

DACUM Research Chart for Graphic Designer

DACUM Panel

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Produced by

G R O S S M O N T
C O L L E G E



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Duties

Tasks

A

Daily Operations

A-1 Attend internal meetings	A-2 Check & distribute faxes	A-3 Retrieve and answer phone messages	A-4 Retrieve and answer email messages.	A-5 Schedule daily priorities	A-6 Archive and back-up of jobs	A-7 Maintain work space						
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B

Project Management

B-1 Attend client meetings about jobs	B-2 Define the job	B-3 Gather quotes from vendors	B-4 Generate estimate for client	B-5 Create a production schedule	B-6 Coordinate selected vendors	B-7 Art direct vendors and sub-contractors	B-8 Obtain internal sign off	B-9 Obtain client sign off	B-10 Attend press checks	B-11 Track project hours	B-12 Track project costs
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C

Creative

C-1 Research the product/subject	C-2 Research audience	C-3 Research competition	C-4 Brainstorm job Ideas	C-5 Create thumbnails & sketches	C-6 Refine job ideas	C-7 Select concept	C-8 Develop look & feel	C-9 Create grid or template	C-10 Select typefaces	C-11 Select graphics	C-12 Create mock-ups
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D

Production

D-1 Create illustration	D-2 Scan artwork	D-3 Edit vector images	D-4 Edit raster images	D-5 Produce layout	D-6 Present draft to client	D-7 Edit the project	D-8 Produce the proof(s) for final sign off	D-9 Prepare files for final output			
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E

Technical Maintenance

E-1 Upgrade software	E-2 Upgrade hardware	E-3 Maintain hardware	E-4 Troubleshoot technical problems								
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F

Continuing Education

F-1 Attend industry Seminars	F-2 Attend industry trade shows	F-3 Participate in professional organizations	F-4 Take technical / creative classes	F-5 Read trade publications	F-6 Take/learn tutorials	F-7 Attend professional Retreat(s)					
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General Knowledge and Skills

- Photo Editing
- Scanning
- Writing/Editing
- Keyboarding
- Computer Savvy
- Communication Skills
- Presentation Skills
- Legal Knowledge
- Graphic Design Specific Software Skills
- Design Theory Skills
- Record Keeping Skills
- General Business Knowledge
- Networking Skills
- Craft
- Design Literacy
- Printing Processes
- Pre-Press Skills
- Production Skills
- Basic Photography Skills
- Art Mediums
- Basic Art History/Theory
- Proof Reading Skills

Tools, Equipment, Supplies and Materials

- Computer (Mac or PC)
- Quark Xpress
- InDesign
- PageMaker
- Illustrator
- Free Hand
- Photoshop
- Dreamweaver
- Flash
- Fireworks
- Acrobat/Distiller
- Image Ready
- GoLive
- PowerPoint
- Director
- Day Organizer
- Cell Phone
- Scanner
- Fax Machine
- Printer (Desktop)
- Copier
- Ruler
- Xacto Knife
- Spray Mount
- Cutting Board/Mat
- Light Table
- Computer Peripherals
- Archive/Backup System
- Camera
- Drawing Supplies
- Board
- Art Supplies
- Basic Office Supplies
- Laminator

Acronyms

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|------|----------------------------------|
| CMYK | Cyan, Magenta, Yellow, Black |
| EPS | Encapsulated Post Script |
| FTP | File Transfer Protocol |
| GIF | Graphic Image Format |
| HTML | Hyper Text Markup Language |
| JPEG | Joint Photographic Experts Group |
| PDF | Portable Document Format |
| PMS | Pantone Matching System |
| PS | Post Script |
| RGB | Red, Green, Blue |
| RIP | Raster Image Processor |
| TIFF | Tagged Image File Format |

Worker Behaviors

- Phone Etiquette
- Punctuality
- Responsible
- Self Initiating
- Respectful
- Creative
- Open to Criticism (Give/Accept)
- Tactful
- Professionally Groomed
- Appropriate Attire
- Team Player
- Effective Communication
- Ability to Promote (Self/Company)
- Focused
- Meets Deadlines
- Flexible
- Stress Tolerant
- Multi-Tasking
- Organized
- Time Manager
- Quick Thinker
- Inquisitive
- Resourceful
- Clever
- Innovative
- Problem Solver
- Competitive
- Friendly
- Humble
- Humorous
- Willing to Learn
- Assertive
- Good Listener
- Persuasive
- Confident
- “People” Oriented
- Disciplined

Future Trends and Concerns

- Niche Markets
- One Stop
- Total Visual Editing
- Less Contact with People
- More Digital
- Wireless
- Telecommuting
- Paperless
- Lesson Design Theory
- Education Gap
- Workplace Training
- Continue to Automate
- Complete Comp

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|-----|----------------------------|
| 4CP | Four Color Process |
| AA | Author's Additions |
| ATM | Adobe Type Manager |
| DPI | Dots Per Inch |
| DSL | Digital Subscriber Line |
| FPO | For Position Only |
| LPI | Lines Per Inch |
| OS | Operating System |
| PPI | Pixels Per Inch |
| URL | Universal Resource Locator |