

1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Mediavormgever
Kwalificatiedossier: Mediavormgeving

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Media designer
Qualification file: Media design

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

Core task 1: Designs a media expression

- 1.1 Discusses the assignment
- 1.2 Drafts planning
- 1.3 Familiarises himself with the client/target group/subject
- 1.4 Makes a concept
- 1.5 Makes a design
- 1.6 Presents the concept and/or design of media expression

Core task 2: Realises a media expression

- 2.1 Prepares the realisation
- 2.2 Monitors progress and evaluates results of outsourcing or sub-project
- 2.3 Makes a media publication
- 2.4 Supplies the media communication
- 2.5 Keeps the (digital) archive updated

Core task 3: Carries out entrepreneur work

- 3.1 Creates a plan for starting one's own business (working as sole proprietor)
- 3.2 Promotes his work
- 3.3 Organises administrative and financial matters

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

A Media designer can work at various types of organisations, such as a publishing house, magazine, broadcast, printing office, multimedia company, publicity agency or design studio, but also at an internet, marketing or communications department of a profit, non-profit or governmental organisation. He works as a paid employee, but can also work freelance. The Media designer can design and realise graphic, interactive, animated and/or audio-visual media expressions, among which are: advertisements, posters, brochures, displays, websites, applications, multimedia programs, social media presentations, illustrations, animations, decors, audio-visual productions and games.

*** Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://www.europass.cedefop.europa.eu/>

© European Communities 2002

5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science</p>																				
<p>Level of the certificate (national or international) Qualification level 4 of the Dutch VET qualification structure Characteristics: non-job related skills such as tactical and strategic capacities. The professional bears his or her own responsibility, which is not only related to practical implementation in terms of monitoring and supervision, but also a more formal, organisational responsibility. The range of tasks also includes drafting new procedures. NLQF-niveau 4 - EQF level 4 - ISCED 3A</p>	<p>Grading scale / Pass requirements</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 10px;">10</td><td>excellent</td></tr> <tr><td>9</td><td>very good</td></tr> <tr><td>8</td><td>good</td></tr> <tr><td>7</td><td>very satisfactory</td></tr> <tr><td>6</td><td>pass</td></tr> <tr><td>5</td><td>fail</td></tr> <tr><td>4</td><td>unsatisfactory</td></tr> <tr><td>3</td><td>very unsatisfactory</td></tr> <tr><td>2</td><td>poor</td></tr> <tr><td>1</td><td>very poor</td></tr> </table>	10	excellent	9	very good	8	good	7	very satisfactory	6	pass	5	fail	4	unsatisfactory	3	very unsatisfactory	2	poor	1	very poor
10	excellent																				
9	very good																				
8	good																				
7	very satisfactory																				
6	pass																				
5	fail																				
4	unsatisfactory																				
3	very unsatisfactory																				
2	poor																				
1	very poor																				
<p>Access to next level of education/professions It is possible for the Media designer to develop through a higher professional education, such as through Art & Design or Visual art academies, Communication, Multimedia design or the Teacher course in arts & crafts. It is also possible to develop to a higher professional level through work experience, which is essentially the same profession, but on a higher educational level. A Media designer can specialise into design areas such as graphic, animation, audio-visual, interaction, multimedia, cross-media and gaming.</p>	<p>International agreements Media designer is not a regulated profession in the Netherlands. However, the education and training for this profession on qualification level 4 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.</p>																				
<p>Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 25201 The education and training for this qualification is offered as of 01-08-2015.</p>																					

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbl). In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week. In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.</p>	
<p>Average duration of the education/ training leading to the certificate</p>	<p>4 years (6400 study hours) (depending on previous education)</p>
<p>Entry requirements The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.</p>	

7. ADDITIONAL INFORMATION

<p>Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information included in part 3 and 4 is derived directly from the qualification file determined by the Minister of Education, Culture and Science. The complete qualification file can be found at kwalificaties.s-bb.nl, only in Dutch.</p> <p>Optional subjects are linked to the qualification. The optional subjects have a total size of 15% of the course duration. The optional subjects completed by the student are listed on the certificate.</p>

7. ADDITIONAL INFORMATION

Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP): www.s-bb.nl. The NRP is the information centre for vocational qualifications in the Netherlands. SBB has been appointed in this capacity by the Ministry of Education, Culture and Science.