings for long-term credibility. 1.31 Applied Ethical and Legal Considerations 1.32 Abided by the platform’s terms of service and intellectual property guidelines. 1.33 Maintained confidentiality and data privacy of clients and projects. 1.34 Avoided fraudulent or deceptive practices in client interaction or bidding.
<p>2. Underpinning knowledge</p>	<ul style="list-style-type: none"> 2.1 Definition and types of online freelancing platforms 2.2 Differences between general-purpose platforms and niche-specific platforms 2.3 Platform rules, terms of service, and dispute resolution policies 2.4 Requirements for account creation (email, ID verification, bank/payment setup) 2.5 Importance of using accurate and professional information 2.6 Understanding platform security features and privacy settings 2.7 Overview of payment gateways (PayPal, Payoneer, Wise, bank transfer) 2.8 Currency conversion and transaction fees 2.9 Best practices for secure transactions and avoiding fraud 2.10 Importance of a professional profile photo, title, and summary 2.11 Writing a compelling bio and description of services 2.12 How to showcase skills, certifications, and portfolio items 2.13 Using keywords and SEO techniques for discoverability 2.14 Understanding client needs through job descriptions 2.15 Crafting tailored proposals with clear value propositions 2.16 Pricing strategies (fixed vs hourly, competitive pricing) 2.17 Setting milestones and deliverables in proposals

	<ul style="list-style-type: none"> 2.18 Basics of digital project management (time tracking, milestones, revisions) 2.19 Understanding client expectations and scope of work 2.20 Basic negotiation and contract handling techniques 2.21 File formats, quality assurance, and version control 2.22 Importance of deadlines and consistent quality 2.23 Effective written communication and etiquette in a professional setting. 2.24 Handling feedback, revisions, and client concerns constructively 2.25 Building client trust through transparency and reliability 2.26 Maintaining long-term client relationships and repeat business 2.27 Personal branding strategies (e.g., consistent tone, niche focus) 2.28 Use of testimonials, ratings, and success stories 2.29 Maintaining an updated portfolio and profile 2.30 Freelancing tax obligations (national and international overview) 2.31 Intellectual property rights and non-disclosure agreements 2.32 Ethics in freelancing – originality, transparency, and honesty 2.33 Basic principles of time management for freelancers 2.34 Use of tools for productivity, scheduling, and collaboration (e.g., Trello, Slack, Google Workspace)
<p>3. Underpinning skills</p>	<ul style="list-style-type: none"> 3.1 Identifying safety and health issues in the IT workplace. 3.2 Applying personal health and safety practices for the IT workplace. 3.3 Identifying and reporting hazards and risks. 3.4 Following and responding in emergency response procedures. 3.5 Maintaining and improving health and safety in the IT workplace. 3.6 Preventing Social media and internet addiction. 3.7 Navigating online freelancing platforms (e.g., Upwork, Fiverr, Freelancer) 3.8 Creating and managing user accounts securely 3.9 Using email and messaging tools for professional communication 3.10 Handling basic troubleshooting for account setup and maintenance 3.11 Writing compelling profile summaries and service descriptions 3.12 Uploading and formatting portfolios, images, or certifications 3.13 Selecting appropriate keywords and categories to improve visibility 3.14 Customizing profile sections to target specific client needs 3.15 Writing professional, grammatically correct messages and proposals 3.16 Responding promptly and politely to client inquiries 3.17 Understanding and applying cultural sensitivity in global client interactions 3.18 Managing difficult conversations or negotiations diplomatically 3.19 Interpreting project requirements and client briefs 3.20 Drafting tailored proposals that address client needs 3.21 Estimating time, cost, and deliverables accurately

	<p>3.22 Managing proposal deadlines and bid limits strategically</p> <p>3.23 Scheduling tasks and tracking project milestones</p> <p>3.24 Prioritizing multiple bids, client communications, and deliverables</p> <p>3.25 Managing time zones and deadlines for international clients</p> <p>3.26 Keeping records of proposals, contracts, and feedback</p> <p>3.27 Linking and verifying secure payment methods (e.g., PayPal, Payoneer, bank transfer)</p> <p>3.28 Understanding platform fee structures and payout timelines</p> <p>3.29 Invoicing and managing earnings through dashboards</p> <p>3.30 Recording income and expenses for basic freelancing accounting</p> <p>3.31 Following client instructions and project specifications</p> <p>3.32 Applying relevant technical or creative skills to complete work</p> <p>3.33 Reviewing, editing, and packaging deliverables before submission</p> <p>3.34 Using file sharing tools (e.g., Google Drive, Dropbox) securely</p> <p>3.35 Requesting and responding to feedback constructively</p> <p>3.36 Following up professionally to maintain long-term clients</p> <p>3.37 Demonstrating reliability through consistent delivery and communication</p> <p>3.38 Building client trust through transparency and quality work</p> <p>3.39 Using strong passwords and two-factor authentication</p> <p>3.40 Avoiding phishing and scam tactics on freelance platforms</p> <p>3.41 Safeguarding client data and sensitive project information</p>
<p>4. Required attitudes</p>	<p>4.1 Commitment to occupational health and safety in the workplace and personal life.</p> <p>4.2 Maintain cleanliness and a safe work environment.</p> <p>4.3 Follow IT ethics and prevent internet and social media addiction.</p> <p>4.4 Shows responsibility, reliability, and punctuality in communication and task delivery.</p> <p>4.5 Maintains a consistent and respectful tone in all interactions with clients.</p> <p>4.6 Adheres to ethical standards and respects client confidentiality.</p> <p>4.7 Takes ownership of personal and professional development.</p> <p>4.8 Proactively seeks opportunities and continuously improves skills and service quality.</p> <p>4.9 Demonstrates a willingness to learn from feedback and adapt to new freelancing trends.</p> <p>4.10 Shows empathy and understanding of client needs and expectations.</p> <p>4.11 Strives to exceed client satisfaction through quality work and service.</p> <p>4.12 Fosters long-term relationships with clients based on trust and value delivery.</p> <p>4.13 Ensures accuracy in profile creation, proposals, and work submissions.</p> <p>4.14 Reviews deliverables to maintain a high standard of quality.</p>

	<p>4.15 Provides transparent and truthful information in profiles, proposals, and work.</p> <p>4.16 Respects intellectual property rights and avoids plagiarism or misrepresentation.</p> <p>4.17 Responds effectively to changing project requirements, deadlines, or tools.</p> <p>4.18 Manages uncertainty and stays composed in high-pressure or evolving situations.</p> <p>4.19 Balances multiple tasks and projects effectively.</p> <p>4.20 Meets deadlines consistently while maintaining quality.</p> <p>4.21 Maintains clear, concise, and prompt communication with clients.</p> <p>4.22 Accepts and incorporates feedback constructively.</p> <p>4.23 Demonstrates openness to cultural diversity and varying client expectations.</p> <p>4.24 Regularly updates profile and portfolio based on industry trends and feedback.</p> <p>4.25 Engages in upskilling through learning platforms and peer communities.</p>
5. Resource implication	<p>The following resources must be provided:</p> <p>5.1 Workplace (actual or simulated).</p> <p>5.2 Projector or interactive whiteboard for demonstrations.</p> <p>5.3 High-performance desktops or laptops with graphics capabilities (e.g., Adobe Creative Suite requirements).</p> <p>5.4 Webcam and microphone setup for mock interviews or video calls</p> <p>5.5 USB pen drives, portable hard drives, and optical disks for file transfer practice.</p> <p>5.6 Internet access for surfing to find resources and updates for installed software.</p> <p>5.7 Adjustable chairs and desks for ergonomic typing practice.</p> <p>5.8 Software like Web browsers (Chrome, Firefox, etc.), PDF reader and document editors (Google Docs/MS Word), Spreadsheet software (Google Sheets/MS Excel), Image editing tools for profile/logo creation (Canva, Figma, or Photoshop Express), Time tracking tools (Toggl, Upwork Tracker), Communication tools (Zoom, Skype, Google Meet)Sample Images (For hands-on practice in retouching and color correction)</p> <p>5.9 Mock/demo accounts (where possible) on: Upwork, Fiverr, Freelancer.com, PeoplePerHour, Guru.com (Note: Instructors should guide the trainees to use personal accounts carefully and legally where platform policies allow; otherwise, simulate the process.)</p> <p>5.10 Training manuals covering the curriculum on operating online marketplace accounts and the activities described in the unit.</p> <p>5.11 Handouts on: creating winning proposals, Common freelancer client communication templates, Platform-specific account setup and fee</p>

	<p>policies, Freelancing platform comparison chart (fees, rules, scope of work), Portfolio development templates, Sample contracts or service agreements, FAQs about platform rules and dispute resolution, Data protection and cybersecurity tips for freelancers, Guides and blogs from freelancing platforms</p> <p>5.12 Case studies of successful freelancers</p> <p>5.13 Video tutorials link (e.g., “How to set up a profile on marketplace,” “Tips for getting your first job”, Tutorials on using secure payment gateways, etc.)</p> <p>5.14 Articles on freelancer taxation, payments and client etiquette.</p>
6. Methods of assessment	<p>Methods of assessment may include, but are not limited to:</p> <p>6.1 Demonstration with oral questioning</p> <p>6.2 On-the-job observation with oral questioning</p> <p>6.3 Written test</p> <p>6.4 Portfolio with oral questioning</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in an NSDA-accredited center.</p> <p>7.2 Assessment should be done by an NSDA-certified/ nominated assessor</p>
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by the 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 BNQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Occupation-Specific Units of Competencies

Unit Code and Title	OU-ICT-GD-01-L4-V1: Create Branding Materials Using Vector Design Software
Unit Descriptor	This unit describes the skills, knowledge, and attitude required by skilled graphic designers to develop cohesive and professional branding materials for a wide range of clients across industries. It includes interpreting brand strategy, designing key visual assets, applying consistent visual identity across multiple platforms, and preparing final deliverables in industry-standard formats. The unit also covers collaboration with stakeholders, version control, and presentation of branding solutions in a professional manner suitable for freelance or studio environments.
Nominal Hours	60 Hours
Elements of Competency	Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables
1. Prepare for Designing Brand Materials	<p>1.1 <u>Client briefs</u> and <u>brand guidelines</u> are thoroughly reviewed and clarified through discussion.</p> <p>1.2 Target audience, competitors, and market positioning are identified and analyzed.</p> <p>1.3 Existing brand guidelines and materials are evaluated for consistency and gaps.</p> <p>1.4 Initial <u>Key brand elements</u>, wireframes, or mood boards, and graphic motifs are conceptualized and sketched based on client objectives and industry trends.</p> <p>1.5 <u>Document/Workspace presets</u> are configured and activated for precision according to deliverable specifications.</p> <p>1.6 File versioning and naming conventions are established.</p>
2. Develop Branding Concepts	<p>2.1 <u>AI-based design assistants</u> (e.g., logo generators, mood board tools, color palette suggesters) are explored and evaluated for relevance to the client's brand direction.</p> <p>2.2 Prompt engineering techniques are applied effectively to generate initial concept drafts, mood boards, or textual descriptions using generative AI tools.</p> <p>2.3 AI-generated concepts are critically reviewed and customized to align with the client's brand strategy and visual identity.</p> <p>2.4 Concepts are refined through iterative feedback and aligned with brand messaging.</p> <p>2.5 Branding options are digitally rendered using industry-standard software.</p> <p>2.6 Branding concept is tested for versatility across digital and print applications.</p>

<p>3. Create Design Assets</p>	<p>3.1 Core branding assets are sourced or designed using appropriate vector tools to meet project objectives.</p> <p>3.2 Complex vector shapes and elements are constructed using the appropriate Tools, shape formatting features and Panels, and advanced shape manipulation technique.</p> <p>3.3 Text content is inserted using font Attributes and formatted following the brand’s typography guidelines.</p> <p>3.4 Brand color palette, gradients, textures, patterns, and artwork are applied consistently.</p> <p>3.5 Vector layers, groups, and locking mechanisms are used to organize and protect design elements.</p> <p>3.6 Design files are structured with clear naming, grouping, and layers for version control.</p> <p>3.7 Visual consistency is maintained across all deliverables and formats.</p> <p>3.8 Master templates are developed for scalability and reuse.</p>
<p>4. Review and finalize design works</p>	<p>4.1 Design layout is previewed using various display modes and artboards to review and revise Branding materials to assess consistency and flow are based on stakeholder input</p> <p>4.2 Design is reviewed against branding principles, accessibility, and visual hierarchy. Spelling, grammar, and alignment are proofed for accuracy.</p> <p>4.3 Redundant layers, stray points, and unused paths are cleaned and optimized.</p> <p>4.4 Design mockups are created for presentation</p> <p>4.5 Branding package is presented professionally, articulating the rationale and creative process for client approval.</p> <p>4.6 Style guides and brand manuals are developed to support brand usage and maintenance.</p>
<p>5. Perform print-ready file setup for Production</p>	<p>5.1 Bleeds, marks, and safe zones are applied properly for accurate printing.</p> <p>5.2 Outline and group is applied where required to preserve appearance.</p> <p>5.3 Appearance attributes are expanded with appropriate DPI for compatibility with production formats.</p> <p>5.4 Special finishes are set up in separate layers using spot colors.</p> <p>5.5 Custom die lines and outlines are created for packaging or custom shapes.</p> <p>5.6 Layer groups are named, organized, and Visibility of layers is adjusted appropriately for production handoff.</p>
<p>6. Export and transfer the Print-Ready File for Production</p>	<p>6.1 Final deliverables are exported in appropriate file formats and resolutions for client use.</p> <p>6.2 Files are archived and transferred securely to clients or print vendors, ensuring compatibility and clear documentation.</p>
<p>Range of Variables</p>	

