

Palomar College ROP Portfolio Preparation

Occupational Knowledge and Skills

- 1 EQUIPMENT OPERATIONS**
- A Performs basic computer operation including proper start up and shut down procedures.
 - B Performs quick search and launches files and applications.
- 2 TERMINOLOGY**
- A Explains computer terminology related to system operations.
 - B Demonstrates knowledge of typography including weight, personality and readability.
 - C Defines key terms related to the electronic design industry and can distinguish between word processing, page layout, Web design and other graphics or animation software uses.
 - D Identifies basic Internet-terminology including popular acronyms.
 - E Interprets copyright laws.
 - F Integrates elements of various software to create gray-scale and color projects.
- 3 PERIPHERALS**
- A Operates and identifies a variety of peripherals including printers, external storage devices, scanners and Digital cameras.
 - B Applies proper procedure in attaching or detaching peripheral devices.
 - C Knows how to check cables and software for peripheral troubleshooting.
 - D Creates personalized FAX form
 - E Designs and prepares personal business card
 - F Identifies and utilizes job search techniques specific to the industry
 - G Demonstrates appropriate interviewing skills
- 4 FILE MANAGEMENT AND INTEGRATION**
- A Creates, saves, moves, copies, opens, closes and deletes files.
 - B Moves, backs ups and copies files to various peripherals.
 - C Selects various file formats in relation to final output.
 - D Manipulates files for downsizing and space considerations.
 - E Integrates software applications.
- 5 CREATIVE AND TECHNICAL PROCESS OF PROJECT MANAGEMENT**

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- A Demonstrates an understanding of conceptualization techniques to include brainstorming, thumbnails and group project interaction.
 - B Incorporates project budgetary considerations.
 - C Selects appropriate layout format, proportions and copy placement using grids and guidelines.
 - D Differentiates among a variety of marketing pieces.
 - E Demonstrates knowledge of pre-press output and service bureau guidelines.
 - F Presents slide show for critical evaluation of peers and industry professionals.
 - G Demonstrates ability to manage tasks and successfully work to multiple deadlines.
 - H Demonstrates knowledge of project management, including concepts of planning, time management, overhead cost and profit margin.
- 6 PERSUASIVE COMMUNICATION**
- A Communicates concepts such as "branding", "image" and "target audience".
 - B Demonstrates knowledge of market research and data analysis.
 - C Applies basic marketing strategies related to graphics industry.
 - D Develops and demonstrates sales strategies.
 - E Develops and communicates value of a creative brief.
- Workplace Skills and Behavior**
- 1 WORK STATION OPERATION**
- A Follows established safe procedures to use terminal, processor and printer.
 - B Utilizes computer network, including the Internet.
 - C Demonstrates knowledge and skill in various graphics software.
- 2 STANDARDS OF PROFESSIONALISM**
- A Arrives on time, ready to work.
 - B Participates in discussion and activities in a positive manner.
 - C Demonstrates professionalism in appearance and behavior.
 - D Takes initiative by working beyond minimum requirements.
 - E Understands and communicates theory and basic terminology of the graphics industry.

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- F Accesses and utilizes resources appropriately, including written materials and technical support
 - G Follows established procedures
 - H Performs basic mathematical computations
 - I Demonstrates ability to work independently with minimum supervision
 - J Functions as a team member, working cooperatively and collaboratively with diverse populations
- Job Acquisition Skills/Lifelong Learning Opportunities**
- 1 JOB SEARCH**
- A Demonstrates understanding of graphics and related business/industry and the application of individual skills mastered relative to workplace organization and function.
 - B Demonstrates mastery of basic job search strategies relative to desired position
 - C Utilizes visual presentation techniques to showcase personal projects.