



COMPETENCY STANDARD
FOR
GRAPHIC DESIGN FOR FREELANCER
(ICT Sector)

Level: 05

Competency Standard Code: ICTCS0006L4V1

National Skills Development Authority
Prime Minister's Office, Bangladesh

Contents

Contents	1
Introduction	4
Overview	5
Level Descriptors of NTVQF / NSQF (BNQF 1-6).....	6
List of Abbreviations	7
Approval of Competency Standard	8
Course Structure.....	9
Units & Elements at Glance	10
Generic Competencies	11
GU010L3V1: Demonstrate Work Values	12
GU011L4V1: Lead Small Team	16
Occupation Specific Competencies	19
OUGDF001L5V1: Make design and creative.....	20
OUGDF002L5V1: Design and Develop Branding Identities.....	23
OUGDF003L5V1: Create Advanced Publication Designs.....	27
Development of Competency Standard	31
Validation of Competency Standard by Standard and Curriculum Validation Committee	32

Introduction

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

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

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

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

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

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

Overview

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

The purpose of a competency standards is to:

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

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

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

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

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

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

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

Together, all the parts of a unit of competency:

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

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

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

**Competency Standards for National Skill Certificate – 5 in
Graphic Design for freelancer in ICT Sector**

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


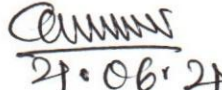

Level & Job classification	Knowledge Domain	Skills Domain	Responsibility Domain
6-Mid-Level Manager/ Sub Assistant Engineer	Comprehensive actual and theoretical knowledge within a specific work or study area with an awareness of the validity and limits of that knowledge, able to analyse, compare, relate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


List of Abbreviations

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

Approval of Competency Standard

Members of the Approval Committee:

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


21.06.21

Dulal Krishna Saha

Executive Chairman (Secretary)

National Skills Development Authority (NSDA)

Date:

**Competency Standards for National Skill Certificate –5 in
Graphic Design for freelancer in ICT Sector**

Course Structure

SL	Unit Code and Title		UoC Level	Nominal (Hours)
Generic Competencies				40
1	GU010L3V1	Demonstrate work values	3	20
2	GU011L4V1	Lead small team	4	20
Occupation Specific Competencies				280
1	OUGDF001L5V1	Make Design and Creative	5	100
2	OUGDF002L5V1	Design and develop branding identities	5	60
3	OUGDF003L5V1	Create Advanced Publication Designs	5	120
Total Nominal Learning Hours				320

Units & Elements at Glance

Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU010L3V1	Demonstrate work values	<ol style="list-style-type: none"> 1. Define the purpose of work 2. Apply work values / ethics 3. Deal with ethical problems 4. Maintain integrity of conduct in the workplace 	20
GU011L4V1	Lead small team	<ol style="list-style-type: none"> 1. Provide team leadership 2. Assign responsibilities 3. Set performance expectations for team members 4. Supervise team performance 	20
Total Hours:			40

Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUGDF001L5V1	Make design and creative	<ol style="list-style-type: none"> 1. Interpret client's requirements 2. Develop theme and confirm work order 3. Collect design elements and resources 4. Ensure clients confirmation 5. Deliver design and creatives 	100
OUGDF002L5V1	Design and develop branding identities	<ol style="list-style-type: none"> 1. Interpret client's requirement 2. Develop theme and confirm work order 3. Create branding identities 4. Ensure clients confirmation 5. Deliver brand elements 	60
OUGDF003L5V1	Create Advanced Publication Designs	<ol style="list-style-type: none"> 1. Interpret client's requirements 2. Develop theme and confirm work order 3. Perform design publication 4. Incorporate interactive features 5. Deliver finished publication 	120
Total Hours:			280