Variable	Range (may include but not limited to):
1. Client brief	1.1 Client requirements <ul style="list-style-type: none"> 1.1.1. Above the Line (ATL) 1.1.2. Below the Line (BTL) 1.1.3. Through the Line (TTL) 1.2 Brand design <ul style="list-style-type: none"> 1.2.1. Above the Line (ATL) (if required) 1.2.2. Commercial advertisement for print media 1.2.3. Below the Line (BTL) 1.2.4. Packaging, label, sticker 1.2.5. Book Cover <ul style="list-style-type: none"> a. Through the Line (TTL) 1.2.6. Logo 1.2.7. Illustration 1.2.8. Infographic 1.3 Brand Image <ul style="list-style-type: none"> 1.3.1. Public perception, 1.3.2. User experience, 1.3.3. Market reputation 1.4 Brand identity <ul style="list-style-type: none"> 1.4.1. Visual elements, 1.4.2. Brand values, 1.4.3. Vision & mission 1.4.4. Personality
2. Brand guidelines	2.1 Style guide, 2.2 Color codes, 2.3 Do's & don'ts, 2.4 Logo usage rules
3. Key Brand Elements	3.1 Logo, 3.2 Color palette, 3.3 Typography, 3.4 Visual style, 3.5 Tone of voice, 3.6 Tagline
4. Document/Workspace presets	4.1 Artboard size 4.2 Number of Artboards 4.3 Resolution 4.4 Orientation 4.5 Units 4.6 Color Mode 4.7 Raster Effect/ DPI 4.8 Toolbox 4.9 Workspace 4.10 Preference
5. AI-based design assistants	5.1 logo generators, 5.2 Mood board tools, 5.3 Color palette suggesters

6. Core branding assets	<ul style="list-style-type: none"> 6.1 logo, 6.2 Color palette 6.3 Typefaces, 6.4 Icons, 6.5 Stationery, 6.6 Social media templates, 6.7 Packaging,
7. Tools, shape formatting features and Panels	<ul style="list-style-type: none"> 7.1 Selection tool 7.2 Pen tool 7.3 Shape builder tool 7.4 Transform tool 7.5 Rotate tool 7.6 Scale tool 7.7 Width tool 7.8 Type tool 7.9 Reflect tool 7.10 Snap tool 7.11 Brush tool 7.12 Color swatches 7.13 Layer panel 7.14 Pathfinder Panel 7.15 Align Panel 7.16 Appearance Panel 7.17 Arrange panel 7.18 Shape tool 7.19 Transparency Panel
8. Font Attributes	<ul style="list-style-type: none"> 8.1. Font Face 8.2. Font Style 8.3. Font Size 8.4. Alignment 8.5. Case 8.6. Indent 8.7. Leading 8.8. Tracking 8.9. Baseline Shift 8.10. Expand 8.11. Condensed 8.12. Tab Setting
9. Marks	<ul style="list-style-type: none"> 9.1. Registration 9.2. Crop/Cutting/Trimming 9.3. Gripper 9.4. Die-Cutting 9.5. Creasing 9.6. Perforation 9.7. Punch Cutting
10. Appearance attributes	<ul style="list-style-type: none"> 10.1 Strokes, 10.2 Gradients

11. Special finishes	11.1 Spot lamination, 11.2 Spot UV, 11.3 Foil stamping, 11.4 Embossing/debossing
12. Visibility of layers	12.1 Hide/unhide layers 12.2 Hide/unhide technical guides
13. File formats	13.1 AI, 13.2 PDF/X, 13.3 EPS, 13.4 SVG, 13.5 PNG

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	<ul style="list-style-type: none"> 1.1 Assessment required evidence that the candidate: 1.2 Accurately interpret brand strategies, client briefs, and identity guidelines. 1.3 Demonstrate the ability to maintain and reflect brand tone, message, and visual consistency throughout all materials. 1.4 Develop original and cohesive visual concepts suitable for branding. 1.5 knowledge of various AI-powered tools (e.g., Looka, Adobe Firefly, Midjourney, Khroma) 1.6 Knowledge of ethical considerations and copyright implications when using AI-generated visuals (e.g., licensing of AI assets, originality concerns). 1.7 ability to choose the appropriate tool for tasks like logo generation, color palette suggestion, and mood board creation. 1.8 ability to craft effective, context-aware prompts for AI tools to produce relevant outputs (e.g., clear brand descriptors, style references, tone, audience). 1.9 ability to assess the visual, conceptual, and strategic quality of AI-generated drafts — identifying strengths, weaknesses, and inconsistencies with brand guidelines. 1.10 Produce a suite of branding assets, including, but not limited to: Logos (primary, secondary, responsive formats), Business cards, letterheads, envelopes, Social media banners and templates, Packaging or product labels (if applicable) 1.11 ability to edit or evolve AI-generated concepts to better match the client’s brand identity using vector tools (e.g., Adobe Illustrator, CorelDRAW). 1.12 Proficiently use vector design tools (e.g., Adobe Illustrator, CorelDRAW, or free alternatives like Inkscape) to create scalable graphics 1.13 Manage layers, groups, and objects effectively 1.14 Use grids, guides, and artboards for layout precision 1.15 Export files in various formats for print and digital use 1.16 Apply consistent typography, color schemes, and design
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	<p>elements across all deliverables.</p> <p>1.17 Ensure correct usage of logos and other branding elements according to provided or developed guidelines.</p> <p>1.18 Implement version control practices to maintain clarity between iterations.</p> <p>1.19 Organize files and folders professionally for client access or team collaboration.</p> <p>1.20 Provide final files in editable and delivery-ready formats (e.g., AI, SVG, PDF, PNG, EPS).</p> <p>1.21 Communicate effectively with clients and stakeholders to incorporate feedback.</p> <p>1.22 Present branding concepts in a clear, structured, and professional manner.</p> <p>1.23 Justify design decisions in relation to brand goals and user impact.</p> <p>1.24 Ensure designs comply with copyright, licensing, and accessibility standards.</p> <p>1.25 Use only legally sourced fonts, graphics, and templates.</p> <p>1.26 Manage workload and meet project timelines without compromising quality.</p> <p>1.27 Demonstrate ability to work independently or within a creative team environment.</p> <p>1.28 Compile and present a branding kit or identity package with usage guidelines.</p> <p>1.29 Demonstrate final outputs in mockup or real-world application formats (e.g., stationery, signage, digital platforms).</p>
<p>2. Underpinning Knowledge</p>	<p>2.1 Branding</p> <p>2.2 Principles of branding and brand identity (e.g., logo, color, typography, brand voice)</p> <p>2.3 Importance of consistency in brand communication</p> <p>2.4 Understanding of brand strategy, positioning, and target audience</p> <p>2.5 Components of a brand style guide</p> <p>2.6 Best practices for preparing files for printing and digital platforms</p> <p>2.7 Format specifications for clients, vendors, or printing agencies</p> <p>2.8 Basic understanding of Artificial Intelligence (AI) and its relevance in the creative design process.</p> <p>2.9 Types of Artificial intelligence (AI) tools used in branding like /generative AI (e.g., Midjourney, DALL·E, Adobe Firefly)</p> <p>2.10 Use of AI logo and identity generators (e.g., Looka, Brandmark)</p> <p>2.11 Use of Color palette recommenders (e.g., Khroma, Colors AI)</p> <p>2.12 AI-based mood board creators (e.g., Canva’s Magic Design, Adobe Express)</p> <p>2.13 Definition and purpose of prompt engineering in generative AI workflows.</p> <p>2.14 Structure and components of effective prompts (e.g., specifying style, theme, tone, medium).</p>

	<p>2.15 Techniques for refining and iterating prompts to achieve desired outcomes.</p> <p>2.16 Understanding biases and limitations of AI-generated content.</p> <p>2.17 Criteria for assessing whether AI-generated content aligns with a brand's values, target audience, and positioning.</p> <p>2.18 Legal and ethical considerations in using AI-generated elements in branding (e.g., copyright, originality, client consent).</p> <p>2.19 How to compare and evaluate AI tools for specific branding tasks (accuracy, customizability, user-friendliness).</p> <p>2.20 Methods for customizing AI-generated drafts: vector editing, adjusting brand elements, and integrating human creativity.</p> <p>2.21 Knowledge of how AI outputs can be transformed into editable vector formats suitable for further refinement (e.g., SVG, EPS).</p> <p>2.22 Awareness of emerging trends in AI-driven branding and identity design.</p> <p>2.23 Understanding how leading design agencies and freelance professionals are integrating Artificial Intelligence (AI) into their workflows.</p> <p>2.24 Interpreting client briefs and asking clarifying questions</p> <p>2.25 Principles of design: balance, contrast, alignment, repetition, proximity, hierarchy</p> <p>2.26 Visual storytelling techniques and emotional branding</p> <p>2.27 Color theory and its psychological effects</p> <p>2.28 Typography: font categories, hierarchy, legibility, and branding relevance</p> <p>2.29 Tools and functions in vector software.</p> <p>2.30 Use of vector shapes, paths, and anchor points</p> <p>2.31 Use of layers, artboards, grids, and alignment tools</p> <p>2.32 Use symbols, patterns, gradients, and transparency</p> <p>2.33 Various file formats for exporting assets (e.g., SVG, EPS, PDF, AI)</p> <p>2.34 Design consideration of logos, icons, business cards, letterheads, envelopes, and digital banners</p> <p>2.35 Consistency across deliverables</p> <p>2.36 Layout composition techniques for branding materials</p> <p>2.37 File resolution, bleed, margin, and color mode</p> <p>2.38 Collaborative review and feedback cycles</p> <p>2.39 Presenting branding concepts clearly and professionally</p> <p>2.40 Adapting designs based on constructive criticism</p> <p>2.41 Organizing and naming files for easy navigation and collaboration</p> <p>2.42 Importance of maintaining version history and backups</p> <p>2.43 Techniques for time management and meeting project deadlines</p> <p>2.44 Intellectual property, copyright, and usage rights</p> <p>2.45 Awareness of current branding and design trends</p> <p>2.46 Ethical and cultural considerations in branding</p> <p>2.47 Accessibility considerations in design</p> <p>2.48 Legal considerations in logo and brand usage</p>
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<p>3. Underpinning Skills</p>	<ul style="list-style-type: none"> 3.1 Ability to generate original and brand-appropriate design ideas. 3.2 Skill in visual storytelling and translating abstract brand concepts into visual elements. 3.3 Operate AI-based design platforms (e.g., Looka, Brandmark, Midjourney, Adobe Firefly, Canva AI). 3.4 Navigate and integrate plugins/extensions for AI functionalities in vector design software. 3.5 Compose clear, creative, and structured prompts for text-to-image or text-to-idea generation (e.g., for logos, icons, brand descriptors). 3.6 Modify and iterate prompts based on output evaluation to refine AI-generated concepts. 3.7 Analyze AI-generated designs for aesthetics, composition, brand relevance, and emotional impact. 3.8 Identify inconsistencies between AI outputs and brand strategy or visual guidelines. 3.9 Compare multiple AI-generated outputs to select the most brand-relevant direction. 3.10 Make informed design decisions to adapt AI results, ensuring originality and client alignment. 3.11 Interpret client briefs and translate them into AI-friendly directives. 3.12 Align AI-generated visual content with brand values, tone, target audience, and message. 3.13 Use AI tools (e.g., Milanote, Pinterest AI integrations) to gather visual inspiration. 3.14 Organize AI-generated or AI-suggested visual references into cohesive mood boards. 3.15 Evaluate AI-suggested color palettes for psychological and cultural relevance. 3.16 Use tools like Khroma, Colors AI, or Adobe Color to refine palettes based on brand themes. 3.17 Identify copyright and originality risks associated with AI-generated design. 3.18 Apply ethical guidelines to distinguish between inspiration and replication. 3.19 Transfer AI-generated outputs into vector design software (e.g., Adobe Illustrator, CorelDRAW, Inkscape) for further refinement. 3.20 Maintain quality and editability of AI-generated elements in design files. 3.21 Document how AI tools supported the concept development process. 3.22 Proficient use of industry-standard vector tools (e.g., Adobe Illustrator, CorelDRAW, Affinity Designer). 3.23 Ability to create, manipulate, and manage vector elements, paths, strokes, fills, and gradients. 3.24 Selection and application of appropriate typefaces in alignment with brand tone. 3.25 Skill in structuring layouts that ensure clarity, hierarchy, and
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	<p>aesthetic appeal.</p> <p>3.26 Application of color theory to create appealing and effective color palettes.</p> <p>3.27 Ensuring color consistency across brand materials for digital and print media.</p> <p>3.28 Ability to read and apply brand guidelines effectively.</p> <p>3.29 Skill in designing logos, icons, and visual systems that align with brand positioning and tone.</p> <p>3.30 Precision in aligning design elements, spacing, and formatting.</p> <p>3.31 Accuracy in file naming, version control, and preparing files for different outputs.</p> <p>3.32 Ability to interpret client briefs and communicate ideas visually and verbally.</p> <p>3.33 Collaboration with clients, creative directors, or marketing teams to refine and finalize branding materials.</p> <p>3.34 Creating assets for multiple formats (print, web, social media)</p> <p>3.35 Organizing and exporting files in appropriate formats (e.g., AI, PDF, SVG, EPS) for print and digital use.</p> <p>3.36 Ensuring assets meet technical specifications (bleed, resolution, color mode, etc.).</p> <p>3.37 Planning design tasks and managing time to meet project deadlines.</p> <p>3.38 Applying efficient workflows, using templates, libraries, and reusable components where possible.</p> <p>3.39 Assembling branding mockups, presentation decks, or style guides to showcase work to stakeholders.</p> <p>3.40 Receiving and incorporating feedback constructively to enhance deliverables.</p>
4. Required Attitudes	<p>4.1 Commitment to occupational health and safety in the workplace and personal life.</p> <p>4.2 Maintain cleanliness and a safe work environment.</p> <p>4.3 Follow IT ethics and prevent internet and social media addiction.</p> <p>4.4 Shows responsibility, reliability, and punctuality in communication and task delivery.</p> <p>4.5 Maintains a consistent and respectful tone in all interactions with clients.</p> <p>4.6 Adheres to ethical standards and respects client confidentiality.</p> <p>4.7 Takes ownership of personal and professional development.</p> <p>4.8 Proactively seeks opportunities and continuously improves skills and service quality.</p> <p>4.9 Demonstrates a willingness to learn from feedback and adapt to new freelancing trends.</p> <p>4.10 Shows empathy and understanding of client needs and expectations.</p>

