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| OFFICE OF APPRENTICESHIPBULLETIN | **NO.**2024-134 |
| **DATE**September 23, 2024 |

**TO:** NATIONAL APPRENTICESHIP SYSTEM STAKEHOLDERS

 OFFICE OF APPRENTICESHIP STAFF

 STATE APPRENTICESHIP AGENCIES

**FROM:** JOHN V. LADD /s/

 Administrator, Office of Apprenticeship

**SUBJECT:** New National Occupational Framework (NOF) Apprenticeable Occupation: Graphic Designer

1. **Purpose.** To inform the staff of OA, State Apprenticeship Agencies (SAA), Registered Apprenticeship program sponsors, and other Registered Apprenticeship partners of the following new National Occupational Framework (NOF) to an apprenticeable occupation: Graphic Designer
2. **Action Requested.** OA staff should familiarize themselves with this bulletin and the attached Work Process Schedule and Related Instruction Outline, as a source for developing apprenticeship standards and/or providing technical assistance.

Graphic Designer will be added to the List of Occupations Recognized as Apprenticeable by OA located on www.apprenticeship.gov. A suggested Work Process Schedule and Related Instruction Outline are attached.

1. **Summary and Background.**
	1. Summary – The occupation Graphic Designer was submitted by Mr. Zachary Boren, Senior Policy Program Manager on behalf of Urban Institute, were processed by Joseph L. Olivere and approved by the OA Administrator on September 17, 2024.

The National Office has approved a new National Occupational Framework (NOF), developed in partnership with the Urban Institute. This NOF has met industry standards and approval; it covers job titles and occupational pathways, related functions and performance criteria, as well as academic, workplace and personal competencies for job success. While use of NOFs in developing standards utilizing the competency-based training approach is voluntary, no additional vetting of a Work Process Schedule (WPS) utilizing the NOF should be required where a program aligns to the occupational framework described in a NOF, beyond the basic requirements set forth in 29 CFR Part 29. While on-the-job learning (OJL) is ordinarily outlined in the WPS, sponsors who utilize a NOF must develop the Related Instruction Outline, which should be included in the standards. Within certain limits, the sponsors of NOF apprenticeship programs are permitted to customize the job functions or competencies contained in a NOF for the Graphic Designer occupation.

However, OA encourages the use of all core competencies to be included in the approved WPS.

* 1. Background –

***New/Revised Occupation Background -*** Under 29 CFR section 29.4, an occupation for a RAP must meet the following criteria to be determined apprenticeable:

1. Involve skills that are customarily learned in a practical way through a structured, systematic program of on-the job supervised learning;
2. Be clearly identified and commonly recognized throughout an industry;
3. Involve the progressive attainment of manual, mechanical, or technical skills and knowledge which, in accordance with the industry standard for the occupation, would require the completion of at least 2,000 hours of on-the-job learning to attain; and
4. Require related instruction to supplement the on-the job learning.
5. **New NOF Apprenticeable Occupation.** The occupation Graphic Designer was submitted for an apprenticeability determination.

Graphic Designer
O\*NET-SOC CODE: 27-1024.00

RAPIDS Code: 0010

Type of Training: Time-based, Hybrid, Competency-based

Term Length: Time-based 3,000 hours, Hybrid 3,000-3,750, Competency-based 1 and a half years

Graphic Designers create visual content to communicate ideas. Graphic designers develop layouts for advertisements, publications, business collateral, packaging, and other products, combining text and images by hand or via digital tools. Graphic designers optimize graphics to meet the needs of specific promotional strategies and target audiences for print and digital channels, including typography, branding, infographics, illustration, photography, banner ads, social media posts, website graphics, magazine advertorials, and event signage. They use a variety of media to achieve artistic or decorative effects, and often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text work together in a specific layout. They collaborate closely with copywriters and frequently under the direction of creative or marketing directors.

Graphic Designers perform the following duties:

* Generates creative and innovative graphic concepts
* Produces image, animation, and video-based content, and related campaigns
* Assembles project deliverables into cohesive final format
* Incorporates artificial intelligence (AI) tools into work procedures and products
* A. Demonstrates understanding of, and adheres to, copyright laws and intellectual property rights

1. **Inquiries.** If you have any questions, please contact Joseph L Olivere, Apprenticeship and Training Representative, Division of Standards and Quality at (202) 693-5179.
2. **Attachments.**

