Name of the Job Role: Graphic Designer

QP Code and NSQF Level: MES/Q0601

S.No.	Orientation Component/Activity	Topic	Sub-Topics	Topic Duration (in hours)	Learning Outcomes
1	**Domain Training**	**Interpret graphic visualisation brief**	**1.Create the visual concept as per assignments** **2.Constructing an approach and planning the process**	2 Hr.	PC1. create design layout based on job brief (dimensions, operating platforms, etc.) PC2. sketch visual themes as per project requirement and relate the base idea,theme and concept PC3. identify client branding (color scheme,logo, target audience,etc.) PC4. evaluate brand value and competitors PC5. construct the visual platform as per project indicators (television, film, print, gaming etc.) PC6. prepare graphics of theme based on project relevant to his / her job role (format, number,types, duplicates etc.) PC7. combine images using layer masks and add text to designs
	Domain Training	**Manage graphic tools**	**1.Preparing tools for the designing process** **2.Managing interim work-products during production** **3. Ensuring work-products are ready**	2 Hr.	PC1. gather rawstock imageries/material (e.g.photographs, clipart, image filters) and select relevant material that can be used for designing. PC2. sort and keep the material ready for the production process. PC3. ensure software / equipment is ready for use (e.g.photoshop, scanner, etc.)

			to display as per requirements		PC4. create tools in line with pictorial representations (brush, pickers of different size and colors) PC5. save back-ups for interim work-products in the appropriate file formats PC6. ensure final work-products are prepared in appropriate file formats (e.g. psd, .ai, .cdr,etc.) and appropriate medium(e.g. dvd,cd and digital flash drives) PC7. clear logs/data and keep the software and equipment ready for future use
	Domain Training	**Visualise and generate design**	**Generate visuals and design ideas appropriate for the brief**	2 Hr.	PC1. collect relevant data to support design PC2. list the design concept to be conceptualized PC3. relate the concept with meaningful graphics PC4. illuminate the design with indicative messages accurately PC5. identify the elements of production which are relevant as per the creative brief and inputs provided PC6. present the idea,theme and concept to the peers PC7. configure exact vocal representation relevant to the data to support design
2	**Soft Skills and Entrepreneurship Tips specific to the Job Role**	**Communication & team work**		2 Hr.	Communicate what one intends to, to other team mates
		E wallet & digital		2 Hr.	Online transaction system using smart phones/ computer

		literacy/e-commerce			Awareness about faradism
3	**Familiarization to Assessment Process and Terms** *Duration: 2 hours*	**Need and importance of Assessment**		1 Hr.	Should be able to understand importance of assessment
		Process and modes of assessments		1 Hr.	Should become familiar with the process of assessment