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 / workenvironment | 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 (personaland 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
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| 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
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| 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 |