Generic Competencies

Unit code and Title	GU010L3V1: Demonstrate Work Values
Nominal Hours	20 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to demonstrate work values.</p> <p>It specifically includes – define the purpose of work; apply work values / ethics; deal with ethical problems; and maintain integrity of conduct in the workplace.</p>
Elements of Competency	<p>Performance Criteria <u>Bold & Underlined</u> terms are elaborated in the Range of Variables Training Components</p>
1. Define the purpose of work	<p>1.1 One's unique sense of purpose for working and the why's of work are identified, reflected on and clearly defined for one's development as a person and as a member of society</p> <p>1.2 Personal mission is in harmony with industry values are defined</p>
2. Apply work values / ethics	<p>2.1 <u>Work values / ethics / concepts</u> are classified and reaffirmed in accordance with the transparent industry ethical standards, policies and guidelines</p> <p>2.2 <u>Work practices</u> are undertaken in compliance with industry work ethical standards, industry policy and guidelines</p> <p>2.3 Personal behavior and relationships with co-workers are maintained as per standards, policy and guidelines</p> <p>2.4 <u>Company resources</u> are used in accordance with transparent company ethical standard, policies and guidelines</p>
3. Deal with ethical problems	<p>3.1 Industry ethical standard, organizational policy and guidelines on the prevention and reporting of unethical conduct are accessed and applied in accordance with transparent company ethical standard, policies and guidelines</p> <p>3.2 Work <u>incidents / situations</u> are reported and/or resolved in accordance with company protocol / guidelines</p> <p>3.3 Resolution and / or referral of ethical problems identified are used as learning opportunities</p>
4. Maintain integrity of conduct in the workplace	<p>4.1 Personal work practices and values are demonstrated consistently with acceptable ethical conduct and company's core values</p>

	<p>4.2 Instructions to co-workers are provided based on ethical, lawful and reasonable directives</p> <p>4.3 Company values / practices are shares with co-workers using appropriate behavior and language</p>
Range of Variables	
Variable	Range (may include but not limited to):
1. Work values / ethics / concepts	<p>1.1 Commitment / Dedication</p> <p>1.2 Sense of urgency</p> <p>1.3 Sense of purpose</p> <p>1.4 Love for work</p> <p>1.5 High motivation</p> <p>1.6 Orderliness</p> <p>1.7 Reliability</p> <p>1.8 Competence</p> <p>1.9 Dependability</p> <p>1.10 Goal-oriented</p> <p>1.11 Sense of responsibility</p> <p>1.12 Being knowledgeable</p> <p>1.13 Loyalty to work/company</p> <p>1.14 Sensitivity to others</p> <p>1.15 Compassion/Caring attitude</p> <p>1.16 Balancing between family and work</p> <p>1.17 Benjamin spirit/teamwork</p> <p>1.18 Sense of nationalism</p> <p>1.19 Gender awareness</p>
2. Work practices	<p>2.1 Quality of work</p> <p>2.2 Punctuality</p> <p>2.3 Efficiency</p> <p>2.4 Effectiveness</p> <p>2.5 Productivity</p> <p>2.6 Resourcefulness</p> <p>2.7 Innovativeness / Creativity</p> <p>2.8 Cost consciousness</p> <p>2.9 5S</p> <p>2.10 Attention to details</p>
3. Company resources	<p>3.1 Consumable materials</p> <p>3.2 Equipment / Machineries</p> <p>3.3 Human</p> <p>3.4 Time</p> <p>3.5 Financial resources</p>

