

BEM Micro-credential



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	<ul style="list-style-type: none"> • 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
		<ul style="list-style-type: none"> • Knowledge of logo creation, principles • Basic knowledge of 	Language skills <ul style="list-style-type: none"> • Native 	<ul style="list-style-type: none"> • Ability to use search sites • Ability to

		<p>vector layout in CorelDRAW</p> <ul style="list-style-type: none"> • Logo concept design • Font recognition and evaluation 	<ul style="list-style-type: none"> • Two foreign languages (English and Russian) to communicate, as well as to use professional literature <p>Computer skills</p> <ul style="list-style-type: none"> • Internet • Adobe Photoshop • CorelDRAW • Adobe Illustrator <p>Job skills</p> <ul style="list-style-type: none"> • Drawing and drawing skills • Ability to use the color scale\ • Ability to prepare pre-press layout • Logo design skill <p>Personal skills</p> <ul style="list-style-type: none"> • Desire for self-improvement • Liability • Responsibility • Discipline • Creative mind • Ability to communicate • Literacy • Tolerance and patience 	create electronic projects
	Validation	criteria	procedures	

		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	It 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)		
Specific content (national) (if needed)	Position in the chain of educational programmes	IV-V level of NQF.	
	Reference to NQF		
	Credits		