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 (Adobe  Illustrator, 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 | | |
| 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 |
| 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 |