4. Incidents / situations	4.1 Violent / intense dispute or argument 4.2 Gambling 4.3 Use of prohibited substances 4.4 Pilferages 4.5 Damage to person or property 4.6 Vandalism 4.7 Falsification 4.8 Bribery 4.9 Sexual Harassment 4.10 Blackmail
5. Instructions	5.1 Verbal 5.2 Written
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 defined one's unique sense of purpose for working 1.2 clarified and affirmed work values / ethics / concepts consistently in the workplace 1.3 demonstrated work practices satisfactorily and consistently in compliance with industry work ethical standards, organizational policy and guidelines 1.4 demonstrated personal behavior and relationships with co-workers and / or clients consistent with ethical standards policy and guidelines 1.5 used company resources in accordance with company ethical standard, policies and guidelines 1.6 followed company ethical standards, organizational policy and guidelines on the prevention and reporting of unethical conduct / behavior 1.7 participated in negotiation with at least one person to achieve an agreed outcome.
2. Underpinning Knowledge	<ol style="list-style-type: none"> 2.1 Occupational safety and health. 2.2 Work values and ethics. 2.3 Company performance and ethical standards. 2.4 Company policies and guidelines. 2.5 Fundamental rights at work including gender sensitivity. 2.6 Work responsibilities / job functions. 2.7 Corporate social responsibilities. 2.8 Company code of conduct / values. 2.9 Balancing work and family responsibilities.

	<p>2.10 Codes of practice and guidelines for the organization.</p> <p>2.11 Organization policy and procedures for negotiations.</p> <p>2.12 Decision making and conflict resolution strategies procedures.</p> <p>2.13 Problem solving strategies on how to deal with unexpected questions and attitudes during negotiation</p>
3. Underpinning Skills	<p>3.1 Developing interpersonal skills to strengthen rapport with other parties</p> <p>3.2 Planning for own work activities</p> <p>3.3 Communicating with others (verbal and listening)</p> <p>3.4 Self-awareness, understanding and acceptance</p> <p>3.5 Applying good manners and right conduct</p> <p>3.6 Observation skills</p> <p>3.7 Negotiation skills</p>
4. Underpinning Attitude	<p>4.1 Commitment to occupational health and safety</p> <p>4.2 Promptness in carrying out activities</p> <p>4.3 Sincere and honest to duties</p> <p>4.4 Environmental concerns</p> <p>4.5 Eagerness to learn</p> <p>4.6 Tidiness and timeliness</p> <p>4.7 Respect for rights of peers and seniors in workplace</p> <p>4.8 Communication with peers, sub-ordinates and seniors in workplace</p>
5. Resource Implications	<p>The following resources must be provided:</p> <p>5.1 Tools, equipment and physical facilities appropriate to perform activities</p> <p>5.2 Materials, consumables to perform activities</p>
6. Methods of Assessment	<p>6.1 Written Test</p> <p>6.2 Demonstration</p> <p>6.3 Oral Questioning</p> <p>6.4 Portfolio</p>
7. Context of Assessment	<p>7.1. Competency assessment will be done in NSDA accredited center or in online platform</p> <p>7.2. Assessment should be done by NSDA certified/ nominated assessor</p>

Accreditation Requirements

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

Unit Code and Title	GU011L4V1: Lead Small Team
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to lead small team. It specifically includes – provide team leadership; assign responsibilities; set performance expectations for team members; and supervised team performance.
Nominal Hours	20 Hours
Elements of Competency	Performance Criteria Bold & Underlined terms are elaborated in the Range of Variables
1. Provide team leadership	1.1 <u>Work requirements</u> are identified and presented to team members 1.2 Reasons for instructions and requirements are communicated to team members 1.3 <u>Team members' queries and concerns</u> are recognized, discussed and dealt with
2. Assign responsibilities	2.1 Duties, and responsibilities are allocated having regard to the skills, knowledge and attitudes required to properly undertake the assigned task 2.2 Duties are allocated having regard to individual preference, domestic and personal considerations, whenever possible
3. Set performance expectations for team members	3.1 Performance expectations are established based on client needs and according to assignment requirements 3.2 Performance expectations are based on individual team members' duties and area of responsibility 3.3 Performance expectations are discussed and directed to implement in the workplace
4. Supervise team performance	4.1 <u>Monitoring of performance</u> are taken place against defined performance criteria and / or assignment instructions and corrective action taken if required 4.2 Team members are provided <u>feedback</u> , positive support and advice on strategies to overcome any deficiencies 4.3 <u>Performance issues</u> which cannot be rectified or addressed within the team are referenced to appropriate personnel 4.4 Team members are kept informed of any changes in the priority allocated to assignments or tasks