	<p>4.11 Strives to exceed client satisfaction through quality work and service.</p> <p>4.12 Fosters long-term relationships with clients based on trust and value delivery.</p> <p>4.13 Ensures accuracy in profile creation, proposals, and work submissions.</p> <p>4.14 Reviews deliverables to maintain a high standard of quality.</p> <p>4.15 Provides transparent and truthful information in profiles, proposals, and work.</p> <p>4.16 Respects intellectual property rights and avoids plagiarism or misrepresentation.</p> <p>4.17 Responds effectively to changing project requirements, deadlines, or tools.</p> <p>4.18 Manages uncertainty and stays composed in high-pressure or evolving situations.</p> <p>4.19 Balances multiple tasks and projects effectively.</p> <p>4.20 Meets deadlines consistently while maintaining quality.</p> <p>4.21 Maintains clear, concise, and prompt communication with clients.</p> <p>4.22 Accepts and incorporates feedback constructively.</p> <p>4.23 Demonstrates openness to cultural diversity and varying client expectations.</p> <p>4.24 Takes responsibility for the entire design process—from concept to final output—ensuring client satisfaction and project success.</p> <p>4.25 Engages in upskilling through learning platforms and peer communities.</p>
<p>5. Resource Implications</p>	<p>The following resources must be provided:</p> <p>5.1 Workplace (actual or simulated).</p> <p>5.2 Projector or interactive whiteboard for demonstrations.</p> <p>5.3 Desktop or laptop computers with sufficient specifications to run Pre-installed software.</p> <p>5.4 Drawing Tablets (Optional): Wacom, Huion, XP-Pen, for advanced design work and sketching, especially with Photoshop or GIMP.</p> <p>5.5 Printer (laser or inkjet) with various printing capabilities (single/both sides, odd/even pages).</p> <p>5.6 USB pen drives, portable hard drives, and optical disks for file transfer practice.</p> <p>5.7 Internet access for cloud-based applications like Google Docs and updates for installed software.</p> <p>5.8 Adjustable chairs and desks for ergonomic typing practice.</p> <p>5.9 Industry-standard vector design software like (Adobe Illustrator / CorelDRAW / Affinity Designer / Inkscape), Web browsers (Google Chrome, Mozilla Firefox, Microsoft Edge,</p>

	<p>Opera, Safari, etc.), and the Microsoft Office Suite (Word, Excel, and PowerPoint with PDF export options). PDF reader and document editors (Adobe Acrobat or Foxit PDF Editor for PDF editing and conversion. Websites like ilovepdf.com, pdf2go.com, and pdf2doc.com), Tools like Miro, Figma (for critiques and teamwork), Slack/Discord (for communication), Communication tools (Zoom, Skype, Google Meet), For managing deliverables (WinRAR, 7-Zip, Dropbox, Google Drive, etc.) Tools to organize typefaces (FontBase or Adobe Fonts), AI-based Design Assistants (Looka, Logo AI, or Tailor Brands, Milanote, Canva Mood Board, Pinterest AI Board, Khroma, Coolers, or Adobe Color, ChatGPT, Gemini, Midjourney, DALL·E, Designs.ai, Browser-based AI Tools)</p> <p>5.10 Sample briefs (e.g., Logo + Business Card + Social Media Post for hands-on practice)</p> <p>5.11 Training manuals covering the curriculum on developing brand materials, including unit outline, step-by-step instructions, sample branding briefs, visual identity theory, exercises, exercises for evaluating AI tools, developing prompts, reviewing AI outputs, and aligning with brand identity and the activities described in the unit.</p> <p>5.12 Case studies of successful freelancers, successful branding projects, and rebranding efforts from various industries</p> <p>5.13 Sample brand style guides to analyze and reference</p> <p>5.14 Sample prompts categorized by use cases (e.g., logo ideation, tagline suggestion, mood board briefing).</p> <p>5.15 Reference Books/Materials on Logo Design, Branding, Designing Brand Identity)</p> <p>5.16 Real-world examples of brands that utilized AI in the design process.</p> <p>5.17 Sample/Simulated client briefs for practice.</p> <p>5.18 Sample Before/After AI Concepts: To compare raw AI outputs with final refined vector branding materials.</p> <p>5.19 Pre-designed templates for final brand presentations (PDF/Keynote/PowerPoint format)</p> <p>5.20 Style Guides and Color Theory Charts to understand harmony, contrast, and branding consistency</p> <p>5.21 Typography Samples: Examples of type pairings, font families, and typographic hierarchy for branding</p> <p>5.22 Design Asset Library: Icons, mockups, vector assets, UI kits for faster prototyping and design trials</p> <p>5.23 Articles on Branding Guidelines for compiling branding projects into professional portfolios</p>
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6. Methods of Assessment	<p>Methods of assessment may include, but are not limited to:</p> <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 7.1 Competency assessment must be done in an NSDA-accredited training center. 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 any BNQF qualification. 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-L4-V1: Design Raster-based Template
Unit Descriptor	This unit describes the skills, knowledge, and attitudes required to design effective raster-based templates for various media platforms. It includes preparing and planning the design based on client requirements, developing templates using industry-standard raster software, managing design elements and layers, applying color correction and effects, and finalizing the output in appropriate formats for delivery.
Nominal Hours	50 Hours
Elements of Competency	Performance Criteria Bold & underlined terms are elaborated in the range of variables
1. Develop project planning and concept	<p>1.1 <u>Client requirements, Project briefs, or client instructions</u> are collected and reviewed to clarify the template's purpose and audience.</p> <p>1.2 Brand or organizational template standards are reviewed if available.</p> <p>1.3 Concept sketches (hand-drawn or digital) are created with clear visual hierarchy, alignment, and layout planning, which represent the <u>design elements</u> of the <u>template(s)</u>.</p> <p>1.4 Existing templates and reference materials are researched for creative direction and inspiration.</p> <p>1.5 Final approval is taken from the clients or the designated person for starting the job.</p>
2. Use AI to generate ideation and concepts	<p>2.1 Relevant <u>AI-powered design and ideation tools</u> are identified and selected based on project needs and client specifications.</p> <p>2.2 AI-generated concept suggestions or mood boards are evaluated for relevance, aesthetic alignment, and compliance with brand or organizational standards.</p> <p>2.3 Prompts or inputs for AI image generators or layout suggesters are crafted to reflect client brief, visual style, and key design elements.</p> <p>2.4 Outputs from AI tools are critically assessed, refined, and integrated into the concept development process to enhance creativity and efficiency.</p> <p>2.5 Ethical and copyright considerations of using AI-generated content are acknowledged and addressed in concept development.</p>
3. Prepare for designing the template	<p>3.1 Suitable <u>raster-based design software</u> is selected based on the <u>required design features</u>.</p> <p>3.2 Design elements are collected from external source as per job requirements.</p> <p>3.3 Resolution and copyright-free or licensing issue for use of the collected elements are ensured.</p> <p>3.4 <u>Canvas settings and document presets</u> are configured for consistent layout according to the job specifications.</p>

	3.5 The initial template setup is saved using appropriate file naming conventions and version control practices following organizational and industry standards.
4. Design templates as per client requirements	<p>4.1 Drawing tools and palettes are used to create custom graphics if needed.</p> <p>4.2 External design elements are imported into the working document for relevant platforms maintaining quality and alignment with the design brief.</p> <p>4.3 <u>Layer management</u> is performed and adjustment layers and Smart Objects are created as per job requirements.</p> <p>4.4 Typography is applied using <u>font attributes</u> as per the requirement.</p> <p>4.5 Color correction is performed applying different <u>color correction methods</u> as per job requirement using an adjustment layer.</p> <p>4.6 Camera raw filter is used as per the job requirement.</p> <p>4.7 Image quality is upscaled and preserved</p>
5. Apply effects and techniques for a realistic view	<p>5.1 Appropriate <u>effect options</u> are identified.</p> <p>5.2 Effects are compared and adjusted to apply as per the requirements.</p> <p>5.3 <u>Layer blending options</u> are applied as per requirements.</p> <p>5.4 Shadows are created using the <u>required technique and layer style</u> as per requirements.</p> <p>5.5 The template is saved in the specified <u>file format</u>.</p>
6. Delivery templates	<p>6.1 Initial designs are presented to the client or team, and feedback is implemented while maintaining design integrity.</p> <p>6.2 Final versions of the design are prepared for approval.</p> <p>6.3 The templates are exported in the required formats for editable/ for direct use.</p> <p>6.4 The template is optimized for both web and print as per the requirement</p> <p>6.5 Provide instructions or guidelines for use if templates are editable by others.</p> <p>6.6 A file package is created to transfer to the recipient.</p>
7. Archive and Document project works	<p>7.1 Project files and assets are organized in a logical structure.</p> <p>7.2 Proper naming conventions and folder hierarchy are ensured for the future.</p> <p>7.3 Backup versions are saved of all source files.</p>
Range of Variables	
Variable	Range (May include but not limited to)
1. Client requirements/ Project brief/client instructions	<p>1.1 Contact details</p> <p>1.2 Project Objectives</p> <p>1.3 Product/service information</p>

	<ul style="list-style-type: none"> 1.4 Use of the template <ul style="list-style-type: none"> 1.4.1 Social media 1.4.2 Print 1.4.3 E-mail 1.4.4 Web 1.5 Logo 1.6 Icon 1.7 Brand guidelines 1.8 Layout expectations 1.9 Content elements 1.10 Themes and messaging. 1.11 Target audience characteristics <ul style="list-style-type: none"> 1.11.1 Age 1.11.2 Gender 1.11.3 Income level 1.11.4 Social background 1.11.5 Preferences 1.11.6 Cultural Considerations 1.12 Target market 1.13 Client inspiration 1.14 Budget 1.15 Timeline 1.16 Other design expectations
2. Design elements	<ul style="list-style-type: none"> 2.1. Headers 2.2. Images 2.3. Text blocks 2.4. Texture 2.5. Icon 2.6. Symbols 2.7. Colors 2.8. Typography 2.9. Typefaces 2.10. Cultural elements
3. Raster-based Templates	<ul style="list-style-type: none"> 3.1. Social Media Post <ul style="list-style-type: none"> 3.1.1. Instagram post/story 3.1.2. Facebook banner 3.1.3. Flyer 3.1.4. E-mail header 3.2. Cover/ Banner 3.3. Web banner 3.4. Thumbnail 3.5. Carousel Post
4. AI-powered design and ideation tools	<ul style="list-style-type: none"> 4.1 Adobe Firefly, 4.2 Midjourney, 4.3 Canva AI, DALL·E 4.4 Open AI (ChatGPT, Gemini)

5. Raster-based design software	5.1 Adobe Photoshop 5.2 GIMP 5.3 Corel PHOTO-PAINT
6. Required design features	6.1 Layers 6.2 Filters 6.3 Brushes
7. Canvas settings and document presets	7.1 Canvas size based on final output 7.2 Resolution 7.3 Color Mode 7.4 Bit depth 7.5 Background contents 7.6 Pixel aspect ratio 7.7 Color profile 7.8 Margins 7.9 Grid lines 7.10 Safe zones
8. Layer management	8.1 Rename 8.2 Group with name 8.3 Folder 8.4 Layer color 8.5 Layer link 8.6 Layer lock 8.7 Layer visible/ invisible
9. Font attributes	9.1 Font face 9.2 Font style 9.3 Font size 9.4 Alignment 9.5 Case 9.6 Indent 9.7 Leading 9.8 Tracking 9.9 Baseline shift 9.10 Expand 9.11 Condensed 9.12 Tab setting
10. Color correction methods	10.1 Brightness and contrast 10.2 Hue and saturation 10.3 Level 10.4 Curve 10.5 Selective colour 10.6 Variations 10.7 Black and White/Desaturate

	10.8 Photo filter 10.9 Colour lookup
11. Effect options	11.1 Filter 11.2 Blending options 11.3 Plugins
12. Layer blending options	12.1 Lighten 12.2 Screen 12.3 Darken 12.4 Multiply 12.5 Soft Light/Hard Light 12.6 Overlay 12.7 Color Dodge 12.8 Color Burn, Hue, Color, and Luminosity
13. Required technique and layer style	13.1 Layer Style 13.1.1 Drop shadow 13.1.2 Inner Shadow 13.1.3 Outer Shadow 13.1.4 Glow 13.1.5 Bevel, emboss, and engrave 13.2 Technique 13.2.1 Wrap 13.2.2 Skew 13.2.3 Distort 13.2.4 Perspective 13.2.5 Puppet Wrap 13.2.6 3D shadow 13.2.7 Brush tool
14. File format	14.1 .ai 14.2 .psd 14.3 .xcf 14.4 .jpeg 14.5 .png 14.6 .tiff 14.7 .gif
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent, recent, and meet all requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidence that the candidate: <ul style="list-style-type: none"> 1.1 Identified and documented specifications, visual goals, and intended media/platforms. 1.2 Translated client briefs into visual layout plans and design strategies.

