



## 1. Title of the certificate (LT)<sup>1</sup>

Profesinio mokymo diplomas. Vizualinės reklamos gamintojo modulinė profesinio mokymo programa (valstybinis kodas M44041401)

<sup>1</sup>in original language

## 2. Translated title of the certificate (EN)<sup>1</sup>

Qualified worker's Diploma. Visual advertisement producer modular vocational training programme (state code M44041401)

<sup>1</sup>If applicable. This translation has no legal status.

## 3. Profile of skills and competences

### Compulsory competences:

1. Compose graphical elements.
2. Design using computer programs.
3. Process images.
4. Prepare graphic works for digital printing.
5. Produce advertisement (promotional) elements.
6. Design and produce package.
7. Produce promotional items using the self-adhesive film.
8. Produce promotional items using plastic.
9. Organize small advertising production business.

### Optional competences:

1. Develop a promotional video elements.
2. Arrange graphic elements and information in website.
3. Decorate the advertisement (promotional) elements with sandblaster machine.
4. Decorate the advertisement (promotional) elements by decole technology.

## 4. Range of occupations accessible to the holder of the certificate<sup>1</sup>

The object of the activities of the visual advertisement producer: communicate with the customers; listen to their requests and advise them; select and use the materials for visual advertisement production; designing and production of indoor advertisement; designing and production of outdoor advertising; design and production of press advertising; process images; composition of graphical elements and information on a website; decoration of the advertisement (promotional) elements with sandblaster machine; decoration of the advertisement (promotional) elements by decole technology.

<sup>1</sup> If applicable

### (\*) 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.



5. Official basis of the certificate		
<b>Name and status of the body awarding the certificate</b> Legal entity with licence to provide formal vocational training programmes	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Ministry of Education and Science of The Republic of Lithuania	
<b>Level of the certificate (national or international)</b> ISCED 454; LTKS IV; EKS 4	<b>Grading scale / Pass requirements</b> 10 grade scale. A Pass Grade -	
<b>Access to next level of education/training</b> Possibility to continue studies at the higher level of education programme	<b>International agreements</b>	
<b>Legal basis</b> Law on Education of the Republic of Lithuania Law on Vocational Education and Training of the Republic of Lithuania Resolution No. 535 of 4 May 2010 of the Government of the Republic of Lithuania "On the approval of the description of the National Qualifications Framework		
6. Officially recognised ways of acquiring the certificate		
<b>Aggregate duration of learning required to get the certificate (in weeks):</b> 76 <b>Ratio of theoretical and practical learning (%):</b> 34/66 <b>Duration and place of apprenticeship (in weeks):</b> (0)		
<b>Possibility to include passed education:</b> passed education included by evaluating the knowledge		
Description of vocational education and training received	Part of programme (%)	Duration (in weeks)
School-/training centre-based	34	26
Workplace-based	66	50
Accredited prior learning		
<b>Total duration of the education/ training leading to the certificate</b>		76
<b>Entry requirements</b>		
<b>Additional information</b> More information (including the description of the national system of qualifications) at: <a href="http://www.aikos.smm.lt">www.aikos.smm.lt</a> , <a href="http://www.europass.lt">www.europass.lt</a> , <a href="http://www.euroguidance.lt">www.euroguidance.lt</a> , <a href="http://www.kpmc.lt">www.kpmc.lt</a>		
<b>The National Reference Points:</b> <a href="http://www.europass.lt">www.europass.lt</a> , <a href="http://www.smpf.lt">www.smpf.lt</a>		