



Appendix A16

WORK PROCESS SCHEDULE

AND

RELATED INSTRUCTION OUTLINE

FOR THE OCCUPATION OF:
Graphic Designers

O*NET-SOC CODE: 27-1024.00 RAPIDS CODE: 0010CB



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WORK PROCESS SCHEDULE Graphic Designers O*NET-SOC CODE: 27-1024.00 RAPIDS CODE: 0010CB

This schedule is attached to and a part of these Standards for the above identified occupation.

1. APPRENTICESHIP APPROACH

Time-based Competency-based Hybrid

2. TERM OF APPRENTICESHIP

The term of the occupation shall be defined by the attainment of all competencies of the position, which would be reasonably expected to occur within 2 to 3 years of OJL, supplemented by 270 hours of related instruction during the apprenticeship. The sponsor may recognize prior-learning achievements or demonstration of competencies to account for related instruction or OJL hours.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journeyworker ratio is: 1 Apprentice to 1 Journeyworker per worksite.

4. APPRENTICE WAGE SCHEDULE

Apprentices shall be paid a progressively increasing schedule of wages. Apprentices' starting wage should be a minimum of \$14.77 per hour. The journeyworker wage is \$16.83 per hour, which is to be paid to the apprentice after completion of the apprenticeship. The starting wage and journeyworker wage may be adjusted to accommodate each employer and shall be uploaded into the Rapids database. This wage scale is specifically for Denver, CO, and may vary based on minimum wage laws in different geographic locations, which will be indicated on Appendix D.

Term:

1 st Period	Starting Wage (0-18 months)	\$14.77/hr
2 nd Period	On level (18-36 months)	\$15.87/hr
Completion	Full Competency	\$16.83/hr

5. PROBATIONARY PERIOD

Every apprentice selected for apprenticeship will serve a probationary period of 500 hours.

6. SELECTION PROCEDURES

Please see page 15.



WORK PROCESS SCHEDULE
Graphic Designers
O*NET-SOC CODE: 27-1024.00 RAPIDS CODE: 0010CB

Description: A Graphic Designer combines art and technology to communicate ideas visually. Using computer software, they create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts. They work with both text and images and play a critical role in the sales and marketing of products such as advertisements, brochures, digital platforms, magazines, and corporate reports. Graphic designers. Graphic Designers must have a creative flair and strong sense of concept development. They work closely with clients, so they must be skillful relationship builders who can keep calm and steady with the fluctuating demands of their clients.

On-The-Job Training: Apprentices will receive training in the various work experiences listed below. The order in which this training is given will be determined by the flow of work on the job and will not necessarily be in the order listed.

Ratings are:

- (4) Exceeds Expectations (Advanced)
- (3) Meets Expectations (Proficient)
- (2) Meets Some Expectations (Emerging)
- (1) Does Not Yet Meet Expectations (Novice)
- (0) Not applicable (No Skill)

4. Exceeds Expectations (Advanced): Consistently exceeds performance standard established for the time in position. Achieves results above and beyond what is required. Extends themselves in their roles to exceed personally and as a team to achieve exceptional results.

3. Meets Expectations (Proficient): Employee meets all expectations in a fully satisfactory way and is proficient in the outlined competencies.

2. Meets Some Expectations (Emerging): Meets the performance standards established for time in position. Handles routine tasks & some unexpected situations with the usual amount of supervision. Can continue to develop with coaching, training or more experience to gain proficiency.

1. Does Not Yet Meet Expectations (Novice): Occasionally meets some of the objectives related to this goal but does not meet others in a fully satisfactory way. This performance level generally indicates the need for additional coaching, training or other plan for performance improvements.

0. Not Applicable (No Skill): Training in this competency has not yet begun.

Apprentices need to receive a “3” or better in each competency in order to complete the apprenticeship.