	<ul style="list-style-type: none"> 1.3 Demonstrated intermediate-level skills in at least one raster graphics application (e.g., Adobe Photoshop, GIMP, Corel PHOTO-PAINT). 1.4 Applied key tools such as selection, masking, brushes, clone/healing, adjustment layers, and blending modes effectively. 1.5 Organized and managed layers, groups, and naming conventions for design efficiency and scalability. 1.6 Set up appropriate canvas sizes, resolutions, and color profiles according to output needs. 1.7 Created original layouts incorporating composition principles (e.g., balance, contrast, hierarchy). 1.8 Integrate visual elements such as images, text, icons, and graphics appropriately. 1.9 Used non-destructive editing techniques to enhance image quality. 1.10 Applied filters, gradients, adjustments, and effects aligned with the design theme and output requirements. 1.11 Exported the template in correct file formats (e.g., PSD, PNG, JPG, TIFF) based on usage. 1.12 Optimized files for web, print, or screen media while preserving quality. 1.13 Shown consistency in branding, typography, alignment, spacing, and color harmony. 1.14 Considered user interaction and accessibility for templates used in digital interfaces. 1.15 Used licensed or original assets in compliance with intellectual property laws. 1.16 Maintained version control and include documentation or metadata where necessary. 1.17 Provided a brief rationale for design decisions during presentation or review. 1.18 Accepted and incorporated client or peer feedback into revisions effectively..
<p>2. Underpinning knowledge</p>	<ul style="list-style-type: none"> 2.1 Principles of design: alignment, balance, contrast, proximity, repetition, hierarchy, and white space. 2.2 Visual hierarchy and layout techniques for clear communication. 2.3 Understanding of composition, framing, and symmetry/asymmetry. 2.4 Understanding the role of Artificial Intelligence in modern graphic design workflows 2.5 Key benefits: speed, inspiration, automation, and data-driven creativity

	<p>2.6 Awareness of popular AI-powered tools for ideation, such as: DALL·E, Midjourney, Adobe Firefly (image generation), Canva Magic Design, Microsoft Designer (layout and concept generation), • Runway ML, Leonardo.ai, etc.</p> <p>2.7 Principles of prompt engineering tailored for graphic design: Use of style descriptors (e.g., "minimalist," "vintage"), Inclusion of design elements (e.g., color palette, typography style), Framing prompts to match client briefs</p> <p>2.8 Ability to analyze and assess AI-generated outputs for: Visual harmony and consistency, Alignment with brand identity and tone, Composition, contrast, and balance in mood boards or concepts</p> <p>2.9 Methods for human-AI collaboration: Refining or combining AI outputs, Adding manual tweaks in raster software (e.g., Photoshop, GIMP), Iterative design thinking process incorporating AI suggestions</p> <p>2.10 Key issues in ethical AI use: Copyright and intellectual property rights of AI-generated content (Bias and originality concerns, Proper attribution (when required), Client transparency on use of AI in creative process)</p> <p>2.11 Knowledge of how to export and integrate AI-generated assets into raster-based design projects</p> <p>2.12 File compatibility, resolution, layers, and editing flexibility</p> <p>2.13 Knowledge of branding elements such as logo use, color palette, typography, and brand voice.</p> <p>2.14 Features and functions of industry-standard raster software: (Adobe Photoshop, GIMP, Corel PHOTO-PAINT)</p> <p>2.15 Use of layers, adjustment layers, Smart Objects, and layer masks.</p> <p>2.16 Understanding of canvas settings (size, resolution, color mode, bit depth, etc.).</p> <p>2.17 Planning and designing templates for different platforms (e.g., social media, web, print, email).</p> <p>2.18 Use of consistent layout presets and grids.</p> <p>2.19 Application of design elements: headers, images, text blocks, icons, symbols, etc.</p> <p>2.20 File naming conventions and version control for collaborative work.</p> <p>2.21 Understanding of font attributes: (Font face, size, style, case, alignment, indent, leading, tracking, baseline shift, expansion, etc.)</p> <p>2.22 Best practices in typographic hierarchy and readability.</p> <p>2.23 Use of typography to maintain brand consistency.</p> <p>2.24 Basics of color theory (RGB vs CMYK, complementary colors, etc.).</p>
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	<p>2.25 Application of color correction methods: (Brightness/Contrast, Hue/Saturation, Levels, Curves, Selective Color, etc.)</p> <p>2.26 Use of Camera Raw Filter and Color Lookup for creative effects.</p> <p>2.27 Applying effects using filters, plugins, and blending options.</p> <p>2.28 Understanding layer blending modes (Multiply Screen, Overlay, Soft Light, Color Dodge, etc.)</p> <p>2.29 Use of shadows, glows, bevels, and 3D techniques for creating realistic effects</p> <p>2.30 Impact of preserving image quality during resizing or upscaling.</p> <p>2.31 File Handling and Output</p> <p>2.32 Exporting File formats: PSD, JPEG, PNG, TIFF, GIF, XCF, AI.</p> <p>2.33 Optimizing files for web and print (resolution, compression, color profiles).</p> <p>2.34 Packaging templates for delivery, including editable versions and usage instructions.</p> <p>2.35 Interpreting client briefs and aligning with brand guidelines.</p> <p>2.36 Researching existing templates and visual inspiration.</p> <p>2.37 Organizing files using proper naming conventions and folder hierarchies.</p> <p>2.38 Archiving and backing up project files for future use.</p> <p>2.39 Understanding client needs and translating them into design concepts.</p> <p>2.40 Presenting and revising designs based on client or team feedback.</p> <p>2.41 Documenting instructions for template use by others.</p>
3. Underpinning skills	<p>3.1 Creative and Visual Thinking Skills</p> <p>3.2 Ability to develop design concepts based on briefs and client input.</p> <p>3.3 Strong sense of visual hierarchy, balance, composition, and alignment.</p> <p>3.4 Creative ideation and sketching (hand-drawn or digital).</p> <p>3.5 Competent in using raster-based design tools (e.g., Adobe Photoshop, GIMP, Corel PHOTO-PAINT).</p> <p>3.6 Skilled in using advanced features such as layers, masks, filters, brushes, Smart Objects, and Camera Raw filter.</p> <p>3.7 Ability to set up canvas and document presets based on output requirements (size, resolution, color mode, etc.).</p> <p>3.8 Ability to navigate and operate AI-powered graphic design tools (e.g., Midjourney, Adobe Firefly, Canva AI, DALL·E, Khroma).</p>

	<p>3.9 Skill in selecting appropriate AI tools based on project needs and design tasks (e.g., ideation, layout suggestion, mood board creation).</p> <p>3.10 Ability to write clear, structured, and creative prompts that reflect the client brief, brand voice, and desired visual outcome.</p> <p>3.11 Knowledge of how prompt variation influences AI output (e.g., tone, style, composition).</p> <p>3.12 Skill in interpreting client briefs into initial concepts using AI as a co-creative tool.</p> <p>3.13 Ability to visualize design themes or directions based on AI-generated suggestions.</p> <p>3.14 Skill in assessing AI-generated content for relevance, originality, visual quality, and alignment with client objectives.</p> <p>3.15 Ability to differentiate between useful AI outputs and those needing significant revision or rejection.</p> <p>3.16 Ability to refine AI-generated images or ideas using raster tools (e.g., Photoshop, GIMP).</p> <p>3.17 Competence in combining AI outputs with human creativity for polished, brand-aligned designs.</p> <p>3.18 Understanding of intellectual property and copyright implications of using AI-generated visuals.</p> <p>3.19 Skill in verifying image originality and ensuring ethical use in concept development.</p> <p>3.20 Ability to document the ideation process and explain how AI contributed to concept development.</p> <p>3.21 Skill in preparing and presenting AI-enhanced mood boards or concept boards to stakeholders.</p> <p>3.22 Proficient in performing color corrections using adjustment layers.</p> <p>3.23 Skilled in upscaling and preserving image quality.</p> <p>3.24 Capable of applying Camera Raw filters and other image refinement tools.</p> <p>3.25 Ability to apply and manage font attributes such as size, leading, tracking, kerning, alignment, and font style.</p> <p>3.26 Understands how typography supports readability and brand identity.</p> <p>3.27 Skilled in importing, organizing, and editing various design elements (icons, images, symbols, etc.).</p> <p>3.28 Effectively use grouping, naming, linking, locking, and organizing layers.</p> <p>3.29 Ability to apply and compare effects (filters, layer styles, plugins) for realistic finishes.</p>
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	<p>3.30 Proficient in using layer blending modes and shadow creation techniques.</p> <p>3.31 Able to apply transformations such as skew, warp, distort, and 3D effects.</p> <p>3.32 Understands requirements for different media platforms (social media, email, web, print).</p> <p>3.33 Design templates tailored for specific outputs (e.g., Instagram posts, banners, email headers).</p> <p>3.34 File Management and Output Preparation</p> <p>3.35 Ability to export templates in multiple formats (PSD, PNG, JPEG, XCF, etc.).</p> <p>3.36 Optimizes templates for web and print delivery.</p> <p>3.37 Prepares editable versions with guidelines for others to use.</p> <p>3.38 Strong communication skills to interpret client briefs and provide updates.</p> <p>3.39 Ability to seek and incorporate feedback constructively.</p> <p>3.40 Proficient in organizing and archiving design files and assets for future access.</p>
4. Required attitudes	<p>4.1 Commitment to occupational health and safety in the workplace and personal life.</p> <p>4.2 Maintain cleanliness and a safe work environment.</p> <p>4.3 Follow IT ethics and prevent internet and social media addiction.</p> <p>4.4 Shows responsibility, reliability, and punctuality in communication and task delivery.</p> <p>4.5 Maintains a consistent and respectful tone in all interactions with clients.</p> <p>4.6 Adheres to ethical standards and respects client confidentiality.</p> <p>4.7 Takes ownership of personal and professional development.</p> <p>4.8 Proactively seeks opportunities and continuously improves skills and service quality.</p> <p>4.9 Demonstrates a willingness to learn from feedback and adapt to new freelancing trends.</p> <p>4.10 Shows empathy and understanding of client needs and expectations.</p> <p>4.11 Strives to exceed client satisfaction through quality work and service.</p> <p>4.12 Fosters long-term relationships with clients based on trust and value delivery.</p> <p>4.13 Ensures accuracy in profile creation, proposals, and work submissions.</p> <p>4.14 Reviews deliverables to maintain a high standard of quality.</p> <p>4.15 Provides transparent and truthful information in profiles, proposals, and work.</p>

	<p>4.16 Respects intellectual property rights and avoids plagiarism or misrepresentation.</p> <p>4.17 Responds effectively to changing project requirements, deadlines, or tools.</p> <p>4.18 Manages uncertainty and stays composed in high-pressure or evolving situations.</p> <p>4.19 Balances multiple tasks and projects effectively.</p> <p>4.20 Meets deadlines consistently while maintaining quality.</p> <p>4.21 Maintains clear, concise, and prompt communication with clients.</p> <p>4.22 Accepts and incorporates feedback constructively.</p> <p>4.23 Demonstrates openness to cultural diversity and varying client expectations.</p> <p>4.24 Takes responsibility for the entire design process—from concept to final output—ensuring client satisfaction and project success.</p> <p>4.25 Engages in upskilling through learning platforms and peer communities.</p>
<p>5. Resource implication</p>	<p>The following resources must be provided:</p> <p>5.1 Workplace (actual or simulated).</p> <p>5.2 Projector or interactive whiteboard for demonstrations.</p> <p>5.3 Desktop or laptop computers with sufficient specifications to run Pre-installed software.</p> <p>5.4 Drawing Tablets (Optional): Wacom, Huion, XP-Pen, for advanced design work and sketching, especially with Photoshop or GIMP.</p> <p>5.5 Printer (laser or inkjet) with various printing capabilities (single/both sides, odd/even pages).</p> <p>5.6 USB pen drives, portable hard drives, and optical disks for file transfer practice.</p> <p>5.7 Internet access for cloud-based applications like Google Docs and updates for installed software.</p> <p>5.8 Adjustable chairs and desks for ergonomic typing practice.</p> <p>5.9 Industry-standard Raster-Based design software like (Adobe Photoshop/GIMP (free alternative)/Corel PHOTO-PAINT), Web browsers (Google Chrome, Mozilla Firefox, Microsoft Edge, Opera, Safari, etc.), and the Microsoft Office Suite (Word, Excel, and PowerPoint with PDF export options). PDF reader and document editors (Adobe Acrobat or Foxit PDF Editor for PDF editing and conversion. Websites like ilovepdf.com, pdf2go.com, and pdf2doc.com), Tools like Miro, Figma (for critiques and teamwork), Slack/Discord (for communication), Communication tools (Zoom, Skype, Google Meet), For managing deliverables (WinRAR, 7-Zip, Dropbox,</p>

