



1. TITLE OF THE CERTIFICATE (DE) (1)

**Abschlussprüfung / Gesellenprüfung im staatlich anerkannten Ausbildungsberuf
Mediengestalter Digital und Print / Mediengestalterin Digital und Print
– Fachrichtung Designkonzeption**

(1) in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)(1)

**Final examination / journeyman's examination in the state-recognized training occupation
digital and print media designer
– Specialisation design concept**

(1) This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Design digital and print media and create production data
- Plan and organise work processes for media production and communicate and cooperate as part of a team
- Comply with the basic legal principles and quality standards of media production
- Analyse customer orders, identify communication objectives and design needs
- Use creativity techniques to develop ideas
- Formulate and visualise design ideas and coordinate these with customers
- Develop, visualise, present and adapt design concepts
- Visual preparation of drafts and prototypes
- Prepare prototypes for media-suitable and media-specific further processing
- Identify, define and organise external service needs.

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

Digital and print media designers work in industry and in the craft trades sector. They find employment with marketing, communication and design agencies, print and media companies, media service providers, publishing houses and the marketing and communication divisions of companies and public institutions.

(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

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the body awarding the certificate Chamber of Crafts and Trades, Chamber of Industry and Commerce	Name and status of the national/regional authority providing accreditation/recognition of the certificate Chamber of Crafts and Trades, Chamber of Industry and Commerce
Level of the certificate (national or international) ISCED 354 This qualification corresponds to Level 4 of the German and European Qualifications Framework; cf. publication from 1 August 2013 (BANZ AT 20/11/2013 B2)	Grading scale / Pass requirements 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.
Access to next level of education / training Certified media specialist (Bachelor Professional in Media) Certified industrial foreman specialising in print media (Bachelor Professional in Print) Certified senior technician in flexography (Bachelor Professional in Flexography) State certified technician in the relevant specialisation (Bachelor Professional in Technology) State certified technician in the relevant specialisation (Bachelor Professional in Design)	International agreements 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 and between Germany and Switzerland.
Legal basis Ordinance on Initial Vocational Education and Training in the Occupation of digital and print media designer – Specialisation design concept of 05/15/2023 (Federal Law Gazette, Part I, nr 128)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Final examination administered by the competent body: 1. after completion of dual training in a company and at part-time vocational school (normal procedure) 2. after retraining in a recognized training occupation 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
Additional information Entry requirements: Entry requirements are not governed by legislation; as a rule, young people are admitted after completing (nine or ten years of) general education. Duration of training: 3 years. Training in the "dual system": The knowledge, skills and competences delivered in a training occupation are based on the typical requirements of work processes and prepare the trainees for a specific job as well as for further qualifications. The training is provided in a company and at vocational school: Trainees spend 75% of the duration of training in the company. Here they acquire practical skills in a real working environment. Trainees complete 25% of training time in vocational school where they are taught general and vocational knowledge as it relates to their training occupation. More information is available at: www.berufenet.de www.europass-info.de