BEM Micro-credential

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| **BEM content (for all partners)** | Title/name of the credential | Designer of social media images |
| Function of the micro-credentials /purpose | Specialisation |
| Possible target groups | Intended for individuals who wish to acquire UI/UX skills in social media imageprocessing |
| Branch/sector of application | Any organization with social networking sites |
| Fields of application / work environment | Advertising, presentation |
| Typical work/professional tasks | * creating preliminary sketches and ideas that meet the project's goals
* Development of images
* design development
* design implementation
* design review and editing
* design finalization and delivery
* performing further analysis and optimization
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| Learning outcomes (personal and job related) | Knowledge | Skills | competences |
|  | * computer skills
* vector and point
 | ***Language skills**** Native
 | * Installation, configuration of
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|  |  | graphics programs | * Two foreign languages to communicate, as well as to use professional literature

***Computer skills**** + Internet Explorer
	+ Adobe Photoshop
	+ Power Point
	+ CorelDraw
	+ MS Word, Excel

***Job skills**** Modeling
* computer operator

***Personal skills**** persistence and ability to pay attention
* proper time management
* creative thinking
* accuracy
* readiness for development
* managing multiple tasks
* patience
* research skills
* analysis
 | Adobe Photoshop, Illustrator, InDesign, and other graphic programs* Proficiency in typography selection and application across various social media platforms
* skills in color theory – knowing how colors affect emotions and how they can be used for brand

communication* image editing and processing capabilities.
* a creative approach to generating new ideas and creating visual content
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|  |  |  | * ability to

communicate* sense of responsibility
* purposefulness
* seeking to improve professional skills
* ability to work in a

team |  |
| 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
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| Recognised/accepted (documented by MoU) | Name of companiesAni Jamvelyan Private Entrepreneur |
| Provider(s) | From private and state sectors |
| **Additional information (if needed)** | Entry level / prerequisites | It is necessary that the individual has a background in the field of design, knowledge of using the Internet, as well as at least a high school education 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 |