# Great Oaks Digital Arts and Design
## Essential Skills Profile

This profile provides an outline of the skills required for successful completion of this career program. Additional information is located on the Great Oaks website at https://hs.greatoaks.com/future-students/essential-skills-for-high-school-programs and selecting the corresponding career program.

### Recommended WorkKeys® Scores for Digital Arts and Design

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| Applied Mathematics-5 | Graphic Literacy-4 |
| Workplace Documents-4 | |

*Practice tests and more information at
https://jobseeker.ohiomeansjobs.monster.com/Assessments/Home.aspx

| Essential Skills Needed to Successfully Complete the Program | | | |
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| **Rating Key:** | **Low = Slightly Essential** | **Medium = Essential** | **High = Very Essential** |

| Key Vocational Factors | | Rating |
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| Visual Acuity | The ability to detect differences/details visually | High |
| Depth Perception | The ability to detect the physical distance/depth of objects in space and time | High |
| Oral Communication | The ability to express/explain ideas | Medium |
| Perceptual Speed | Ability to quickly and accurately compare similarities and differences among numbers, objects, pictures, or patterns | High |
| Written Communication | The ability to communicate in a written format and record information accurately | Medium |
| Physical Mobility/Strength | Sitting for extended times and use of computers, screens, and monitors for extended time | High |
| Eye-hand Coordination | The ability to use tools | High |
| Auditory Acuity | The ability to detect differences in pitch and sound | Low |
| Reasoning Skills | Deductive: ability to apply general rules to specific problems and Inductive: ability to combine pieces of information to form conclusions among seemingly unrelated events | High |

| Worker Trait Skills | Rating |
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| Ability to accept constructive criticism and feedback | High |
| Ability to apply creative thinking to solve design problems | High |
| Ability to get along with others | High |
| Ability to work independently, without close supervision | High |
| Ability to work toward work including tasks of minimal interest | Medium |
| Ability to work accurately, recheck and correct work, to an industry standard | High |
| Ability to follow and retain: | |
|     Multistep oral instructions | Medium |
|     Written instructions/technical manuals – multistep | Medium |

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|     Simple to complex diagram instructions | High |
|     Visual models or demonstrated instructions | High |
| Ability to use tools of trade (tablet computers, personal computers, notebook computers, laser printers, desktop computers, advanced calculators, etc.) | High |
| Ability to use numerical data (count, measure, compute, etc.) in applied setting | High |
| Ability to discriminate between objects of similar: | |
|     Size | High |
|     Shape | High |
|     Color | High |
|     Spatial relationship | High |
|     Labels/clerical perception | High |
| Ability to organize work process/follow defined procedures | Medium |
| Ability to follow sequence or to determine sequence of actions to a successful conclusion | High |
| Ability to understand complex concepts related to the career field of interest (Ex: Military time) | Medium |
| Critical Thinking:  Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems | High |
| Speaking:  Talking to others to convey information effectively | High |
| Active Listening:  Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times | High |

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| **Reading Skills *See Recommended WorkKeys® Scores Above** | |
| **Math Skills *See Recommended WorkKeys® Scores Above** | |
| Counting-Recording-Comparing-Calculating | Whole numbers |
| Calculating fractions, ratios | Ratio, formulas |

### Additional Abilities Required

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| **Originality** | The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem. |
| **Near Vision** | The ability to see details at close range (within a few feet of the observer). |
| **Fluency of Ideas** | The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity). |

### Knowledge Required in Digital Arts and Design Field

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| **Design** | Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models. |
| **Communications and Media** | Knowledge of media production, communication, and dissemination techniques and methods. This |

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| | includes alternative ways to inform and entertain via written, oral, and visual media. |
| **English Language** | Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. |

## Additional Considerations

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| Must like math and science | Must like computers |
| Must like critical thinking and troubleshooting | Visual barriers may impede progress |
| Must like to design in non-preferred areas | |

