

DEVELOP FOR THE WEB
G

Apply principles of web design G1	Write code (CSS, HTML, XML) G2	Develop concepts G3	Optimize content G4	Optimize development process G5	Develop information architecture G6	Create copy G7	Comply with web standards G8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Apply usability best practices G9	Perform functional tests G10	Use tools to upload content appropriate to the task G11	Perform "bug tracking" G12	Adapt to existing frameworks or processes G13	Use web mark-up tools G14	Describe database design G15	Write basic scripts (PHP, AJAX, JAVA Script) G16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Analyze web metrics G17	Optimize for search engines G18	Apply accessibility best practices G19	Integrate Application Programming Interface G20				
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4				

PRODUCE AUDIO
H

Create sound effects H1	Manipulate sound/audio H2	Use audio software (Sound Booth, Garage Band, Logic, Pro tools) sound track H3	Integrate/sync audio H4	Mix audio H5	Select recording tools appropriate to the task H6	Record audio H7	Compose music H8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Direct voice actors H9	Write scripts H10						
1 2 3 4	1 2 3 4						

MANAGE PROJECTS
I

Consult with suppliers I1	Manage timelines I2	Adhere to project work flow I3	Create a work schedule I4	Assess needs I5	Consult with clients I6	Analyze risk I7	Control (mitigate) risk I8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Manage resources (HR and material) I9	Initiate sign-off I10	Manage scope I11	Cultivate client/customer expectations I12	Evaluate project (de-brief) I13	Manage change requests I14	Negotiate contracts I15	Lead a team I16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Interact appropriately with clients I17	Define methodology I18						
1 2 3 4	1 2 3 4						

MANAGE BUDGETS
J

Contribute to budget preparation J1	Prepare budgets J2	Adhere to budget J3	Prepare status reports J4	Identify total cost J5	Manage procurement J6	Estimate resources J7	Estimate costs J8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Write FRPs/RFls J9	Request quotes J10	Apply budget controls J11	Manage cash flow J12				
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4				

APPLY MARKETING/SALES SKILLS
K

Sell ideas K1	Illustrate ideas K2	Interpret ideas K3	Apply communication theory K4	Apply branding theory K5	Research marketing trends K6	Educate clients K7	Apply SWOT analysis K8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop brand strategy K9	Use focus groups K10	Conduct usability tests K11	Advise clients K12	Value client input K13	Select advertizing medium K14	Match sales to delivery capability K15	Promote self K16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

APPLY ENTREPRENEURIAL SKILLS
L

Demonstrate leadership L1	Apply basic accounting skills L2	Adhere to laws and regulations L3	Develop operating structure L4	Develop multiple solutions L5	Develop a business model L6	Balance multiple roles L7	Refine business practices L8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop strategic alliances L9	Demonstrate networking skills L10	Develop business cases L11	Develop business plans L12	Develop a marketing plan L13	Demonstrate innovation L14		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

APPLY RESEARCH SKILLS AND PRINCIPLES
M

Gather data/information M1	Use research tools M2	Select research tools M3	Develop recommendations M4	Identify trends M5	Make decisions based on research M6	Validate data M7	Interpret findings M8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Qualify findings (context) M9	Identify research tools M10	Analyze data M11					
1 2 3 4	1 2 3 4	1 2 3 4					