

Front End Designer

Required Skills

Level 1

- Demonstrates competency with color theory.
- Demonstrates competency with basic typography.
- Demonstrates competency with design theory.
- Analyzes "critical" direction and modifies their task/asset accordingly.
- Assesses problems and creates innovative solutions by thinking outside of the box.
- Demonstrates an unquenchable curiosity for what's next.
- Expresses passion for the medium.
- Applies fundamental design skills (layout, typography, color) with precision.
- Attaches concepts and ideas to the work that amplifies the fundamental design.
- Demonstrates experience in a wide range of student work, including prints, logos, packaging, brochures, advertising, websites, apps, and more.
- Demonstrates in-depth knowledge in specific area of interest (E.G Packaging, advertising, logo, identity, graphic standards).
- Uses relevant programs (eg., Photoshop, Illustrator, InDesign) with basic proficiency.

Level 2

- Composes code for the web with basic proficiency.
- Uses relevant programs (eg., Photoshop, Illustrator, InDesign, Muse) with advanced proficiency.
- Recognizes the basics of UV design.
- Organizes elements in order of importance with consideration of the visual information hierarchy.
- Generates excitement about the medium in others.
- Develops and evolves a given creative idea by incorporating technical feature sets available in the medium.
- Demonstrates an ability to understand user experience (UX) consideration unique to a particular platform or medium.
- Assesses situations with conceptual thinking that generates a "wow" response.
- Demonstrates a helpful, outgoing, and engaging personality, as well as team leadership skills.

Level 3

- Composes code with proficiency in a variety of coding language surveys (Drupal, Ch., etc.).
- Uses relevant programs (eg., Photoshop, Illustrator, InDesign, Muse) with advanced proficiency.
- Demonstrates an understanding of advance UV design.
- Identifies the roles and effects of economic/consumer psychology on a product.

Level 4

- Evaluates the work of peers and subordinates and gives specific creative direction.
- Employs good campaign management skills in planning projects and assessing progress.
- Interprets new and emerging environments and technologies and fluidly adapts to new circumstances (mobile devices/orientations, etc.).
- Complies with non-technical stakeholders and displays communication and diplomatic skills.
- Breaks down concepts to and mentors less experienced FEDs.

What courses should I take?

- ARTS 103 - ARTS 403 - VIST 374
- ARTS 104 - VIST 170 - VIST 441
- ARTS 303 - VIST 270 - VIST 474
- ARTS 304 - VIST 271
- ARTS 353 - VIST 284