Apprentice Competency Evaluation

Core Competencies	Required for this	Rating	Supervisor Sign-off	Date
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	company (Yes/No)			
<p>Creative Process <i>Participates actively in the creative process from idea generation through revisions and finalizing.</i></p> <ul style="list-style-type: none"> Behaves professionally and participates actively in brainstorming sessions. Articulates creative process throughout a project. Willingly shifts design perspective to better accomplish project goals. Independently solicits feedback on completed design drafts. Seeks out continuous feedback throughout the design process. Delivers and receives constructive criticism with grace. Uses a specific and consistent creative process. 				
<p>Project Purpose <i>Understands and meets project objectives.</i></p> <ul style="list-style-type: none"> Articulates the goal of the project and the target audience. Fluent in commonly used basic design language. Independently researches client needs and design strategies. Generates ideas about how to meet clients' needs and differentiate them from the competition. Explains rationale behind design ideas. Effectively researches the client, their needs, and the market before beginning the project. Generates strategic ideas about how to differentiate the client from the competition. Clearly articulates the rationale behind design decisions using client friendly language. Asks questions about the business strategy of the employer. 				
Elements and Principles of Design				



<p><i>Demonstrates knowledge of commonly accepted visual design principles, including color theory, typography, preflight, prepress, layout, and print process. Applies those principles to designs</i></p> <ul style="list-style-type: none">● Demonstrates understanding of design terms and asks questions about design terms that are unfamiliar.● Articulates the company's design principles.● Applies company-specific design processes to their work.● Understands difference between CMYK and RGB graphics in different types of files.● Articulates how the company's design process informed their own creative process.● Creates content that meets design standards for digital mediums, including basic website modifications, newsletters, and social media posts.● Demonstrates knowledge of wire frames and how to save assets for online deployment.● Resizes and reformats assets across mediums.● Combines design principles with personal creative process.● Fluently uses design terms to explain their designs.● Applies design aesthetic to produce work that consistently meets design standards.				
<p>Adobe Suite <i>Uses a variety of products from the Adobe Suite in a design setting, including InDesign, Illustrator, and Photoshop. Demonstrates a high level of skill in at least one of the products.</i></p> <ul style="list-style-type: none">● Articulates the differences between InDesign, Photoshop, and Illustrator.● Differentiates between the different types of files.● Retouches raw photos.				



<ul style="list-style-type: none"> ● Demonstrates a working knowledge of Photoshop, InDesign, and Illustrator. ● Completes basic functions within the software, such as retouching raw photos. ● Chooses the appropriate program to accomplish design goals. ● Uses shortcuts in order to increase efficiency. ● Effectively applies deep knowledge of at least one of Photoshop, InDesign, and Illustrator. ● Appropriately accomplishes design goals using Photoshop, InDesign, and Illustrator. ● Updates skill set based on product changes. 				
<p>Project Organization <i>Manages multiple projects, changes in project scope, and shifting priorities in order to maintain project requirements and ensure deadlines are met.</i></p> <ul style="list-style-type: none"> ● Asks for guidance in prioritizing their time effectively. ● Transparently communicates about project progress. ● Follows supervisor’s guidance about organizational methods. ● Independently applies appropriate organizational methods for the job. ● Independently develops project management techniques. ● Takes initiative and responsibility for their components of the project. ● Displays a high level of organization, including of file types, folders, design files, and assets. ● Independently uses internal processes to manage multiple projects efficiently to meet deadlines. ● Adapts gracefully to changing priorities. ● Takes on a realistic workload and articulates when they are at capacity. 				
<p>Branding</p>				



<p><i>Ensures visual consistency in branding across various mediums and touchpoints. Meets brand standards for the organization or client.</i></p> <ul style="list-style-type: none"> ● Demonstrates understanding of brand guidelines. ● Applies brand standards with the support of supervisor. ● Uses basic branding vocabulary. ● Applies brand standards to their work. ● Studies brands and brand trends. ● Consistently maintains brand standards across different mediums. ● Articulates the difference between a successful and unsuccessful brand. ● Develops a brand guideline for the client. 				
<p>Marketing Principles <i>Applies core marketing principles and supports marketing initiatives.</i></p> <ul style="list-style-type: none"> ● Recognizes target audience. ● Demonstrates knowledge of social media engagement and trends. ● Articulates how design choices impact the target audience. ● Uses basic marketing language. ● Integrates knowledge of trends into designs. ● Effectively integrates information from marketing into designs. 				
<p>Microsoft Office Suite <i>Uses a variety of products from the Microsoft Office Suite in a design setting, including PowerPoint, Word, and Outlook.</i></p> <ul style="list-style-type: none"> ● Translates content between the Microsoft Suite and the Adobe Creative Suite. ● Creates templates within the Microsoft Suiters 				

Apprenticeship Competencies – Career Readiness

In addition to mastering all the essential technical competencies outlined in the work processes, an apprentice must consistently demonstrate growth and proficiency in the following career readiness competencies to complete the apprenticeship.

