

## WorldSkills UK Training Manager – Graphic Design

Please review these in tandem with application guidance in the Training Managing information pack.

WorldSkills skill no. & competition	Specialist technical skills
<b>40 Graphic Design Technology</b>	<p>A Training Manager for the WorldSkills Graphic Design competition would need a range of specialist technical skills, including:</p> <ol style="list-style-type: none"> <li>1. Mastery of industry software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) for both print and digital design.</li> <li>2. Design expertise to train high levels of expertise in typography, layout, colour theory, and branding.</li> <li>3. Awareness of the latest design trends, tools, and emerging technologies, ensuring that training remains current and relevant.</li> <li>4. Commercial awareness and understanding to train and coach students and apprentices how to present design concepts effectively and communicate with clients to meet their needs.</li> <li>5. Problem-solving for troubleshooting design and software issues.</li> <li>6. Innovative design abilities for creating interactive and animated elements.</li> <li>7. Technical knowledge of print and digital outputs, file formats, and image manipulation.</li> </ol> <p>More details are available at <a href="#">WorldSkills Occupational Standards - Graphic Design Technology</a></p>