	<p>Google Drive, etc.), Image compression/conversion tools (e.g., TinyPNG, XnConvert), Font libraries (Google Fonts, Adobe Fonts), Tools to organize typefaces (FontBase or Adobe Fonts), AI-powered design tools (e.g., Canva AI, Adobe Firefly, Figma AI, Microsoft Designer), AI image generation platforms (e.g., Midjourney, DALL·E, Adobe Firefly, NightCafe), Prompt engineering tools or guides (e.g., PromptHero, OpenArt Prompt Books), Digital mood board platforms (e.g., Milanote, Pinterest),</p> <p>5.10 Sample briefs (e.g., Logo + Business Card + Social Media Post for hands-on practice).</p> <p>5.11 Training manuals covering the curriculum on developing raster-based templates, including unit outline, step-by-step instructions, design principles, visual identity theory, layer management, effects, filters, exercises, and the activities described in the unit.</p> <p>5.12 Case studies of successful branding projects and rebranding efforts from various industries</p> <p>5.13 Reference Books/Materials on Templates for planning, sketching, and design briefs</p> <p>5.14 Case studies of AI in graphic design</p> <p>5.15 Sample client briefs and mood boards for practice tasks</p> <p>5.16 Ethical guidelines and copyright law references (e.g., Creative Commons, Fair Use)</p> <p>5.17 Preloaded design files (.PSD, .XCF, .CPT), Stock images (royalty-free), icons, and textures, Color palette samples, Layered templates for hands-on practice</p> <p>5.18 Style Guides and Color Theory Charts to understand harmony, contrast, and branding consistency</p> <p>5.19 Typography Samples: Examples of type pairings, font families, and typographic hierarchy for branding</p> <p>5.20 Design Asset Library: Icons, mockups, vector assets, UI kits for faster prototyping and design trials</p> <p>5.21 Articles on Branding Guidelines for compiling branding projects into professional portfolios</p> <p>5.22 Whiteboard or Digital Drawing Tool For concept explanation and sketching ideas</p> <p>5.23 Feedback and Evaluation Forms for peer review and client feedback simulation.</p>
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6. Methods of assessment	<p>Methods of assessment may include, but are not limited to:</p> <p>6.1 Demonstration with oral questioning</p> <p>6.2 On-the-job observation with oral questioning</p> <p>6.3 Written test</p> <p>6.4 Portfolio</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in an NSDA-accredited training center.</p> <p>7.2 Assessment should be done by an NSDA-certified assessor.</p>
<p>Accreditation Requirements</p> <p>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 BNQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Unit Code and Title	OU-ICT-GD-03-L4-V1: Develop Graphic Designs for Packaging
Unit Descriptor	<p>This unit covers the foundational skills, knowledge, and hands-on experience required to Develop Graphic Designs for Packaging using industry-standard tools. It includes. The unit aligns with brand identity, product requirements, sustainability, and regulatory standards. It applies to graphic designers working in packaging design across diverse industries such as food & beverage, cosmetics, consumer goods, and e-commerce.</p> <p>This unit applies to designers who develop packaging solutions from concept to production. Work is typically undertaken independently, while also collaborating with clients, marketing teams, production specialists, and suppliers. Designers are expected to manage creative, technical, and production requirements, ensuring compliance with industry and legal standards.</p>
Nominal Hours	45 hours
Elements of Competency	Performance Criteria <u>Bold & underlined</u> terms are elaborated in the range of variables
1. Conduct Briefing and Research	<p>1.1 <u>Client requirements</u> are clarified and confirmed through a documented agreement, including packaging objectives and scope.</p> <p>1.2 <u>Specific information</u> is gathered and documented with accuracy and completeness.</p> <p>1.3 Market trends and competitor packaging designs are analyzed and summarized, with at least three competitor references.</p> <p>1.4 Technical and production constraints are identified and recorded with all known limitations listed and validated by supplier feedback.</p> <p>1.5 Research findings and insights are documented in a structured format to guide concept development.</p>
2. Develop Packaging Concepts	<p>2.1 Multiple creative concepts are generated using <u>industry-standard software</u>.</p> <p>2.2 Concepts are developed to align with brand identity, positioning, and packaging objectives as per brand guidelines provided by the client.</p> <p>2.3 Sustainability and regulatory requirements are incorporated with including eco-friendly options and addressing regulations.</p> <p>2.4 Client and stakeholder feedback is documented to support idea refinement.</p> <p>2.5 Initial sketches or digital mockups are produced in appropriate formats for review.</p>
3. Improve Design Solutions	<p>3.1 Selected concept ideas are polished with at least one final design option showing improvement over initial drafts.</p> <p>3.2 Detailed designs are produced with layered, editable source files in <u>industry-standard formats</u>.</p> <p>3.3 Designs are checked with zero technical errors for correct dyelines, bleeds, and color settings</p>

	<p>3.4 Feedback from clients and stakeholders is incorporated into the final design iteration.</p> <p>3.5 <u>Mandatory labeling</u> and product information are verified with no errors.</p>
4. Create and Test Prototypes	<p>4.1 Packaging prototypes are produced within acceptable tolerances (± 2 mm physical or equivalent digital).</p> <p>4.2 Durability, usability, and visual appeal are tested with different <u>testing scenarios</u>.</p> <p>4.3 Packaging protection, usability, and shelf presence are evaluated against expectations.</p> <p>4.4 Functional or production issues are identified and resolved before final approval.</p> <p>4.5 Feedback from the <u>user and stakeholder</u> is collected and documented.</p> <p>4.6 Repetitive testing cycles are conducted until requirements are met.</p>
5. Finalize and Present Design	<p>5.1 Final design files are prepared to meet technical and client specifications in <u>production-ready file formats</u>.</p> <p>5.2 Design proposals are presented clearly and professionally to clients and stakeholders.</p> <p>5.3 Final amendments are applied accurately based on agreed feedback.</p> <p>5.4 Handoff documentation for production is prepared, including dyelines, print specifications, and material requirements.</p> <p>5.5 Formal sign-off from clients and stakeholders is obtained and documented (email or signed form).</p>
6. Manage Production and Delivery	<p>6.1 Production specifications, schedules, and quality expectations are confirmed in writing before printing begins.</p> <p>6.2 Production samples are verified with alignment to the approved design within acceptable tolerance levels.</p> <p>6.3 Quality assurance processes are monitored with a QA checklist completed per production batch.</p> <p>6.4 Finished packaging is delivered within the agreed timeline ± 1 business day.</p> <p>6.5 Production outcomes and client feedback are documented in a post-project report, including improvement recommendations.</p> <p>6.6 Project success is evaluated, with achieved positive stakeholder feedback.</p> <p>6.7 Personal reflection is documented, with identified improvement areas.</p>
Range of Variables	
Variable	Range (May include but not limited to:)
1. Client requirements	<p>1.1 Packaging design objectives</p> <p>1.1.1 Primary</p> <p>1.1.2 Secondary</p>

	<ul style="list-style-type: none"> 1.1.3 Tertiary 1.2 Contexts <ul style="list-style-type: none"> 1.2.1 Retail 1.2.2 e-Commerce 1.2.3 Food & beverage 1.2.4 Cosmetics 1.2.5 Electronics 1.3 Materials <ul style="list-style-type: none"> 1.3.1 Paperboard 1.3.2 Plastics 1.3.3 Glass 1.3.4 Metal 1.3.5 Sustainable alternatives
2. Specific information	<ul style="list-style-type: none"> 2.1 Product 2.2 Brand 2.3 Target Market 2.4 Regulatory <ul style="list-style-type: none"> 2.4.1 Labelling laws 2.4.2 Safety 2.4.3 Recycling 2.4.4 Sustainability standards <ul style="list-style-type: none"> 2.4.4.1 Recyclable 2.4.4.2 Biodegradable 2.4.4.3 Minimal ink 2.4.4.4 Reduced waste
3. Industry-standard software	<ul style="list-style-type: none"> 3.1 Adobe Illustrator 3.2 Adobe Photoshop 3.3 Adobe InDesign 3.4 3D packaging software
4. Industry-standard formats	<ul style="list-style-type: none"> 4.1 AI 4.2 PSD 4.3 INDD
5. Mandatory labeling	<ul style="list-style-type: none"> 5.1 Barcode 5.2 Nutrition 5.3 Safety 5.4 Recycling codes
6. Testing scenarios	<ul style="list-style-type: none"> 6.1 Handling 6.2 Storage 6.3 Display 6.4 Prototype shelf testing
7. User and stakeholder	<ul style="list-style-type: none"> 7.1 Clients 7.2 Marketing 7.3 Legal 7.4 Production 7.5 Consumers
8. Production-ready file formats	<ul style="list-style-type: none"> 8.1 Print-ready PDF 8.2 EPS 8.3 AI 8.4 PNG 8.5 JPG

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 evidence that the candidate:</p> <ol style="list-style-type: none">1.1 Apply design principles such as visual hierarchy, color theory, typography, and layout composition to produce effective packaging concepts.1.2 Interpret and translate client requirements, brand identity, and packaging objectives into creative and compliant design solutions.1.3 Conduct research to gather and analyze market trends, competitor designs, and target market needs to inform design concepts.1.4 Incorporate sustainability practices and regulatory requirements into packaging designs, including labeling, safety, and recycling standards.1.5 Generate, refine, and produce packaging concepts using industry-standard design software and tools, adhering to technical specifications.1.6 Produce prototypes that meet design, functional, and technical requirements, and test them for durability, usability, and shelf appeal.1.7 Verify that designs comply with dielines, bleed settings, color accuracy, and mandatory labeling requirements.1.8 Present design concepts and proposals professionally to clients and stakeholders, incorporating feedback into final designs.1.9 Prepare production-ready files with complete documentation for manufacturing and obtain formal approval/sign-off.1.10 Manage production processes, schedules, and quality assurance to ensure packaging is delivered on time and meets client expectations.1.11 Evaluate project outcomes and document lessons learned for continuous improvement in packaging design projects.1.12 Demonstrate ethical and sustainable design decision-making to minimize environmental impact and support brand values.
2. Underpinning Knowledge	<ol style="list-style-type: none">2.1 Principles of visual design: balance, contrast, hierarchy, proportion, and unity.2.2 Color theory and psychology, including cultural implications of color in packaging.2.3 Typography fundamentals and legibility in packaging design.2.4 Layout and composition strategies specific to packaging surfaces and dyelines.2.5 Types of packaging: primary, secondary, tertiary.2.6 Functions of packaging: protection, branding, information, convenience, and sustainability.2.7 Trends in packaging design and market expectations.2.8 Brand identity and visual identity systems, and their packaging application.2.9 Concept development processes for packaging.

	<p>2.10 Common packaging materials: paperboard, plastics, glass, metal, and sustainable alternatives.</p> <p>2.11 Material properties and how they affect design choices.</p> <p>2.12 Printing processes: offset, digital, flexography, gravure.</p> <p>2.13 Finishing processes: embossing, varnishing, foiling, and laminating.</p> <p>2.14 Limitations and constraints of different production methods.</p> <p>2.15 Proficiency in Adobe Illustrator, Photoshop, and InDesign for packaging design.</p> <p>2.16 Use of dyeline templates and mockup tools.</p> <p>2.17 3D packaging software for visualization and prototyping.</p> <p>2.18 File management and version control.</p> <p>2.19 Reading and interpreting dielines, bleed requirements, and fold patterns.</p> <p>2.20 Print resolution and color settings for packaging.</p> <p>2.21 Knowledge of industry-standard file formats: AI, PSD, INDD, PDF, EPS.</p> <p>2.22 Labeling requirements: barcode, nutrition facts, safety information, recycling codes.</p> <p>2.23 Regulatory requirements for packaging in different industries (food & beverage, cosmetics, electronics, etc.).</p> <p>2.24 Sustainability regulations: recyclable, biodegradable, minimal ink, reduced waste.</p> <p>2.25 Techniques for gathering and documenting client requirements.</p> <p>2.26 Methods for market and competitor analysis.</p> <p>2.27 Understanding of target market demographics and psychographics.</p> <p>2.28 Methods for incorporating user and stakeholder feedback.</p> <p>2.29 Principles of prototyping and mockup creation.</p> <p>2.30 Testing methods for durability, usability, and shelf presence.</p> <p>2.31 Quality assurance processes and checklists.</p> <p>2.32 Understanding of tolerance levels in packaging production.</p> <p>2.33 Effective communication with clients, marketing teams, production teams, and suppliers.</p> <p>2.34 Presenting design concepts professionally and persuasively.</p> <p>2.35 Project management principles for packaging design projects.</p> <p>2.36 Documentation of design processes and project outcomes.</p> <p>2.37 Knowledge of sustainable packaging practices.</p> <p>2.38 Environmental impact of materials and processes.</p> <p>2.39 Ethical considerations in packaging design.</p> <p>2.40 Circular economy principles related to packaging..</p>
<p>3. Underpinning Skills</p>	<p>The candidates should have the ability to -</p> <p>3.1 collect, review, and interpret client requirements, market trends, and competitor packaging designs.</p> <p>3.2 analyze technical constraints, production limitations, and regulatory requirements.</p> <p>3.3 synthesize research findings into actionable insights for design development.</p> <p>3.4 apply principles of visual design to create packaging concepts.</p>

	<ul style="list-style-type: none"> 3.5 generate multiple creative ideas that reflect brand identity and packaging objectives. 3.6 produce initial sketches, digital mockups, and polished design options. 3.7 incorporate sustainability and regulatory requirements into packaging design. 3.8 work with industry-standard software (Adobe Illustrator, Photoshop, InDesign, and 3D packaging software). 3.9 interpret dyelines, bleed requirements, and folding patterns. 3.10 prepare production-ready files in correct formats (AI, PSD, INDD, PDF, EPS). 3.11 apply correct color settings and resolution for print. 3.12 produce physical and/or digital prototypes. 3.13 conduct durability, usability, and shelf presence testing. 3.14 document feedback and refine designs through iterative testing. 3.15 present design proposals professionally to clients and stakeholders. 3.16 explain design rationale and creative decisions clearly. 3.17 incorporate stakeholder feedback into revised designs. 3.18 document design processes, project reports, and handoff specifications. 3.19 manage project schedules, production timelines, and quality control. 3.20 confirm production specifications and obtain stakeholder sign-offs. 3.21 monitor quality assurance processes and resolve production issues. 3.22 evaluate project outcomes and document lessons learned and apply sustainable packaging materials and processes. 3.23 make ethical design decisions in line with environmental regulations and brand values.
<p>4. Required Attitudes</p>	<ul style="list-style-type: none"> 4.1 Prioritizes user needs, accessibility, and intuitive interaction in all design decisions. 4.2 Shows empathy towards end users by focusing on usability and inclusivity. 4.3 Demonstrates precision in layout, spacing, and consistency across design elements. 4.4 Stays updated with current design trends and emerging technologies. 4.5 Willing to learn and adopt new tools, plugins, or methods for improved workflow. 4.6 Applies aesthetic judgment and innovative ideas in crafting engaging and functional interfaces. 4.7 Balances creativity with usability and design standards. 4.8 Actively collaborates with designers, developers, and stakeholders. 4.9 Open to feedback and contributions from others in the iterative design process. 4.10 Maintains structured file naming, component grouping, and design systems for clarity and handoff.

