



2023 Technical Skills Evaluation

To Potential Employers: This document reflects a fair and thoughtful evaluation of the student listed below. We believe these skills are essential for employment in this specific industry area, and I evaluate each student upon completion of the two-year program at Whitewater Career Center.

Student: Name _____ **Program:** Graphic Design

SOFTWARE & TECHNOLOGY PROFICIENCY	
5 4 3 2 1	Vector/Raster Creative Cloud Programs (Illustrator, Photoshop, InDesign): Student demonstrates proficiency in effective operation & understanding of the required software for vector and raster graphics.
5 4 3 2 1	Multimedia Creative Cloud Programs (After Effects, Animate): Student demonstrates proficiency in effective operation & understanding of multimedia required software.
5 4 3 2 1	Multiplatform Creating: Student demonstrates understand of how to utilize to each program individually and combined to create effective designs.
GRAPHIC DESIGN LAYOUT FUNDAMENTALS	
5 4 3 2 1	Student creates visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate the audience and/or client.
5 4 3 2 1	Student develops compositions, artwork, illustrations, layouts, designs, etc. that demonstrates the effective use of the elements and principles of design.
5 4 3 2 1	Student designs useful and meaningful branding materials such as brochures, posters, packaging, web and other social media, print and media advertisements.
INTERACTIVE MEDIA DESIGN FUNDAMENTALS	
5 4 3 2 1	Student develops visual concepts, using various animation & film techniques, to communicate ideas that captivate the audience.
5 4 3 2 1	Students learn the basics of storyboarding, planning, wireframing, editing, and navigation to assist in their development process.
5 4 3 2 1	Students understand the value of both User Interface (UI) design and User Experience (UX) design to their multimedia projects.
PROJECT MANAGEMENT SKILLS	
5 4 3 2 1	Student demonstrates creative and visual problem-solving skills through mood boarding, research, sketching, thumbnails, rough drafts and variations.
5 4 3 2 1	Student adheres to the development & production schedule to meet deadlines in an efficient, professional manner.
5 4 3 2 1	Student engages in critical peer & client evaluations to receive and provide critique on design development using appropriate design vocabulary.
5 4 3 2 1	Student delivers professional client & project presentations.

Evaluation Rating Scale: 5 = Proficient, 4 = Capable, 3 = Limited, 2 = Not Proficient, 1 = Training Not Received

Instructor

Date

For more information, contact:
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