Apprentices will be evaluated in these competencies semi-annually, and the supervisor will initial



and date the accomplishment of the career ready competency at each review.

Ratings are:

- (4) Exceeds Expectations (Advanced)
- (3) Meets Expectations (Proficient)
- (2) Meets Some Expectations (Emerging)
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- (0) Not applicable (No Skill)

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1. Does Not Yet Meet Expectations (Novice): Occasionally meets some of the objectives related to this goal but does not meet others in a fully satisfactory way. This performance level generally indicates the need for additional coaching, training or other plan for performance improvements.

0. Not Applicable (No Skill): Training in this competency has not yet begun.

Apprentices need to receive a “3” or better in each competency in order to complete the apprenticeship.

ENTREPRENEURIAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
Critical Thinking/Problem Solving <ul style="list-style-type: none"> ● Recognize that problems can be identified, and possible solutions can be generated ● Define the problem using a variety of strategies ● Make connections between information gathered and personal experiences to apply and/or test solutions 				
Creativity / Innovation <ul style="list-style-type: none"> ● Demonstrate curiosity, imagination and eagerness to learn more ● Build on personal experience to specify a challenging problem to investigate ● Engage in novel approaches, moves, directions, ideas and/or perspectives 				
Inquiry				



<ul style="list-style-type: none"> Recognize and describe cause-and-effect relationships and patterns in everyday experiences Investigate to form hypotheses, make observations and draw conclusions Test hypotheses/prototype with planned process for getting feedback 				
Risk Taking <ul style="list-style-type: none"> Demonstrate a willingness to try new things Demonstrate flexibility, imagination and inventiveness in taking on tasks and activities Innovate from failure, connect learning across domains and recognize new opportunities 				

PERSONAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
Self-Management / Self Awareness <ul style="list-style-type: none"> Accurately recognize one's own emotions, thoughts and values and how they influence behavior Appropriately express one's own emotions, thoughts and values and identify how they influence behavior Assess personal strengths and limitations, with a well-grounded sense of confidence, optimism and a 'growth mindset' 				
Self-Direction <ul style="list-style-type: none"> Recognize personal characteristics, preferences, thoughts and strengths Pursue opportunities to engage and learn interests Apply knowledge to set goals, make informed decisions and transfer to new contexts 				
Adaptability / Flexibility <ul style="list-style-type: none"> Recognize emotional response to ideas that differ from one's own Regulate reactions to differing perspectives Look for and value in different perspectives expressed by others 				
Perseverance / Resilience <ul style="list-style-type: none"> Resist distractions, maintain attention, and continue the task at hand through frustration or challenges Set goals and develop strategies to remain focused on learning goals Focus on learning goals by employing motivation and familiar strategies for 				



engagement and evaluate progress, making necessary changes to stay the course				
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CIVIC/INTERPERSONAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
Collaboration / Teamwork <ul style="list-style-type: none"> Recognize how personal actions have had a positive or negative impact on others with feedback as needed Recognize how members of a community rely on each other, considering personal contributions as applicable Follow a process identified by others to help generate ideas, negotiate roles and responsibilities, and respects consensus in decision making 				
Communication <ul style="list-style-type: none"> Articulate personal strengths and challenges using different forms of communication to express oneself Consider purpose, formality of context and audience, and distinct cultural norms when planning content, mode, delivery and expression Establish goals for communication and plan out steps accordingly 				
Global / Cultural Awareness <ul style="list-style-type: none"> Compare attitudes and beliefs as an individual to others Identify and explain multiple perspectives (cultural, global) when exploring events, ideas and issues Plan and evaluate complex solutions to global challenges that are appropriate to their contexts using multiple disciplinary perspectives (such as cultural, historical and scientific) 				
Ethics <ul style="list-style-type: none"> Takes great care with organizational data Does not disclose any kind of personal or sensitive organizational information; understands that all data is confidential Demonstrates honesty and integrity in all interactions. If an error is made, prioritizes minimal impact to the organization over their own reputation 				