	<p>4.11 Manages time and workflow efficiently across multiple views and device formats.</p> <p>4.12 Presents and justifies design decisions to stakeholders.</p> <p>4.13 Communicates effectively using visual prototypes and documentation.</p> <p>4.14 Identifies design or usability issues and explores effective solutions.</p> <p>4.15 Responds constructively to challenges or client feedback.</p> <p>4.16 Strives for high standards in both visual output and technical deliverables.</p> <p>4.17 Ensures alignment with branding, guidelines, and development requirements.</p> <p>4.18 Considers ethical implications such as data privacy, bias, and accessibility.</p>
5. Resource Implications	<p>The following resources must be provided:</p> <p>5.1. Workplace (actual or simulated).</p> <p>5.2. Projector or interactive whiteboard for demonstrations.</p> <p>5.3. Desktop or laptop computers with sufficient specifications to run Pre-installed software.</p> <p>5.4. Drawing Tablets (Optional): Wacom, Huion, XP-Pen, for advanced design work and sketching, especially with Photoshop or GIMP.</p> <p>5.5. Printer (laser or inkjet) with various printing capabilities (single/both sides, odd/even pages).</p> <p>5.6. USB pen drives, portable hard drives, and optical disks for file transfer practice.</p> <p>5.7. Internet access for cloud-based applications like Google Docs and updates for installed software.</p> <p>5.8. Adjustable chairs and desks for ergonomic typing practice.</p> <p>5.9. Industry-standard design software, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, 3D packaging design software (e.g., Esko ArtiosCAD, Packly, etc.).</p> <p>5.10. Sample dielines for different packaging types (primary, secondary, tertiary).</p> <p>5.11. Case studies of packaging design projects across industries.</p> <p>5.12. Access to packaging design trend reports and competitor analysis resources.</p> <p>5.13. Regulatory and sustainability guideline documents relevant to packaging.</p> <p>5.14. Sample portfolios of packaging design work for inspiration.</p> <p>5.15. Examples of different packaging materials: paperboard, plastics, glass, metal, and sustainable alternatives.</p> <p>5.16. Printing and finishing samples (offset print, digital print, embossing, varnishing, foiling).</p> <p>5.17. Access to dyeline templates and packaging mockup tools.</p> <p>5.18. Digital libraries of packaging material textures and finishes.</p> <p>5.19. File management and version control tools (e.g., Dropbox, Google Drive, Git for designers).</p> <p>5.20. High-speed internet access for research and software updates.</p> <p>5.21. Prototype materials (cardboard sheets, plastics, mockup boxes, etc.).</p>

	<p>5.22. Safety equipment where needed for prototype handling.</p> <p>5.23. Guidelines and tools for sustainable packaging design and eco-material sourcing.</p> <p>5.24. Sustainable packaging samples and eco-friendly material swatches.</p> <p>5.25. Training manuals covering the curriculum on key packaging concepts, tool tutorials, and design best practices, including unit outlines, step-by-step instructions, Links to packaging, and other relevant resources, as well as the activities described in the unit.</p>
6. Methods of Assessment	<p>Methods of assessment may include, but are not limited to:</p> <p>6.1. Demonstration with oral questioning</p> <p>6.2. On-the-job observation with oral questioning</p> <p>6.3. Written test</p> <p>6.4. Portfolio</p>
7. Context of Assessment	<p>7.1. Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module</p> <p>7.2. Assessment should be done by an NSDA-certified assessor</p>
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by the 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 BNQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Unit Code and Title	OU-ICT-GD-04-L4-V1: Set Layout for Graphic Design Work Using Layout Software
Unit Descriptor	This unit describes the skills, knowledge, and attitudes required to set and manage layouts for graphic design projects using industry-standard layout software. It focuses on planning layout structure, organizing visual and typographic elements, applying design principles, managing grids and guides, and preparing files for various outputs. The unit applies to graphic designers who work independently or collaboratively to produce print and digital layouts for advertising, editorial, marketing, packaging, or digital platforms.
Nominal Hours	40 hours
Elements of Competency	Performance Criteria <u>Bold & underlined</u> terms are elaborated in the range of variables
1. Plan layout structure based on project requirements	<p>1.1 Design briefs is reviewed to identify layout objectives, content types, and <u>output specifications</u>.</p> <p>1.2 Target audience, design style, brand guidelines, and client requirements are analyzed to guide layout planning.</p> <p>1.3 <u>Target media</u> is identified, and layout specifications are outlined accordingly.</p> <p>1.4 Conceptual layout sketches or wireframes are developed using current design trends and grid systems</p> <p>1.5 Appropriate <u>layout format</u> is selected for the intended purpose.</p> <p>1.6 Grid systems, margins, columns, bleed settings, typography, visual hierarchy, and white space are strategically planned and documented following design best practices.</p>
2. Develop Layout Structures	<p>2.1 <u>Layout software</u> is selected based on project requirements.</p> <p>2.2 Canvas, page size, orientation, bleed, slug, and resolution are defined according to print or digital specifications.</p> <p>2.3 Page layouts are created using master pages, grids, margins, and columns to ensure visual consistency.</p> <p>2.4 <u>Tools</u> and object styles are used to streamline workflow.</p> <p>2.5 <u>Elements</u> are organized and managed for non-destructive editing.</p> <p>2.6 Templates or reusable layout components are applied or customized as required.</p>
3. Arrange design elements for effective visual hierarchy	<p>3.1 <u>Visual elements</u> are placed logically and <u>design principles</u> are applied to enhance clarity and maximum visual impact.</p> <p>3.2 Text styles, paragraph formats, and typographic hierarchy are defined and applied consistently.</p> <p>3.3 <u>Interactive elements</u> are integrated for digital formats if required.</p> <p>3.4 Design is refined to ensure alignment with accessibility, readability, and brand standards.</p> <p>3.5 Branding and visual identity are maintained across layout variations and platforms.</p>
4. Review and Refine Layouts	<p>4.1 Layout is reviewed for accuracy, consistency, and alignment with the original brief.</p>

	<p>4.2 Layouts are reviewed collaboratively with creative teams and stakeholders to gather feedback.</p> <p>4.3 Necessary revisions are made based on feedback while preserving design integrity and consistency.</p> <p>4.4 Version control is maintained, and annotated comments or design notes are documented professionally.</p> <p>4.5 Final layouts are approved following organizational and client sign-off procedures.</p>
5. Prepare Files for Final Output	<p>5.1 Files are preflighted to check for missing links, font issues, bleed, and color profiles.</p> <p>5.2 Output settings are configured accurately for print and digital.</p> <p>5.3 Layouts are exported in appropriate file formats, sizes, and resolutions based on delivery requirements.</p> <p>5.4 Final layout files and packaged assets are saved, backed up, and shared with relevant stakeholders.</p>
Range of Variables	
Variable	Range (May include but not limited to:)
1. Output specifications	<p>1.1 Magazines, brochures, and reports</p> <p>1.2 Interactive eBooks, presentations, and digital publications</p> <p>1.3 Marketing collateral, posters, and advertisements</p> <p>1.4 UX/UI layouts for apps and web interfaces</p> <p>1.5 Packaging mockups and branding guides</p>
2. Target media	<p>2.1 Print,</p> <p>2.2 Digital,</p> <p>2.3 Interactive</p>
3. Layout format	<p>3.1 Single page,</p> <p>3.2 Spread,</p> <p>3.3 Web page,</p> <p>3.4 Poster</p>
4. Layout software	<p>4.1 Adobe InDesign,</p> <p>4.2 Affinity Publisher,</p> <p>4.3 QuarkXPress</p>
5. Tools	<p>5.1 Text flow,</p> <p>5.2 Stylesheets,</p> <p>5.3 Anchors,</p> <p>5.4 Layers</p>
6. Elements	<p>6.1 Tables,</p> <p>6.2 Infographics,</p> <p>6.3 Sidebars,</p> <p>6.4 Pull quotes</p> <p>6.5 Linked assets,</p> <p>6.6 Image containers</p> <p>6.7 Smart objects</p>
7. Visual elements	<p>7.1 Images,</p> <p>7.2 Graphics,</p> <p>7.3 Typographic components</p>
8. Design principles	<p>8.1 Alignment,</p> <p>8.2 Balance,</p>

	8.3 Proximity, 8.4 Repetition, 8.5 Contrast, 8.6 White space, 8.7 Color theory
9. Interactive elements	9.1 Hyperlinks, 9.2 Navigation, 9.3 Dynamic content
10. Output settings	10.1 for print: 10.1.1 CMYK conversion, 10.1.2 High-res PDF/X standards 10.2 For Digital 10.2.1 RGB, 10.2.2 EPUB, 10.2.3 Interactive PDF.
11. File formats	11.1 PDF, 11.2 EPUB, 11.3 PNG
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	Assessment required evidence that the candidate: <ol style="list-style-type: none"> 1.1 Accurately extract layout objectives, content requirements, output formats, and target audience details from a design brief. 1.2 Reflect an understanding of client goals, brand guidelines, and media-specific considerations in layout planning. 1.3 Strategically use grid systems, margins, alignment, and visual hierarchy in layout composition. 1.4 Demonstrate proficiency in applying typography principles, including typographic hierarchy, readability, and spacing. 1.5 Balance visual elements, white space, and contrast to achieve clear and effective communication. 1.6 Select appropriate layout software (e.g., Adobe InDesign, Affinity Publisher, CorelDRAW) based on project requirements. 1.7 Efficiently use features such as master pages, styles, layers, and templates to streamline workflow. 1.8 Manage layout elements non-destructively and apply reusable components where applicable. 1.9 Create layouts suitable for both print and digital platforms, adjusting specifications accordingly. 1.10 Set and manage layout dimensions, resolution, bleed, and color modes (CMYK/RGB) based on output needs. 1.11 Integrate interactive elements (e.g., hyperlinks, navigation) for digital platforms when required. 1.12 Ensure layout maintains consistent branding, including logos, colors, and typefaces. 1.13 Reflect brand identity and design system across multi-page or multi-platform layouts.

	<ul style="list-style-type: none"> 1.14 Participate in constructive design reviews and respond professionally to feedback. 1.15 Maintain version control and document changes through annotations or design notes. 1.16 Apply revisions that enhance design effectiveness without compromising design intent. 1.17 Preflight files to detect and resolve technical issues (missing fonts, broken links, and incorrect bleed). 1.18 Export layouts in appropriate file formats (PDF/X, JPG, PNG, EPUB, etc.) and sizes. 1.19 Package all necessary assets (fonts, images, linked files) and ensure secure backup and sharing protocols. 1.20 Layouts produced meet client and industry standards in terms of functionality, aesthetic quality, and technical specifications. 1.21 Demonstrate professional communication and documentation practices in layout work. 1.22 Demonstrate and adherence to copyright, accessibility, and usability considerations in layout design.
<p>2. Underpinning Knowledge</p>	<ul style="list-style-type: none"> 2.1 Principles of Design: Balance (symmetrical, asymmetrical, radial), Contrast, Proximity, Alignment, Repetition, White Space (negative space). 2.2 Visual Hierarchy: How to establish primary, secondary, and tertiary focal points. 2.3 Grid Systems: Types of grids (e.g., modular, column, manuscript) and their application in creating structure and consistency. 2.4 Typography Basics: Type classifications, font pairing, leading, kerning, tracking, hierarchy in typography. 2.5 Color Theory: Color models (RGB, CMYK), color relationships (complementary, analogous), psychological effects of color, brand color guidelines. 2.6 Image Principles: Resolution (DPI/PPI), image formats (JPEG, PNG, TIFF, GIF, SVG), cropping, scaling, and compression for different outputs. 2.7 Layout Formats: Understanding common layouts for various media (e.g., brochures, posters, magazines, web pages, social media graphics). 2.8 Target Audience Considerations: How layout choices impact user experience and communication for different demographics. 2.9 Core features and tools of industry-standard layout software (e.g., Adobe InDesign, QuarkXPress, Affinity Publisher). 2.10 Page setup and document settings (page size, margins, bleed, columns). 2.11 Working with text: Text frames, paragraph and character styles, text wrap, master pages, tables of contents, indexing. 2.12 Working with images: Placing, linking, embedding, scaling, cropping, and color management for images. 2.13 Working with shapes and lines: Creating vector shapes, strokes, fills.

	<ul style="list-style-type: none"> 2.14 Layers and object management: Grouping, locking, aligning, distributing objects. 2.15 Master pages/templates: Their use for consistency and efficiency. 2.16 Libraries and snippets: For reusable design elements. 2.17 Pre-press and Output Specifications: 2.18 Print production terminology: Bleed, trim, slug, crop marks, registration marks. 2.19 Color modes: CMYK for print, RGB for digital. Spot colors vs. process colors. 2.20 File formats for final output: PDF (Print, Web, Interactive), JPEG, PNG, TIFF, EPS. Understanding their specific uses and limitations. 2.21 Packaging files for handoff: Collecting fonts, linked images, and the main document file. 2.22 Basic understanding of web design principles for digital layouts (e.g., responsive design, web fonts, image optimization for web). 2.23 Interpreting design briefs and client requirements. 2.24 Version control basics for design files. 2.25 Proofreading and quality assurance processes.
<p>3. Underpinning Skills</p>	<ul style="list-style-type: none"> 3.1 Analyze design briefs to extract key layout requirements and constraints. 3.2 Critically evaluate existing layouts for effectiveness and areas for improvement. 3.3 Problem-solve layout challenges (e.g., fitting content, resolving visual conflicts). 3.4 Plan and sketch initial layout concepts before moving to software. 3.5 Apply design principles (balance, contrast, hierarchy, etc.) effectively. 3.6 Navigate and proficiently use industry-standard layout software. 3.7 Set up document parameters correctly for various outputs (e.g., print, digital). 3.8 Import and manage text and image assets efficiently. 3.9 Manipulate text properties (font, size, leading, kerning, tracking, styling) to achieve desired typographic hierarchy and readability. 3.10 Perform precise object alignment and distribution. 3.11 Create and manage master pages/templates. 3.12 Apply and manage colors using appropriate color models and swatches. 3.13 Utilize layers effectively for organization and control. 3.14 Generate and apply grid systems. 3.15 Prepare files for final output, including setting bleeds, crops, and exporting to correct formats (e.g., print-ready PDF, web-optimized images). 3.16 Package design files for handoff to clients or printers. 3.17 Develop layouts that are aesthetically pleasing and visually engaging.

