

■ Merch Mode - Audience Test and Career Connection

NAME _____

DATE _____

PERIOD _____

Page 1 - Test the FYF Design

Default route: Complete the identity, principles, and large sketch in FYF pp. 256-258. Use this companion to record the audience test and revision. Canva, Adobe Express, and paper are equal.

Fictional audience:

What should a viewer notice in three seconds?

Originality check: List what you created yourself. Do not copy a real band mark, album art, character, or trademark.

VIEWER TEST

Use a partner, teacher conference, or self-test with the design covered and then shown for three seconds.

What the viewer noticed first:

Evidence that matched the intended audience/message:

One mismatch or unclear choice:

Revision: Use: I changed [revision] so the audience can [purpose].

CURRENT NATIONAL EVIDENCE

FIELD	BLS GRAPHIC DESIGNERS
What they do	create visual concepts by hand or with software to communicate ideas
Typical entry education	bachelor's degree
May 2024 U.S. median pay	\$61,300
2024-34 outlook	2% growth; about 20,000 openings each year on average
Evidence limit	national occupation evidence, not DFW starting pay or a guarantee

Graphic designers may meet with clients, create layouts and visual elements, present concepts, incorporate feedback, and check designs before publishing.

One graphic-designer responsibility used in Merch Mode:

Work product and audience evidence:

One limitation of the BLS or three-second-test evidence:

PORTFOLIO-READY RÉSUMÉ BULLET

Write one truthful action + task + evidence/purpose bullet from this design practice. Do not claim a public client, sale, or publication.

Resume frame: Designed [work product] for a fictional [audience]; tested [choice] and revised [change] after [evidence].