

Graphic Design
Occupational Analysis DACUM Chart
Facilitated by Craig Edwards and Robert Cordingley
December 5 and 12, 2012

DACUM Skill Rating Scale

- 1 - Can perform some parts of this skill satisfactorily but requires assistance and/or supervision to perform the entire skill.
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RESEARCH

A

Be objective A1	Determine research question A2	Locate appropriate research sources A3	Determine target audience A4	Distinguish unique features of client A5	Distinguish between client needs and wants A6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Find opportunities within a competitive environment A7	Analyze competitive environment A8	Evaluate competitive environment A9	Document research findings A10	Disseminate research findings A11	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

STRATEGIZE

B

Define problem B1	Develop creative briefs B2	Evaluate opportunity B3	Apply marketing skills B4	Develop strategy for target audiences B5	Determine media B6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Define tangibles (deliverables) B7	Determine team composition B8	Determine sub-contractors B9	Develop proposals B10	Convey ideas on paper B11	Anticipate trends B12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Anticipate shelf life B13	Refine budget B14				
1 2 3 4	1 2 3 4				

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PRODUCE

D

Adhere to technical specifications D1	Build to multiple formats D2	Assure quality D3	Determine best practice D4	Be meticulous D5	Apply typography principles D6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Use vector based programs D7	Use raster based programs D8	Use page based programs D9	Use motion graphics tools D10	Use web/interactive based programs D11	Apply technical skills D12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Troubleshoot D13	Apply colour correction D14	Test products D15	Pre-flight D16	Bullet proof files D17	Apply artistic sensibilities and skills D18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Ensure accessibility D19	Manage files D20	Follow file naming conventions D21			

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1	2	3	4	1	2	3	4	1	2	3	4
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USE INDUSTRY COMMUNICATION SKILLS
E

Clarify design problems E1	Work in multidisciplinary teams E2	Rationalize work E3	Present work E4	Articulate value E5	Accept criticism E6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Interpret criticism E7	Give constructive feedback E8	Use jargon of industry E9	Collaborate with production partners /suppliers E10	Determine client needs E11	Educate clients E12
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 PROJECTS
F

Meet deadlines F1	Work within project schedules F2	Estimate/budget time F3	Work within budget F4	Evaluate project F5	Define scope F6
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 design process F7	Manage client expectations F8	Monitor scope creep F9	Coordinate with production partners /suppliers F10		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

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DEMONSTRATE PROFESSIONALISM
G

Follow code of ethics G1	Contribute to professional community G2	Respect industry rates G3	Act ethically G4	Demonstrate social responsibility G5	Demonstrate environmental responsibility G6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Interpret cultural context G7	Clarify personal values G8	Makes decisions based on personal values G9	Balance work and personal life G10	Balance personal and industry values G11	Lead G12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Take responsibility G13	Take ownership G14	Learn from mistakes G15	Accept work reassignments G16	Demonstrate passion for field G17	Engage in lifelong learning G18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Keep current G19	Celebrate successes G20	Reflect G21	Motivate self G22	Motivate others G23	Seek mentorship G24
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Mentor others G25	Showcase professional abilities G26				
1 2 3 4	1 2 3 4				

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APPLY BUSINESS PRINCIPLES
H

Network H1	Build relationships H2	Resolve conflict H3	Negotiate H4	Manage client H5	Work within financial limitations H6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Provide value H7	Exit client relationship H8	Manage human resources H9	Manage work load H10	Work within defined roles H11	Manage time H12
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 change H13	Apply PIPEDA legislation and regulations (intellectual property, copyright) H14	Plan for financial success H15	Ensure return on investment H16	Assign monetary value to work H17	Manage risk H18
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Define brand H19	Promote brand H20				
1 2 3 4	1 2 3 4				