	<p>which might impact on clients' / customers' needs and satisfaction</p> <p>4.5 Team operations are monitored to ensure that employer / client needs and requirements are met</p> <p>4.6 Follow-up communication is provided on all issues affecting the team</p> <p>4.7 All relevant documentation is completed</p>
Range of Variables	
Variable	Range (may include but are not limited to):
1. Work requirements	<p>1.1 Client Profile</p> <p>1.2 Assignment instructions</p>
2. Team member's queries and concerns	<p>2.1 Roster</p> <p>2.2 Shift details</p>
3. Monitoring of performance	<p>3.1 Formal process</p> <p>3.2 Informal process</p>
4. Feedback	<p>4.1 Formal process</p> <p>4.2 Informal process</p> <p>4.3 Sandwich process</p>
5. Performance issues	<p>5.1 Work output</p> <p>5.2 Work quality</p> <p>5.3 Team participation</p> <p>5.4 Compliance with workplace protocols</p> <p>5.5 Safety</p> <p>5.6 Customer service</p>
Evidence Guide	
<p>The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.</p>	
1. Critical aspects of competency	<p>1.1 Maintained or improved individuals and / or team performance given a variety of possible scenario</p> <p>1.2 Assessed and monitored team and individual performance against set criteria</p> <p>1.3 Represented concerns of a team and individual to next level of management or appropriate specialist and to negotiate on their behalf</p> <p>1.4 Allocated duties and responsibilities, having regard to individual's knowledge, skills and attitude and the needs of the tasks to be performed</p>

2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1 Company policies and procedures 2.2 Relevant legal requirements 2.3 How performance expectations are set 2.4 Methods of Monitoring Performance 2.5 Client expectations 2.6 Team members' duties and responsibilities
3. Underpinning skills	<ul style="list-style-type: none"> 3.1 Informal performance counselling skills 3.2 Planning for own work activities 3.3 Team building skills 3.4 Negotiating skills
4. Required attitudes	<ul style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communicate 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 Tools, equipment and facilities appropriate to processes or activity 5.3 Materials relevant to the proposed activity 5.4 Equipment and outfits appropriate in applying safety measures 5.5 Relevant drawings, manuals, codes, standards and reference material
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 6.4 Portfolio
7. Context of assessment	<ul style="list-style-type: none"> 7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/ nominated assessor
<p>Accreditation Requirements Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Occupation Specific Competencies

Unit Code and Title	OUGDF001L5V1: Make design and creative
Nominal Hours	100 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to make design and creative.</p> <p>It specifically includes the knowledge, skills and attitudes required to interpreting client's requirements, developing theme and confirm work order, collecting design elements and resources, ensuring clients confirmation and delivering design and creatives.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Interpret client's requirements	<p>1.1 <u>Client requirements</u> are collected</p> <p>1.2 Clients' requirements are analyzed</p> <p>1.3 Specification of creative design is interpreted as per requirement</p>
2. Develop theme and confirm work order	<p>2.1. Design layout is developed as per client's requirement</p> <p>2.2. Clients' requirements are confirmed in consultation with clients</p> <p>2.3. Work order is accepted as per job requirement</p>
3. Create design and creatives	<p>3.1 Design elements and resources are selected and collected as per requirement</p> <p>3.2 Design is drafted as per requirement</p> <p>3.3 Size and color mode determined as per requirements</p> <p>3.4 Collected resources are prepared as per requirements</p> <p>3.5 Resources are created as per requirement</p> <p>3.6 <u>Design and creatives</u> are created as per design aesthetic</p> <p>3.7 Finished design and creatives are checked and corrected as required</p>
4. Ensure clients confirmation	<p>4.1 Preview file is sent for client's feedback according to standard procedure</p> <p>4.2 Draft design is sent as required</p> <p>4.3 Client's feedback is evaluated and taken care of</p> <p>4.4 Clients' approval is confirmed as per standard procedure</p>