PROFESSIONAL SKILLS	Required	Rating	Supervisor	Date
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	for this employer (yes/no)		Sign-off	
Task/Time Management <ul style="list-style-type: none"> Articulate task requirements and identify deadlines Develop and utilize basic task and time-management strategies effectively Demonstrate task-management attributes associated with producing high-quality products including the abilities to: 1) Work positively and ethically 2) Manage time and projects effectively 3) Multi-task 4) Clearly communicate with others 				
Self-Advocacy <ul style="list-style-type: none"> Appropriately express a range of emotions to communicate personal ideas/needs Ask questions to develop further personal understanding Demonstrate confidence in sharing ideas/feelings 				
Work Ethic <ul style="list-style-type: none"> Complete tasks with ongoing support Seek clarity on tasks and needs occasional support Demonstrate skill in assigned tasks and completes with little or no support 				

ACADEMIC SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
Core Academic Foundation <ul style="list-style-type: none"> Begins to use math and literacy skills to inform work Uses math and literacy skills to perform job tasks with frequent checks by supervisor Independently and consistently use math and literacy skills to perform tasks (with occasional checks for quality) 				



RELATED INSTRUCTION OUTLINE
Graphic Designer
(EXISTING TITLE: Graphic Designers)
O*NET-SOC CODE: 27-1024.00 RAPIDS CODE: 0010CB

Related instruction - The curriculum is defined as a variety of classes, around which the exams and projects are based. By defining the related instruction this way, all related instruction competencies required of the students are met through a combination of coursework and/or hands-on exercises. Employers will select relevant courses for related instruction in the topics outlined below, totaling **at least 144 hours** over the duration of the apprenticeship. Selection of required topics and associated training time may vary by employer and apprentice. Employer may add additional occupation specific courses as necessary over and above those specified below.

RELATED INSTRUCTION	Approximate Hours
Apprenticeship Orientation	15
Workplace Essentials	45
Employer Onboarding	10
Creative Process	10
Project Purpose	10
Elements and Principles of Design	10
Adobe Suite	30
Project Organization	45
Branding	45
Marketing Principles	45
Microsoft Office Suite	5
TOTAL RI HOURS	270

COURSE DESCRIPTIONS

Apprenticeship Orientation (15 hours)

Introduction to career-readiness to prepare students for working in a professional environment: apprenticeship and workplace expectations with a focus on growth mindset.

Workplace Essentials (45 hours)

Skills in common computer applications, effective workplace communication, time management, and conflict resolution.

Employer Onboarding (10 hours)

Orientation training provided to new employees by the employer.

Creative Process (10 hours)

Develops skills necessary to participate actively in the creative process from idea generation through revisions and finalizing.

Project Purpose (10 hours)



Understands and meets project objectives by developing communication and critical thinking skills to articulate project goals, understand client needs, and conduct targeted research using design language.

Elements and Principles of Design (10 hours)

Demonstrates knowledge of commonly accepted visual design principles, including color theory, typography, preflight, prepress, layout, and print process. Applies those principles to designs

Adobe Suite (30 hours)

Able to use a variety of products from the Adobe Suite in a design setting, including InDesign, Illustrator, and Photoshop. Demonstrates a high level of skill in at least one of the products.

Project Organization (45 hours)

Manages multiple projects, changes in project scope, and shifting priorities in order to maintain project requirements and ensure deadlines are met.

Branding (45 hours)

Ensures visual consistency in branding across various mediums and touchpoints. Meets brand standards for the organization or client.

Marketing Principles (45 hours)

Applies core marketing principles and supports marketing initiatives.

Microsoft Office Suite (5 hours)

Uses a variety of products from the Microsoft Office Suite in a design setting, including PowerPoint,



SELECTION PROCEDURES

1. Apprenticeship opportunities are shared with students enrolled in CareerWise and its affiliated programs.
 2. Interested applicants complete the application process outlined in the apprenticeship recruitment notice. All suitably qualified applicants can apply to the apprenticeship opportunity.
 3. All applicants that meet the minimum qualifications will be selected for an employer interview.
 4. At the time of interview, applicants will be asked the same set of questions to ensure each applicant is treated equally.
 5. Applicants shall be rated and ranked based on interview scores.
- If required by the employer, the top candidates may be invited for a second interview.
6. The applicants will be notified of the hiring decision in a timely manner and all applicants will be treated equally with regard to notifications.
 7. All records regarding the selection of apprentices will be forwarded to and maintained by the Sponsor (see Sponsor Requirements Guide).

Direct Entry:

The Sponsor may allow direct entry applicants that are part of an employer's incumbent workforce, a qualified pre-apprenticeship program, or Job Corps graduates whose training, similarly, qualifies them for the occupation.