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 image  processing | | |
| 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 | | |
| 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 | |
| Recognised/accepted (documented by MoU) | Name of companies  Ani 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 |