5. Deliver design and creatives	6.1 Final design and creatives are delivered to clients as per <u>standard procedure</u> 6.2 Invoice is sent to client when and where necessary 6.3 Client's review is requested as per standard procedure
Range of Variables	
Variables	Range (may include but not limited to):
1. Client requirements	1.1 Design 1.2 Aesthetic need 1.3 Size 1.4 Format 1.5 Color mode 1.6 Time frame 1.7 Budget
2. Design and creatives	2.1 Flyer 2.2 Brochure 2.3 Product label 2.4 Pattern design 2.5 T-shirt design 2.6 Design infographic 2.7 Digital illustration
3. Standard procedure	3.1 Naming convention 3.2 File format
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	1.1 Interpreted client's requirements 1.2 Developed theme and confirmed work order 1.3 Collected design elements and resources 1.4 Created design and creatives 1.5 Ensured clients confirmation 1.6 Delivered design and creatives
2. Underpinning knowledge	2.1 Color theory 2.2 Color mode 2.3 Design composition 2.4 Font selection 2.5 Font pairing 2.6 Describe event material 2.7 Different types of event material 2.8 Standard format 2.9 Clients' approval procedure

	2.10 Document Delivery procedure
3. Underpinning Skills	3.1 Operating personnel computer 3.2 Planning for own work activities 3.3 Developing theme and design layout 3.4 Collecting design and elements 3.5 Creating design and creatives 3.6 Sending mockup presentation 3.7 Evaluating client's feedback 3.8 Delivered final design and creatives
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implication	5.1 Well-equipped computer lab with audio visual accessories 5.2 Uninterrupted internet facilities 5.3 Relevant tools, Equipment, software and facilities needed to perform the activities 5.4 Uninterrupted powers supply source 5.5 Required learning materials
6. Methods of Assessment	Methods of assessment may include but not limited to: 6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/ nominated assessor
Accreditation Requirements Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.	

Unit Code and Title	OUGDF002L5V1: Design and Develop Branding Identities
Nominal Hours	60 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to Design and develop branding identities.</p> <p>It specifically includes interpreting client's requirement, developing theme and confirm work order, creating branding identities, ensuring clients confirmation and delivering brand elements.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Interpret client's requirement	1.1 <u>Client requirements</u> are collected 1.2 Clients' requirements are analyzed 1.3 Clients' requirements are confirmed in consultation with clients 1.4 Branding guide is collected and interpreted
2. Develop theme and confirm work order	2.1. <u>Organizational information</u> is accessed and analyzed 2.2. Design layout is developed as per client's requirement 2.3. Clients' requirements are confirmed in consultation with clients 2.4. Work order is accepted as per job requirement
3. Create branding identities	4.1 Design elements and resources are selected and collected as per branding requirement 4.2 Design is drafted as per requirement 4.3 Size and color mode determined as per requirements 4.4 Collected resources are prepared as per requirements 4.5 Resources are created as per requirement 4.6 <u>Branding identities</u> are created as per design aesthetic and branding guidelines 4.7 Finished branding elements are checked and corrected as required
4. Ensure clients confirmation	5.1 Preview file is sent for client's feedback according to standard procedure

