BEM Micro-credential

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

		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

		- 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	
	Possible duration (recommendation)	Duration: 72 hours.	

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