	<ul style="list-style-type: none"> 3.18 Create clear and effective visual hierarchy to guide the viewer's eye through the content. 3.19 Demonstrate an understanding of typography in creating readable and impactful designs. 3.20 Utilize white space effectively to enhance readability and visual appeal. 3.21 Maintain brand consistency and style guidelines within layouts. 3.22 Proofread text meticulously for errors. 3.23 Perform self-critique of layouts for design integrity and adherence to brief. 3.24 Incorporate feedback from clients or colleagues into design revisions. 3.25 Iterate and refine designs efficiently based on review outcomes. 3.26 Communicate design ideas and rationale clearly to stakeholders. 3.27 Understand and respond to client feedback. 3.28 Collaborate effectively with other designers, photographers, illustrators, and print vendors.
4. Required Attitudes	<ul style="list-style-type: none"> 4.1 Demonstrates accuracy in reviewing design briefs, content alignment, spacing, typography, and layout structure. 4.2 Carefully checks specifications such as margins, grids, and bleed to avoid production errors. 4.3 Willingness to explore and apply current layout trends, grid systems, and visual hierarchy to enhance layout quality. 4.4 Open to experimenting with wireframes and conceptual sketches to solve layout challenges. 4.5 Shows openness to critique and client/stakeholder input without defensiveness. 4.6 Committed to improving layouts through iteration and constructive collaboration. 4.7 Focused on aligning layout design with client requirements, brand identity, and target audience needs. 4.8 Understands the importance of user-centered layout decisions for both print and digital formats. 4.9 Values consistency in visual identity, typography, and layout elements across multiple pages or platforms. 4.10 Strives for high standards in both visual design and technical preparation of final output. 4.11 Able to adjust design approaches and tools based on project needs, platforms, and format specifications. 4.12 Comfortable using various layout software and adopting updates in workflow tools. 4.13 Maintains version control, organized file management, and accurate documentation of revisions. 4.14 Ensures final outputs meet deadlines and production requirements. 4.15 Engages constructively with creative teams, clients, and production personnel.

	<p>4.16 Respects roles, timelines, and feedback cycles within collaborative design projects.</p> <p>4.17 Shows initiative in learning new layout features, tools, and techniques.</p> <p>4.18 Keeps updated with best practices in layout software, output standards, and file preparation.</p> <p>4.19 Ensures respect for copyright, brand assets, and licensing in the use of fonts, images, and templates.</p> <p>4.20 Practices transparency in design notes, asset sourcing, and client communications.</p>
<p>5. Resource Implications</p>	<p>The following resources must be provided:</p> <ol style="list-style-type: none"> 5.1. Workplace (actual or simulated). 5.2. Projector or interactive whiteboard for demonstrations. 5.3. Desktop or laptop computers with sufficient specifications to run Pre-installed software. 5.4. Drawing Tablets (Optional): Wacom, Huion, XP-Pen, for advanced design work and sketching, especially with Photoshop or GIMP. 5.5. Printer (laser or inkjet) with various printing capabilities (single/both sides, odd/even pages). 5.6. USB pen drives, portable hard drives, and optical disks for file transfer practice. 5.7. Internet access for cloud-based applications like Google Docs and updates for installed software. 5.8. Adjustable chairs and desks for ergonomic typing practice. 5.9. Industry-standard layout software for print and digital projects (Adobe InDesign, Affinity Publisher / Scribus), supporting visual assets creation and import into layout. (Adobe Photoshop & Illustrator), Wireframing and digital layout collaboration (Figma / Adobe XD / Canva), Preflight / File Packaging Tools (built-in or plugins), Web browsers (Google Chrome, Mozilla Firefox, Microsoft Edge, Opera, Safari, etc.), and the Microsoft Office Suite (Word, Excel, and PowerPoint, with PDF export options). PDF reader and document editors (Adobe Acrobat or Foxit PDF Editor for PDF editing and conversion. Websites like iLovePDF.com, pdf2go.com, and PDF2Doc.com, Communication tools (Zoom, Skype, Google Meet), for managing deliverables (WinRAR, 7-Zip, Dropbox, Google Drive, etc.) 5.10. Case scenarios covering different industries (advertising, packaging, editorial, Visual Hierarchy Posters / Slides) 5.11. Training manuals covering the curriculum on key UI concepts, tool tutorials, and design best practices, including unit outlines, step-by-step instructions, Links to Material Design, Human Interface Guidelines, Fluent UI, and other relevant resources, as well as the activities described in the unit. 5.12. Layout Templates/ Grid Systems to analyze and build upon (e.g., modular grid, baseline grid). 5.13. Typography Samples Fonts, paragraph styles, typographic scales for practice.

	<p>5.14. Brand Guideline Documents</p> <p>5.15. Online Resources & References – Adobe Help & Tutorials (InDesign, Photoshop, Illustrator), Behance, Awwwards, Pinterest, WCAG Guidelines / Accessibility References, Typography & Grid Theory Articles</p>
6. Methods of Assessment	<p>Methods of assessment may include, but are not limited to:</p> <p>6.1. Demonstration with oral questioning</p> <p>6.2. On-the-job observation with oral questioning</p> <p>6.3. Written test</p> <p>6.4. Portfolio</p>
7. Context of Assessment	<p>7.1 Competency assessment must be done in an NSDA-accredited training center.</p> <p>7.2 Assessment should be done by an NSDA-certified assessor.</p>

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 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-L4-V1: Estimate Cost for Design Work
Unit Descriptor	<p>This unit describes the skills, knowledge, and attitudes required to estimate costs effectively for design projects, including print, digital, branding, packaging, UI, and marketing-related deliverables. It encompasses identifying project scope, estimating labor and production costs, sourcing prices from vendors, selecting pricing strategies, and preparing professional quotations.</p> <p>This unit is intended for graphic designers who manage their projects or support budgeting tasks in collaborative environments.</p>
Nominal Hours	30 hours
Elements of Competency	Performance Criteria <u>Underlined Strong</u> terms are elaborated in the Range of Variables
1. Identify project requirements	<p>1.1 The design brief is reviewed to clarify the <u>Project scope</u>, deliverables, and expectations.</p> <p>1.2 Functional and aesthetic requirements for the <u>output</u> are identified.</p> <p>1.3 A list of design components and resources are drafted.</p> <p>1.4 Objectives and <u>Constraints</u> are clarified through consultation with stakeholders.</p> <p>1.5 Phases, timelines, and required resources are identified according to job requirements.</p> <p>1.6 Specification and requirements are reviewed and confirmed.</p>
2. Estimate Time and Labor Costs	<p>2.1 Design tasks are broken into <u>phases</u> with allocated time estimates.</p> <p>2.2 Time and effort are calculated based on design complexity, client input frequency/ experience, and similar past projects.</p> <p>2.3 Cost of <u>human resources</u> are calculated using standardized hourly/daily rates, roles, and subcontracting needs.</p> <p>2.4 <u>Additional roles</u> are factored in where applicable.</p> <p>2.5 Buffer time is included to manage revisions and delays.</p>
3. Assess Material, Production, and Technology Costs	<p>3.1 Requirements <u>asset cost</u> for production are incorporated into estimates. or plugins are listed and priced.</p> <p>3.2 Design and <u>production expenses</u> are estimated which are gathered from suppliers or in-house capabilities.</p> <p>3.3 <u>Print related cost</u> is estimated for print materials (if required)</p> <p>3.4 <u>Optional costs</u> are calculated for transparency.</p>
4. Apply Pricing Strategies and Profit Margins	<p>4.1 Appropriate <u>pricing models</u> are evaluated and selected based on project and client profile.</p> <p>4.2 Contingency costs and potential revisions are factored into final estimates.</p> <p>4.3 Desired profit margins are applied based on business goals and market benchmarking.</p> <p>4.4 Discounts or package pricing is calculated if applicable.</p>

5. Prepare and Present Quotation or Cost Proposal	5.1 The cost estimate is documented clearly and professionally in a quotation or proposal format. 5.2 Descriptions and justifications are provided for all major cost components with notes or breakdowns as required. 5.3 <u>Terms and conditions</u> related to the estimate are included. 5.4 The cost estimate is reviewed and revised based on client feedback and negotiation.
Range of Variables	
Variable	Range (May include but not limited to:)
1. Project scope	1.1 Print <ul style="list-style-type: none"> 1.1.1 Brochures, 1.1.2 Flyers, 1.1.3 Packaging, 1.1.4 Stationery, 1.1.5 POS materials 1.2 Digital <ul style="list-style-type: none"> 1.2.1 Social media creatives, 1.2.2 eBooks, 1.2.3 Online banners 1.3 Branding <ul style="list-style-type: none"> 1.3.1 Logo design, 1.3.2 Brand guides, 1.3.3 Visual identity systems 1.4 Packaging <ul style="list-style-type: none"> 1.4.1 Dyelines, 1.4.2 Product mockups, 1.4.3 Print-ready packages 1.5 User Interface (UI) <ul style="list-style-type: none"> 1.5.1 Wireframes, 1.5.2 Prototypes, 1.5.3 Responsive interfaces 1.6 Marketing <ul style="list-style-type: none"> 1.6.1 Campaign visuals, 1.6.2 Promotional kits, 1.6.3 E-mail templates
2. Output	2.1 Print quality, 2.2 Brand consistency 2.3 Responsive UI
3. Constraints	3.1 Timeline, 3.2 Revisions, 3.3 Licensing, 3.4 Platform specifications

4. Phases	4.1 Concept development, 4.2 Revisions, 4.3 Testing
5. Human Resources	5.1 Designers, 5.2 Developers, 5.3 Illustrators
6. Additional roles	6.1 UI tester, 6.2 Packaging engineer
7. Asset costs	7.1 Software, 7.2 Hardware 7.3 Stock assets (media/images), 7.4 Fonts, 7.5 Color proofs 7.6 Licensing/ Usage rights/ Typography licenses, 7.7 3D renders
8. Production expenses	8.1 Printing (offset, digital), 8.2 Prototyping, 8.3 Mock-ups 8.4 Packaging materials, 8.5 Hosting costs,
9. Print related cost	9.1 Printing 9.1.1 Pre-press cost 9.1.2 Press cost 9.1.3 Post-Press cost 9.1.4 9.2 Media for printing 9.2.1 Art paper 9.2.2 Offset paper 9.2.3 Art card 9.2.4 Embossed / Recycled paper 9.2.5 Pena flex 9.2.6 PVC 9.2.7 Sticker (Paper, Vinyl) 9.2.8 Fabrics 9.3 Media size 9.3.1 Paper 9.3.1.1 Letter 9.3.1.2 Demy (18 x 23) 9.3.1.3 Double Demy (23 x 36) 9.3.1.4 20x 30 9.3.2 PVC (width)

	<ul style="list-style-type: none"> 9.3.2.1 3 ft 9.3.2.2 4 ft 9.3.2.3 5 ft 9.3.2.4 6ft 9.3.2.5 8 ft 9.3.2.6 10 ft 9.3.2.7 12 ft
	<ul style="list-style-type: none"> 9.4 Number of colors <ul style="list-style-type: none"> 9.4.1 Single colour 9.4.2 Two colour 9.4.3 Three colour 9.4.4 Four colour 9.4.5 Spot colour
	<ul style="list-style-type: none"> 9.5 Pre-press media <ul style="list-style-type: none"> 9.5.1 Positive / Film Screen 9.5.2 Computer to Plate (CTP)
	<ul style="list-style-type: none"> 9.6 Printing machine/device <ul style="list-style-type: none"> 9.6.1 Mini offset 9.6.2 Demy machine 9.6.3 Double demy machine 9.6.4 Digital printing machine 9.6.5 Flexographic printing machine
	<ul style="list-style-type: none"> 9.7 Post-printing process <ul style="list-style-type: none"> 9.7.1 Lamination <ul style="list-style-type: none"> 9.7.1.1 Matt lamination 9.7.1.2 Spot lamination 9.7.1.3 Glue lamination 9.7.1.4 Foil lamination 9.7.2 Varnish 9.7.3 Creasing/ Folding 9.7.4 Cutting <ul style="list-style-type: none"> 9.7.4.1 Flash cut 9.7.4.2 Di cut 9.7.4.3 Hole/ Punch 9.7.5 Emboss 9.7.6 Perforation 9.7.7 Binding <ul style="list-style-type: none"> 9.7.7.1 Sewn Binding 9.7.7.2 Glue Binding 9.7.7.3 Lay-flat/ Pad binding 9.7.7.4 Spiral Binding 9.7.7.5 Stitched/ Book binding

10. Optional costs	10.1 Premium options or expedited services, 10.2 Delivery costs and distribution costs 10.2.1 Courier, 10.2.2 Platform deployment, 10.2.3 Cloud storage
11. Pricing models	11.1 Fixed rate, 11.2 Hourly, 11.3 Package 11.4 Value-based
12. Terms and conditions	12.1 Validity period/ timeline, 12.2 Payment structure with schedule. 12.3 Revision policy