## Digital Arts and Design Work Activities

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| Determine size and arrangement of illustrative material and copy, and select style and size of type. | Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts. |
| Confer with clients to discuss and determine layout design. | Use computer software to generate new images. |
| Develop graphics and layouts for product illustrations, company logos, and Websites. | Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes. |
| Review final layouts and suggest improvements as needed. | Maintain archive of images, photos, or previous work products. |
| Draw and print charts, graphs, illustrations, and other artwork, using computer. | Key information into computer equipment to create layouts for client or supervisor. |
| Research new software or design concepts. | Mark up, paste, and assemble final layouts to prepare layouts for printer. |
| Study illustrations and photographs to plan presentation of materials, products, or services. | Prepare notes and instructions for workers who assemble and prepare final layouts for printing. |
| Produce still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment. | Photograph layouts, using camera, to make layout prints for supervisors or clients. |
| Design, build, or maintain Web sites, using authoring or scripting languages, content | Incorporate technical considerations into Web site design plans, such as budgets, equipment, |

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| creation tools, management tools, and digital media. | performance requirements, or legal issues including accessibility and privacy. |
| Develop and document style guidelines for web site content. | Develop website maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards. |
| Prepare sketches of ideas, detailed drawings, illustrations, artwork, or blueprints, using drafting instruments, paints and brushes, or computer-aided design equipment. | Modify and refine designs, using working models, to conform with customer specifications, production limitations, or changes in design trends. |
| Design graphic material for use as ornamentation, illustration, or advertising on manufactured materials and packaging or containers. | Read publications, attend showings, and study competing products and design styles and motifs to obtain perspective and generate design concepts. |
| Evaluate feasibility of design ideas, based on factors such as appearance, safety, function, serviceability, budget, production costs/methods, and market characteristics. | Present designs and reports to customers or design committees for approval and discuss need for modification. |
| Design complex graphics and animation, using independent judgment, creativity, and computer equipment. | Make objects or characters appear lifelike by manipulating light, color, texture, shadow, and transparency, or manipulating static images to give the illusion of motion. |
| Participate in design and production of multimedia campaigns, handling budgeting and scheduling, and assisting with such responsibilities as production coordination, background design, and progress tracking. | Create basic designs, drawings, and illustrations for product labels, cartons, direct mail, or television. |
| Develop briefings, brochures, multimedia presentations, web pages, promotional products, technical illustrations, and computer artwork for use in products, technical manuals, literature, newsletters, and slide shows. | Convert real objects to animated objects through modeling, using techniques such as optical scanning. |

## Technology

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| Graphics or Photo Imaging software | Video Creation and Editing software |
| Desktop Publishing software | |

## Available Certifications

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| Adobe Certified Associate (ACA) – Animate (4 points) | Adobe Certified Associate (ACA) – Photoshop (4 Points) |
| Adobe Certified Associate (ACA) – Premier Pro (4 points) | Adobe Certified Associate (ACA) – Dreamweaver (4 points) |
| Adobe Certified Associate (ACA) – Illustrator (4 Points) | Adobe Certified Associate (ACA) InDesign (4 Points) |
| CPR/First Aid Certification (1 Point) | |

## Possible College Credits

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| College Credit Plus in English, Math, Social Studies, or Science | Must be preapproved.  Must pass a college course at an Ohio college or College Credit Plus class at Great Oaks. |
| Articulated Credit | Great Oaks has agreements with certain colleges that may give you credits for a specific degree. Possible agreements are:<br>• Cincinnati State Technical and Community College (Graphic Design, up to 9 credit hours possible)<br>• Miami University-Hamilton (Multimedia Fundamentals, up to 3 credit hours possible)<br>• Wright state University lake Campus (Graphic Design and Visual Media, up to 9 credit hours possible)<br>• Chatfield College (Liberal Arts, up to 3 credit hours possible) |
| Career Technical Credit Transfer | The Ohio Transfer to Degree Guarantee helps career and technical students transfer credits earned in high school to community college or four-year degree programs.  The credit can be used at any Ohio public college or university:<br>• If you successfully completed your Career-Technical program and passed certain required assessments.<br>• If you attend a similar program at a public Ohio college or university.<br><br>For more information, go to www.transfercredit.ohio.gov |

*Additional college or post-secondary education may be required in this field

## Possible Career Pathways

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| Production Designer | Graphic Designer |
| Web Designer | Animator |
| Video Produce/Editor | |