

# Emerging Designer skills series

## BASELINE

This was one that really stood out for me because it has such strong foundations in graphic design already. It's a term designers can connect with. And it also speaks to the idea of core, foundational skills everyone needs to establish as a professional. It's the place you start...

## CORE

This was from the list you sent me and I think it works really well. It speaks to building from the inside out--developing your core skills. Even in sports, trainers talk about building your core fitness. It's working for me.

## BRIDGE

This one was also part of your earlier brainstorm. I like the idea because it easily lends itself to visuals--and I think the message here is strong because it reflects the purpose of this series: to help people bridge design skills to professional skills, from one stage in their career to the next.

## ESSENTIALS

This is certainly more straightforward, but the upside is that everyone will know what it is. And it also works nicely with "Emerging Designers." Could be something like "Essentials for Emerging Designers" or "Career Essentials for Emerging Designers."

## ELEMENTS

You're talking about this series helping educate emerging designers on the basics--the core elements of what they need to succeed in their careers. I also like this one because it does conjure up some immediate directions you can take the design, playing off the "Elements" theme, whether liquid/air/gas in scientific iconography, or periodic tables, etc.

## GRID

Similar to baseline, this speaks to the underlying structure every creative needs to be successful. The nice thing about this concept is the message that--just like grids, many people won't see the grid as work--but you know it's there. And designers know it when they see it.

## SCALE

I like this because it has design connotations, but I think there's also a good message here in terms of an emerging designer being able to scale their talent with the right skills.

## SHIFT

I like the message here around making the shift from one stage in your career to the next. You're literally making a shift to the next level. I think it's also got some potential in terms of making it visual--keyboard, key commands, etc.

## FOUNDATIONS

Similar themes to the others on underlying structure. I think this could work well when paired with "series" Like the "Foundations series." It feels strong and secure. One potential downside is that it does lend itself to imagery, and it's imagery that might feel a little too solid, harsh, concrete--like foundations for buildings and bridges.

## LIFT

Lift is a verb... And it's a noun. Lift is an aviation term: It's the thing that keeps airplanes in the air. And it's something everyone needs from time to time, whether it's inspiration or help. There's something I've always liked about this term in relationship to the AIGA design community. We lift up the community, and we provide the lift that propels creatives forward.

## FABRIC

Thinking less in terms of literal fabric, but more what holds us all together. A term that has gained popularity in recent is "social fabric"--it's that structure that holds us all together in society. I don't think this may be quite as strong as a name, since it would require some extra explanation, and it would additional words to make ti work.