

Design Practitioner Portfolio Interview Standard

Applicant has clearly articulated and demonstrated sufficient competence showing:

1. the contribution in each project in written and verbal submissions, e.g. Intermediate Designer, Senior Designer, Art Director, Creative Director. If you were in a team, clearly identify your role and contribution
2. the project brief including assignment background, and client objectives through to design objectives
3. his/her approach to design process, including research, analysis or other information gathering and investigation
4. the design process, from initial concept exploration and presentation through to acceptance by client
5. how the design solution and deliverables satisfied project goals and objectives
6. appropriate handling of special or unique circumstances and/or challenges
7. an ability to create and develop his or her own design ideas that communicate solutions to a client's objectives in at least one piece

Work presented consistently demonstrates applicant has good command of the basic principles of:

8. usability (e.g. ease of use, choice of media, readability, adequately informative, target audience accuracy)
9. composition (e.g. use of grids, visual hierarchy, balance and contrast, visual impact, fluid flow of information)
10. typography (e.g. readability and legibility, kerning, choice of typeface, typographic craftsmanship and best practices)
11. imagery (e.g. scaling and cropping, reproduction quality, choice of photography/illustration, art direction quality, photo/image editing)
12. colour (e.g. strategic use of colour, understanding of colour theory)