	<p>5.2 Mock up presentation is sent as required</p> <p>5.3 Client's feedback is evaluated and taken care of</p> <p>5.4 Clients' approval is confirmed as per standard procedure</p>
5. Deliver brand elements	<p>6.1 Final brand elements are delivered to clients as per standard procedure</p> <p>6.2 Invoice is sent to client when and where necessary</p> <p>6.3 Client's review is requested as per standard procedure</p>
Range of Variables	
Variables	Range (may include but not limited to):
1. Clients' requirements	<p>1.1 Elements</p> <p>1.2 Colour preference</p> <p>1.3 Size</p> <p>1.4 Style</p> <p>1.5 Shape</p> <p>1.6 File format</p>
2. Branding identities	<p>2.1 Logo</p> <p>2.2 Stationaries</p> <p> 2.2.1 Letter head</p> <p> 2.2.2 Business card</p> <p> 2.2.3 Envelop</p> <p> 2.2.4 Official vouchers</p> <p>2.3 ID card</p> <p>2.4 Signage</p> <p>2.5 Banner</p> <p>2.6 Annual report</p> <p>2.7 Catalog</p> <p>2.8 Company profile</p> <p>2.9 Award</p> <p>2.10 Events Ticket</p>
3. Organizational Information	<p>3.1 Mission</p> <p>3.2 Vision</p> <p>3.3 Goals and Objectives</p> <p>3.4 Services</p> <p>3.5 Business strategies</p> <p>3.6 Target group</p> <p>3.7 Product</p> <p>3.8 After sales services</p>

Evidence Guide

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

1. Critical aspects of competency	<ul style="list-style-type: none">1.1 Interpreted client's requirements1.2 Developed theme and confirmed work order1.3 Collected design elements and resources1.4 Created branding identities1.5 Ensured clients confirmation1.6 Delivered brand identities
2. Underpinning knowledge	<ul style="list-style-type: none">2.1 Color mode2.2 Color profile2.3 Color Psychology2.4 Design Principle2.5 Branding2.6 Branding identities2.7 Branding strategy2.8 Tagline
3. Underpinning Skills	<ul style="list-style-type: none">3.1 Operating personnel computer and laptop3.2 Planning for own work activities3.3 Communicating with clients Developing theme design layout3.4 Presenting mockup3.5 Maintaining ethical issues3.6 Maintaining work values and confidentiality
4. Required attitude	<ul style="list-style-type: none">4.1 Commitment to occupational health and safety4.2 Promptness in carrying out activities4.3 Sincere and honest to duties4.4 Environmental concerns4.5 Eagerness to learn4.6 Tidiness and timeliness4.7 Respect for rights of peers and seniors in workplace4.8 Communication with peers and seniors in workplace
5. Resource Implication	<ul style="list-style-type: none">5.1 Well-equipped computer lab with audio visual accessories5.2 Uninterrupted internet facilities5.3 Relevant tools, Equipment, software and facilities needed to perform the activities5.4 Uninterrupted powers supply source5.5 Required learning materials

6. Methods of Assessment	6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/nominated assessor
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Unit Code and Title	OUGDF003L5V1: Create Advanced Publication Designs
Nominal Hours	120 hours
Unit Descriptor	<p>This unit of competency covers the knowledge, skills and attitude to create advanced publishing design.</p> <p>It specifically includes interpreting client's requirements, developing theme and confirming work order, collecting design elements and resources, performing design publication, incorporating interactive features and delivering finished publication.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variable</p>
1. Interpret client's requirements	<p>1.1 <u>Client requirements</u> are collected</p> <p>1.2 Clients' requirements are analyzed</p> <p>1.3 Specification of publication design is interpreted as per requirement</p>
2. Develop theme and confirm work order	<p>2.1 Primary layout is developed as per client's requirement</p> <p>2.2 Clients' requirements are confirmed in consultation with clients</p> <p>2.3 Work order is accepted as per job requirement</p>
3. Perform design publication	<p>3.1 Design elements and resources are selected and collected as per requirement</p> <p>3.2 Design is drafted as per requirement</p> <p>3.3 Size and color mode determined as per requirements</p> <p>3.4 Collected resources are prepared as per requirements</p> <p>3.5 Resources are created as per requirement</p> <p>3.6 <u>Advanced publication design</u> is created as per <u>design aesthetic</u></p> <p>3.7 Publication design is checked and corrected as required</p>
4. Incorporate interactive features	<p>4.1 Interactive features are identified as per requirement</p> <p>4.2 Interactive features are accessed as per requirement</p> <p>4.3 Interactive features are created as per requirement</p> <p>4.4 Interactive features are incorporated as per requirement</p> <p>4.5 Interactive features are checked and corrected as required</p>
5. Deliver finished publication	<p>5.1 Preview file is sent for client's feedback according to <u>standard procedure</u></p>

