I.	FORM	Foundational Layer: Typeface, Text, Grid, Image, Format, (Material)	Defining the Term, Aesthetics, Skill
II.	TOOL	Software: Adobe, OpenSource Hardware, Means of Production	Technical literacy, Autonomy
III.	PROCESS	Design Process, Working Systems, Methodology	Production Ethics, Originality, Ownership, Collaboration
IV.	CULTURE / POWER	Systems and concepts connected to the profession (personal, educational, commercial)	Identity (Self-Image), Authority, Access