



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Mediavormgever
Uitstroom: Grafische vormgeving

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Media design
Specialisation: Graphic design

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Media designer (Graphic design) are:

Core task 1: Developing an action plan for the media presentation

- 1.1 Advising the client
- 1.2 Producing an action plan

Core task 2: Developing a concept for media presentation

- 2.1 Producing a concept
- 2.2 Presenting the media presentation

Core task 3: Creating a design for media presentation

- 3.1 Producing a design
- 3.2 Presenting the media presentation

Core task 4: Implementing the media presentation

- 4.1 Presenting the media presentation
- 4.2 Preparing implementation
- 4.3 Producing the media presentation
- 4.4 Supervising outsourcing

Core task 5: Managing hardware, software and files

- 5.1 Managing the database
- 5.2 Managing hardware and software

Core task 6: Implementing entrepreneurial tasks

- 6.1 Drawing up a business plan
- 6.2 Undertaking business-related tasks

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

The Media designer operates in a sector itself constantly subject to change; rapid technical developments and considerable competition. The Media designer often works in smaller businesses such as communication firms,

*** 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/>

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

advertising agencies, specialist design agencies and design studios, web design firms, multimedia businesses, audio visual companies, publishers and printers. He may also be employed in medium-sized or large enterprises with a separate department for the design of media presentations. He may also work as an independent operator or freelancer.

5. OFFICIAL BASIS OF THE CERTIFICATE

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.	Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science
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 level 4 - EQF level 4 - ISCED 3A	Grading scale / Pass requirements 10 excellent 9 very good 8 good 7 very satisfactory 6 pass 5 fail 4 unsatisfactory 3 very unsatisfactory 2 poor 1 very poor
Access to next level of education/professions With a diploma at qualification level 4, transfer is possible to higher professional education.	International agreements The profession of Media designer is not regulated 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.
Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 90413 The education and training for this qualification is offered as of August 1, 2005.	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

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.

Average duration of the education/ training leading to the certificate	4 year(s) (6400 study hours) (depending on previous education)
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Entry requirements

The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.

7. ADDITIONAL INFORMATION

Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information in section 3 and 4 is drawn directly from the qualification file, that is composed by the Centre of Expertise. The complete qualification file is available at www.kwalificatiesmbo.nl, only in Dutch.

7. ADDITIONAL INFORMATION

Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP) for VET: www.nlntp.nl

SBB has been appointed by the Ministry of Education, Culture and Science as NRP.