	<p>5.2 Client's feedback is evaluated and publication is revised as required</p> <p>5.3 Clients' approval is confirmed as per standard procedure</p> <p>5.4 Finished publication are delivered to clients as per requirement</p> <p>5.5 Invoice is sent to client when and where necessary</p> <p>5.6 Client's review is requested as per standard procedure</p>
Range of Variables	
Variable	Range (May include but not limited to:)
1. Client requirements	<p>1.1 Design</p> <p>1.2 Interactive features</p> <p>1.3 Aesthetic need</p> <p>1.4 Size</p> <p>1.5 Format</p> <p>1.6 Color mode</p> <p>1.7 Time frame</p> <p>1.8 Budget</p>
2. Advanced publication design	<p>2.1 Annual report</p> <p>2.2 Magazine</p> <p>2.3 Newspaper</p> <p>2.4 User manual</p> <p>2.5 E-book</p> <p>2.6 Ad design</p> <p>2.7 Poster</p> <p>2.8 Banner</p> <p>2.9 Cover design</p> <p>2.10 Calendar / Planner</p>
3. Design aesthetic.	<p>3.1 Page layout</p> <p>3.2 Composition</p> <p>3.3 Character style</p> <p>3.4 Paragraph style</p> <p>3.5 Typography</p> <p>3.6 Color composition</p> <p>3.7 Page imposition</p>
4. Standard procedure	<p>4.1 Naming convention</p> <p>4.2 File format</p> <p>4.3 Document size</p> <p>4.4 Embedding elements</p>

Evidence Guide

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

1. Critical aspects of competency	<ul style="list-style-type: none">1.1 Interpreted client's requirements1.2 Developed theme and confirmed work order1.3 Collected design elements and resources1.4 Performed design publication1.5 Incorporated interactive features1.6 Delivered finished publication
2. Underpinning knowledge	<ul style="list-style-type: none">2.1. Color mode Color profile2.2. Page layout2.3. Composition2.4. Character style2.5. Paragraph style2.6. Typography
3. Underpinning skill	<ul style="list-style-type: none">3.1. Operating personnel computer and laptop3.2. Planning for own work activities3.3. Communicating with clients developing theme design layout3.4. Presenting mockup3.5. Maintaining ethical issues3.6. Maintaining work values and confidentiality
4. Required attitude	<ul style="list-style-type: none">4.1 Commitment to occupational health and safety4.2 Promptness in carrying out activities4.3 Sincere and honest to duties4.4 Environmental concerns4.5 Eagerness to learn4.6 Tidiness and timeliness4.7 Respect for rights of peers and seniors in workplace4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	<ul style="list-style-type: none">5.1 Well-equipped computer lab with audio visual accessories5.2 Uninterrupted internet facilities5.3 Relevant tools, Equipment, software and facilities needed to perform the activities5.4 Uninterrupted powers supply source5.5 Required learning materials

5 Methods of assessment	6.1 Demonstration with oral questioning 6.2 Direct observation 6.3 Written test 6.4 Portfolio
6 Context of Assessment	7.1. Competency assessment will be done in NSDA accredited center or in online platform 7.2. Assessment should be done by NSDA certified/ nominated assessor

Accreditation Requirements

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

Development of Competency Standard

The Competency Standards for National Skills Certificate level-05 in **Graphic Design for freelancer**, is developed by the following members and approved by NSDA.

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Validation of Competency Standard by Standard and Curriculum Validation Committee

The Competency Standards for National Skills Certificate level-05 in **Graphic Design for freelancer**, is validated by SCVC on 3 and 6 June 2021 and approved by NSDA.

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

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