



Learning Objectives – Junior Graphic Designer

Technical/Academic Skills and Content	Related Job Tasks	Evidence or Outcomes
Adobe Suite	Use Adobe Suite to create digital artwork for brands on social media, web and real-world products (direct mail pieces, branded promotional items, posters, flyers, etc.)	Use of Adobe Suite to create visually appealing content, graphics and images
Social media	Use various social media platforms to promote products, conduct consumer research and connect with customers	Maintain diverse social media accounts that are utilized for product promotion, research and customer relations
Web design	Work with web designers to create web-based design deliverables such as concept sketches and digital layouts Help edit content to streamline website	Assist with creating websites that have clear and creative messaging and advertising schemes

Employability/ Interpersonal Skills	Related Job Tasks	Evidence or Outcomes
Social awareness	Takes into consideration the feelings and situations of others Provide feedback in a manner that's sensitive to the feelings and situations of others	Team members find it easy to work with team member Able to give and take constructive feedback on project ideas
Creativity	Willingness to take initiative Contribute to brainstorming sessions	Visually creative and developmentally innovative design work
Verbal communication	Adjust communication strategies to the purpose of the message, context and audience Seek input to gauge others' understanding of the message	Production of website materials that's focused on appropriate audience Seek feedback from fellow designers on website design and layout

Adapted from material created by the NYC Labor Market Information Service, CUNY Graduate Center.