

Public Abstract

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Title: Identification of the Significant Competencies in Graphic Design

The purpose of this research study was to obtain consensus and validation from a panel of experts in identifying the essential competencies in graphic design. Utilizing a panel of experts composed of industry representatives and educators this study employed a modified Delphi Technique to gather data from 12 postsecondary and higher education educators and 18 industry representatives.

Sixty-six significant competencies in graphic design were identified, and 63 were considered desirable. Educators' perceptions differed from industry practitioners' perceptions for five of the competencies. In addition, the panel members identified the twenty most needed competencies for employment in today's graphic design industry. Replication of the findings is recommended by the author.