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 evidence that the candidate:</p> <ol style="list-style-type: none"> 1.1 Interpreted client briefs and specifications to determine deliverables and design requirements. 1.2 Identified all design elements, production stages, and resources involved in various types of design work (e.g., print, digital, packaging, branding, UI). 1.3 Break down tasks and estimate the time required for concept development, revisions, final artwork, and client communication. 1.4 Allocated time based on skill level, complexity, and industry standards. 1.5 Sourced current pricing for printing, packaging, licensing, stock assets, or development (e.g., UI components). 1.6 Obtained vendor quotations and factored in any applicable taxes, delivery, or outsourcing charges. 1.7 Used hourly rate, fixed price, or value-based pricing approaches as suited to the project. 1.8 Considered overheads, profit margins, and contingencies. 1.9 Demonstrated use of spreadsheets, quoting software, or project management tools to draft cost breakdowns. 1.10 Ensured calculations are accurate, logically structured, and clearly formatted. 1.11 Produced clear, client-ready documents including scope, timelines, terms, and total cost. 1.12 Used appropriate branding, layout, and design principles to present quotations professionally. 1.13 Responded confidently to client queries or negotiations regarding cost elements.
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	<p>1.14 Justified pricing decisions using data or references to industry standards.</p> <p>1.15 Disclosed costs transparently and avoid hidden charges.</p> <p>1.16 Ensured copyright/licensing fees are appropriately factored in where applicable.</p> <p>1.17 Updated quotations in response to scope changes or client feedback.</p> <p>1.18 Maintained records of revisions and client approvals for accountability.</p>
<p>2. Underpinning Knowledge</p>	<p>2.1 Project Scope and Requirements</p> <p>2.2 Principles of project scoping and requirement analysis</p> <p>2.3 Understanding design briefs and client expectations</p> <p>2.4 Types of design deliverables (print, digital, branding, UI/UX, packaging, etc.)</p> <p>2.5 Phases of the design process (conceptualization, development, revisions, delivery)</p> <p>2.6 Time estimation techniques (e.g., historical data, task breakdown, buffer time)</p> <p>2.7 Productivity rates and how they impact project timelines</p> <p>2.8 Identification of internal and external resources required (designers, developers, printers, illustrators, etc.)</p> <p>2.9 Types of costs:</p> <p>2.9.1 Direct costs (e.g., printing, materials, stock images, fonts)</p> <p>2.9.2 Indirect costs (e.g., electricity, software subscriptions)</p> <p>2.9.3 Labor costs (based on hourly/daily/project-based rates)</p> <p>2.9.4 Fixed vs. variable costs</p> <p>2.9.5 Overhead allocation in cost estimates</p> <p>2.10 Vendor and Supplier Coordination</p> <p>2.11 Methods for sourcing accurate vendor quotes (printing houses, stock asset providers, freelancers, etc.)</p> <p>2.12 Understanding vendor pricing models (bulk discounts, tiered pricing, service fees)</p> <p>2.13 Negotiation and comparison strategies</p> <p>2.14 Pricing Strategies</p> <p>2.15 Common design pricing models:</p> <p>2.15.1 Hourly rate</p> <p>2.15.2 Flat rate</p> <p>2.15.3 Value-based pricing</p> <p>2.15.4 Retainers and packages</p> <p>2.15.5 Factors affecting pricing (market trends, competition, experience level, complexity)</p> <p>2.15.6 Legal and ethical considerations in pricing</p> <p>2.16 Components of a professional quotation:</p> <p>2.16.1 Itemized costs</p> <p>2.16.2 Scope of work</p> <p>2.16.3 Timeline</p>

	<p>2.16.4 Terms and conditions</p> <p>2.16.5 Validity period</p> <p>2.17 Tools/software used for preparing and formatting cost estimates and quotes (e.g., Excel, InDesign, online quotation tools)</p> <p>2.18 Presentation and communication of quotes to clients</p> <p>2.19 Budget Management and Tracking</p> <p>2.20 Techniques for tracking project budgets</p> <p>2.21 Dealing with cost overruns or scope changes</p> <p>2.22 Recordkeeping for billing and future reference</p> <p>2.23 Use of project management tools for budget control (e.g., Trello, ClickUp, Asana)</p> <p>2.24 Copyright and licensing costs (fonts, images, software)</p> <p>2.25 Contracts and service agreements</p> <p>2.26 Client confidentiality and trust in financial dealings</p> <p>2.27 Fair pricing practices and transparency</p>
<p>3. Underpinning Skills</p>	<p>3.1 Break down design briefs to determine resource requirements, timelines, and cost factors.</p> <p>3.2 Evaluate cost implications of design options and production methods.</p> <p>3.3 Accurately estimate labor hours and production costs.</p> <p>3.4 Perform basic arithmetic and apply percentages, mark-ups, and tax calculations.</p> <p>3.5 Understand unit costs, bulk pricing, and profit margins.</p> <p>3.6 Liaise with vendors, printers, and clients to gather accurate cost data.</p> <p>3.7 Present and explain cost estimates and quotations clearly to stakeholders.</p> <p>3.8 Negotiate favorable pricing or terms with suppliers when necessary.</p> <p>3.9 Source and compare pricing for printing, software subscriptions, stock assets, freelancers, or third-party services.</p> <p>3.10 Stay updated with current market prices and trends in design production.</p> <p>3.11 Estimate timelines realistically based on project complexity and resource availability.</p> <p>3.12 Prioritize tasks and manage scheduling to align with budget constraints.</p> <p>3.13 Use tools like Microsoft Excel, Google Sheets, or budgeting software to document, calculate, and present cost estimates.</p> <p>3.14 Create templates or models for consistent estimation practices.</p> <p>3.15 Ensure all cost components (labor, production, licensing, revisions, contingencies) are included.</p> <p>3.16 Review quotations for accuracy and professionalism.</p> <p>3.17 Choose appropriate pricing models (e.g., flat rate, hourly, value-based).</p> <p>3.18 Balance competitive pricing with profitability.</p> <p>3.19 Format and prepare clear, client-ready cost estimates and quotations.</p>

	<p>3.20 Use professional language and structure in costing documents.</p> <p>3.21 Maintain transparency in pricing.</p> <p>3.22 Ensure fair valuation of services and respect intellectual property and licensing agreements.</p>
<p>4. Required Attitudes</p>	<p>4.1 Commitment to providing precise cost estimations to avoid underquoting or overquoting.</p> <p>4.2 Thoroughness in reviewing project specifications and cost components.</p> <p>4.3 Upholds honesty and transparency in estimating and communicating costs to clients and team members.</p> <p>4.4 Respects confidentiality regarding vendor pricing, client budgets, and internal cost structures.</p> <p>4.5 Takes ownership of the accuracy and completeness of cost estimates.</p> <p>4.6 Accepts responsibility for meeting financial targets and staying within approved budgets.</p> <p>4.7 Willingness to analyze project requirements critically to anticipate hidden or variable costs.</p> <p>4.8 Applies logical reasoning when selecting pricing strategies or justifying estimates.</p> <p>4.9 Balances client budget expectations with project quality and feasibility.</p> <p>4.10 Maintains a service-oriented approach when clarifying cost components or negotiating scope.</p> <p>4.11 Open to revising estimates based on client feedback, scope changes, or vendor rate updates.</p> <p>4.12 Embraces new tools or methods for improving cost estimation accuracy.</p> <p>4.13 Willingness to work with team members, suppliers, and stakeholders to gather cost data and validate estimates.</p> <p>4.14 Values input from other departments (e.g., production, procurement, finance) to refine budgets.</p> <p>4.15 Demonstrates respect for deadlines when preparing quotations or estimates.</p> <p>4.16 Understands the importance of timely submissions for project planning and approvals.</p>
<p>5. Resource Implications</p>	<p>The following resources must be provided:</p> <p>5.1 Workplace (actual or simulated).</p> <p>5.2 Projector or interactive whiteboard for demonstrations.</p> <p>5.3 Desktop or laptop computers with sufficient specifications to run Pre-installed software.</p> <p>5.4 Printer (laser or inkjet) with various printing capabilities (single/both sides, odd/even pages).</p>

	<p>5.5 USB pen drives, portable hard drives, and optical disks for file transfer practice.</p> <p>5.6 Internet access for cloud-based applications like Google Docs and updates for installed software.</p> <p>5.7 Adjustable chairs and desks for ergonomic typing practice.</p> <p>5.8 Industry-standard design software like Adobe Creative Cloud/Affinity Suite, Web browsers (Google Chrome, Mozilla Firefox, Microsoft Edge, Opera, Safari, etc.), and the Microsoft Office Suite (Word, Excel, and PowerPoint with PDF export options). PDF reader and document editors (Adobe Acrobat or Foxit PDF Editor for PDF editing and conversion. Websites like ilovepdf.com, pdf2go.com, and pdf2doc.com), Tools like Miro, Figma (for critiques and teamwork), Slack/Discord (for communication), Communication tools (Zoom, Skype, Google Meet), For managing deliverables (WinRAR, 7-Zip, Dropbox, Google Drive, etc.), Microsoft Excel or Google Sheets – for calculations and templates, Project management tools (e.g., Trello, Asana, Notion) – to simulate job tracking, Quoting & Invoicing Software (optional, for demonstration): Canva Docs Proposals, Bonsai, AND.CO, or Zoho Invoice, Online cost research tools like: Printing vendor websites (e.g., Vistaprint, local vendors), Stock asset marketplaces (e.g., Envato, Adobe Stock)</p> <p>5.9 Training manuals covering the curriculum on Estimate Cost for Design Work, including Cost estimation principles, Standard rates for design services, Common vendor pricing for printing, packaging, digital media, etc., and the activities described in the unit.</p> <p>5.10 Sample printed materials, packaging boxes, brochures, etc.</p> <p>5.11 Rate card examples from freelancers/agencies</p> <p>5.12 List of common cost factors for:</p> <p>5.12.1 Print (paper, finishing, quantity)</p> <p>5.12.2 Digital (platforms, asset licenses)</p> <p>5.12.3 Packaging (materials, dyelines)</p> <p>5.12.4 UI design (platform-specific needs, testing)</p> <p>5.13 Quotation and estimate templates (for branding, print, digital, etc.)</p> <p>5.14 Cost estimation worksheets with Time tracking for design tasks, Vendor pricing tables (paper types, packaging materials, etc.)</p> <p>5.15 Sample project briefs for various design deliverables (print, UI, branding, etc.)</p> <p>5.16 Pricing templates and costing calculators (Excel or cloud-based)</p> <p>5.17 Case studies of real-world design projects with cost breakdowns</p> <p>5.18 Graphic design rate card examples (freelance and agency-based)</p>
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6. Methods of Assessment	<p>Methods of assessment may include, but are not limited to:</p> <p>6.1 Demonstration with oral questioning</p> <p>6.2 On-the-job observation with oral questioning</p> <p>6.3 Written test</p> <p>6.4 Portfolio</p>
7. Context of Assessment	<p>7.1 Competency assessment must be done in an NSDA-accredited training center.</p> <p>7.2 Assessment should be done by an NSDA-certified assessor.</p>

Accreditation Requirements

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Development of Competency Standard

The Competency Standards for National Skills Certificate in **Graphic Design, Level-4**, were developed by NSDA on 15-17 April 2025.

Respectable members of the workshop:

1	Saddam Hossan Founder & CEO Pixelfit Digital Agency Mobile: 01754613805 Email: saddamhossan867@gmail.com	Member
2	Md. Forqan Khan Founder of Effectocus, CEO of Next Skill IT Mobile: 0 1870-776353 Email: creative.khan852@gmail.com	Member
3	Md. Akhtaruzzaman Graphics & UX/UI Designer, Online Freelancer Rangdhanu Printing, Rajshahi Mobile: 01602009688, 01738162141 Email: meghdeen@gmail.com	Member
4	Md. Taufiq Hossain Khan Owner, Rongdhonu Printers Mobile: 01712-716354, 01717-050739 Email: flance26115@gmail.com	Member
5	Md. Abdul Hye Siddiqui, Senior Instructor (Computer), BMET, Mobile: 01819725610 Email: siddiqui.bmet@gmail.com	Member
6	Md. Younus Ali Mashud Chief Operations Officer, RISDA IT Ltd. Mobile: 01790721100 Email: yamasu1980@gmail.com	Member
7	Zayed Uddin Senior Graphics and 3D designer, Golden Infotech Mobile: 01714117701 Email: zayeduddin@gmail.com	Member
8	Md. Anisuzzaman, Instructor (Computer), Rajshahi TTC, Mobile: 01714422225 Email: mazaman84@gmail.com	Member
9	Md. Saif Uddin, Junior Assessment Consultant, NSDA, Mobile: 01723004419 Email: engrbd.saif@gmail.com	Member

Validation of Competency Standard

The Competency Standards for National Skills Certificate in Graphic Design, Level 4, were validated by NSDA on 12 May 2025.

List of Members

S/N	Name and Address	Position in the committee	Signature and Date
1.	Shafquat Haider, Chairman, ICT ISC, Mobile No. 01711532597 ciproco@bol-online.com , shafquat.haider@gmail.com ,	Chairperson	
2.	Md. Abdul Hye Siddiqui, Senior Instructor (Computer), BMET, Mobile: 01819725610 Email: siddiqui.bmet@gmail.com	Member	
3.	Mohd Ashraful Alam Assistant Manager, Brand & Product Development, aamra Networks Limited, Mobile: 01758461515 Email: ashraful.alam@aamra.com.bd	Member	
4.	Sumon Choudhury Managing Director, QLAB Mobile: 01855669797	Member	
5.	Md. Younus Ali Mashud Chief Operations Officer, RISDA IT Ltd. Mobile: 01790721100 Email: yamasu1980@gmail.com	Member	
6.	Asif Mahmud CEO and Proprietor Print King. Mobile: 01713005464 Email: pking@dhaka.net	Member	
7.	Golam Muhammad Forhad Chief Instructor (Tech Graphic Design) Graphic Arts Institute, Mobile: 01929510538 Email: gmforhad@gmail.com	Member	
8.	Md. Jahangir Alam Creative Designer, Osidoc Digital Agency Services Mobile: 01833395075 Email jahangirsomoy25@gmail.com	Member	
9.	Md. Saif Uddin Junior Assessment Consultant, National Skills Development Authority, Email: enrbd.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.nsd.gov.bd.

Minutes of the Competency Standard Validation Workshop on “Graphic Design, Level 4” Occupation.

Chairman	:
Date	: 12 May 2025
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 4 occupation was reviewed and finalized in detail. The activities related to the finalized standard through the 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		
2.	Nominal Hour	yes		
3.	Unit of Competency	yes		
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 have 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 additions, changes, and refinements have been made.
9.	Underpinning Skills		No.	Necessary additions, changes, and refinements have been made.
10.	Attitude	Yes		
11.	Resources	Yes		

12.	Assessment methods	Yes		
13.	Others			<ul style="list-style-type: none"> ▪ The nominal hours of the units of competencies have been readjusted for content consideration. ▪ Overall, the occupation has been included in Level 4 according to BNQF 1-6.

Through the above activities, the Competency Standard has been reviewed, finalized, and validated as “**Graphic Design, Level 4**”.

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