BEM Micro-credential

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| **BEM content (for all partners)** | Title/name of the credential | Editorial Designer - Layout of daily newspaper pages |
| Function of the micro- credentials / purpose | Specialisation |
| Possible target groups | It is designed for those who want to learn precise and competent layout of online and publishing texts, advertisements and pages using editorial programs  (MSWord, MS Publisher, Adobe InDesign, Adobe Photoshop). |
| Branch/sector of application | Polygraphic production, publishing industry |
| Fields of application / work  environment | Publishing house, printing house, Internet |
| Typical work/professional tasks | * Exploring the essence, main goals and principles of editorial design * Project planning and testing * Layout of items on a page * Preparation of modular networks and columns * Layout of texts * Studying fonts * Image processing and deployment * Study of methods of working with graphic images * Publication design * Advertising announcement design * Designing documents for the world wide web |

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|  | Learning outcomes (personal  and job related) | Knowledge | Skills | competences |
|  | * Knowledge of the main goals and principles of page layout * Knowledge of font shapes * Knowledge of image processing methods * Knowledge of methods of working with graphic images | ***Language skills***   * Native * Two foreign languages to communicate, as well as to use professional literature   ***Computer skills***   * Internet Explorer * MS Word, Excel   ***Job skills***   * Publication design skills * Skills in designing an advertising statement * Skills in creating documents for the World Wide Web   ***Personal skills***   * Communication skills * tolerance and patience * responsibility * creative thinking * aesthetic taste * desire for self-improvement | * Project planning ability * Ability to manufacture modular grids and columns * Ability to process images * Ability to input texts * Ability to use search sites |
| Validation | criteria | | procedures |
| 1. compliance | | 1. Formation of |

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|  |  | 1. flexibility and target focus 2. reliability | Examination Committee (EC)   1. Applicant makes a Performance of a Test Project based on given topic 2. Resolution of EC 3. Awarding a certificate or digital badge |
| Recognised/accepted (documented by MoU) | Name of companies Orion ASH LTD | |
| Provider(s) | From private and state sectors | |
| **Additional information (if needed)** | Entry level / prerequisites | It is necessary that the individual has computer skills and aesthetic taste. Duration: 72 hours. | |
| Possible duration (recommendation) |
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| **Specific content (national)**  **(if needed)** | Position in the chain of educational programmes | IV-V level of NQF. | |
| Reference to NQF |
| Credits |