BEM Micro-credential

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| **BEM content (for all partners)** | Title/name of the credential | Graphic design - Logo development |
| Function of the micro- credentials / purpose | Specialisation |
| Possible target groups | It is intended for those who want to learn competent, accurate, modern and original design of electronic and printing brand (logo) using graphic programs (AdobeIllustrator, Adobe InDesign, Adobe Photoshop). |
| Branch/sector of application | Advertising industry |
| Fields of application / work environment | Business, advertising, printing |
| Typical work/professional tasks | * Basics of creating logos
* Studying and using fontes
* Basics of vector layout in CorelDRAW
* Application of color scale
* Logo idea-sketch-result
* Corporate style design
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| Learning outcomes (personal and job related) | Knowledge | Skills | competences |
|  | * Knowledge of logo creation, principles
* Basic knowledge of
 | ***Language skills**** Native
 | * Ability to use search sites
* Ability to
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|  |  | vector layout in CorelDRAW* Logo concept design
* Font recognition and evaluation
 | * Two foreign languages (English and Russian) to communicate, as well as to use professional literature

***Computer skills**** + Internet
	+ Adobe Photoshop
	+ CorelDRAW
	+ Adobe Illustrator

***Job skills**** Drawing and drawing skills
* Ability to use the color scale\
* Ability to prepare pre-press layout
	+ Logo design skill

***Personal skills**** Desire for self-improvement
* Liability
* Responsibility
* Discipline
* Creative mind
* Ability to communicate
* Literacy
* Tolerance and patience
 | create electronic projects |
| Validation | criteria | procedures |

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|  |  | 1. compliance
2. flexibility and target focus
3. reliability
 | 1. Formation of 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
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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 | t is necessary that the individual has basic knowledge and skills of painting and drawing, computer skills, innovative thinking 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 |