

BEM Micro-credential



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	<ul style="list-style-type: none"> • 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

	Learning outcomes (personal and job related)	Knowledge	Skills	competences
		<ul style="list-style-type: none"> • 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 	<p>Language skills</p> <ul style="list-style-type: none"> • Native • Two foreign languages to communicate, as well as to use professional literature <p>Computer skills</p> <ul style="list-style-type: none"> • Internet Explorer • MS Word, Excel <p>Job skills</p> <ul style="list-style-type: none"> • Publication design skills • Skills in designing an advertising statement • Skills in creating documents for the World Wide Web <p>Personal skills</p> <ul style="list-style-type: none"> • Communication skills • tolerance and patience • responsibility • creative thinking • aesthetic taste • desire for self-improvement 	<ul style="list-style-type: none"> • 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

		2. flexibility and target focus 3. reliability	Examination Committee (EC) 2. Applicant makes a Performance of a Test Project based on given topic 3. Resolution of EC 4. 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)		
Specific content (national) (if needed)	Position in the chain of educational programmes	IV-V level of NQF.	
	Reference to NQF		
	Credits		