

**1. TITLE OF THE CERTIFICATE (DE) (1)****Abschlussprüfung im staatlich anerkannten Ausbildungsberuf  
Gestalter/ Gestalterin für visuelles Marketing**

(1) in original language

**2. TRANSLATED TITLE OF THE CERTIFICATE (EN)(1)****Final examination in the state-recognized training occupation  
Visual marketing designer (m/f)**

(1) This translation has no legal status.

**3. PROFILE OF SKILLS AND COMPETENCES**

- Develop and realise visual design concepts which communicate the corporate philosophy and support sales promotion
- Present goods, products and services and use customer and sales trends for visual design concepts
- Design sales, presentation and exhibition rooms
- Cooperate with sales and exhibition departments as well as other design and advertising occupational groups
- Utilise the effects of light, form, colour and other design elements to promote sales
- Plan and organise events, customer forums and promotions
- Procure and use materials and presentation resources according due consideration to economic and ecological aspects
- Use graphics, layout and image processing programmes
- Carry out calculations and efficiency reviews

**4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE (1)**

Visual marketing designers work in commerce, at trade fairs, exhibitions and in industry.

(1) if applicable

**(\*) Explanatory notes**

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 on transparency is available at: [www.europass.cedefop.eu.int/transparency](http://www.europass.cedefop.eu.int/transparency)

## 5. OFFICIAL BASIS OF THE CERTIFICATE

<b>Name and status of the body awarding the certificate</b> Chamber of Industry and Commerce	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Chamber of Industry and Commerce
<b>Level of the certificate (national or international)</b> ISCED 3B	<b>Grading scale / Pass requirements</b> 100-92 points = 1 = excellent 91 - 81 points = 2 = good 80 - 67 points = 3 = average 66 - 50 points = 4 = pass 49 - 30 points = 5 = poor 29 - 0 points = 6 = fail  A total of at least 50 grade points are required to pass the examination.
<b>Access to next level of education / training</b> Merchandise manager, specialist commercial clerk for advertising and communication, master craftsman qualification in interior decoration, certified senior public relations clerk, certified senior visual merchandising clerk, certified senior advertising clerk	<b>International agreements</b> In the field of vocational training, joint declarations on the comparability of qualifications obtained in the respective vocational training systems have been signed on the basis of bilateral agreements concluded between Germany and France and between Germany and Austria.
<b>Legal basis</b> Ordinance on Initial Vocational Education and Training in the Occupation of Visual marketing designer (m/f) of 05/12/2004 (Federal Law Gazette, Part I, p 922) Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, KMK, of 30.04.2004), (Federal Gazette, No 157a of 21.08.2004)	

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Final examination administered by the competent body: <ol style="list-style-type: none"> <li>1. after completion of dual training in a company and at part-time vocational school (normal procedure)</li> <li>2. after retraining in a recognized training occupation</li> <li>3. as an external examination for working people without formal vocational qualifications or persons who have been trained at full-time vocational schools or other vocational training institutions</li> </ol>
<b>Additional information</b> <b>Entry requirements:</b> Entry requirements are not governed by legislation; as a rule, young people are admitted after completing (nine or ten years of) general education. <b>Duration of training:</b> 3 years. <b>Training in the "dual system":</b> Teaching of the knowledge, skills and competences needed for an occupation is based on the typical requirements of work and business processes and prepares the trainees for a specific job. <b>The training is provided in a company and at part-time vocational school:</b> In the company, the trainees acquire practical skills in a real working environment. On one or two days per week, the trainees attend part-time vocational school, where they are taught general and vocational knowledge related to their training occupation.  <b>More information</b> is available at: <a href="http://www.berufenet.arbeitsagentur.de">www.berufenet.arbeitsagentur.de</a>  <b>National Europass Centre</b> <a href="http://www.europass-info.de">www.europass-info.de</a>