SLOVENSKO
OGRODJE
KVALIFIKACIJ

Snovalec vizualnih komunikacij in trženja/snovalka vizualnih komunikacij in trženja

Selected qualifications

Toplotni obdelovalec/toplotna obdelovalka kovin	
Doktor znanosti/doktorica znanosti s področja strojništva	
Doktor znanosti/doktorica znanosti s področja obramboslovja	
Compare Selected	Clear

Name of qualification
Snovalec vizualnih komunikacij in trženja/snovalka vizualnih komunikacij in trženja

Translated title (no legal status)
Visual communication and marketing designer

Type of qualification
Višja strokovna izobrazba

Category of qualification
Izobrazba

Type of education
Short cycle higher vocational education

Duration
2 years

Credits
120 credits

Admission requirements

Enrolment in a higher education programme is open to anyone who:
• has passed the general or vocational matura examination or has completed an equivalent programme under earlier regulations, or
• has passed a master craftsman/foreman/shop manager examination, has three years' work experience and has passed a test of knowledge of general education subjects at the level required for the vocational matura in secondary technical education.

ISCED field

Field
Umetnost in humanistika

ISCED subfield

subfield modno oblikovanje, oblikovanje prostora in industrijsko oblikovanje

Qualification level

SQF 6
EQF 5
Short cycle

Learning outcomes

Students will be able to:

(Generic competences:)

- plan, prepare, implement and oversee their own work and the work of others;
- develop entrepreneurial characteristics, skills and behaviour;
- carry out a self-assessment of work;
- communicate with co-workers and experts and advise users;
- use technical terminology and communicate in one foreign language;
- use modern information and communication technologies (ICT);
- lead and/or participate in an expert team and in the resolution of problems;
- manage operations and administrative processes, maintain documentation;
- supervise the work of an expert team and organise work for the field of visual communications and marketing;
- document, order and store materials and ensure the maintenance of tools and equipment;
- plan the organisation of internal education and training, and participate in the education and training of staff;
- ensure the quality of work processes in the visual communications and marketing sector;
- keep abreast of the development of the profession and draft technical proposals for the introduction of new developments in the visual communications and marketing sector;
- ensure the rational use of energy, material and time;
- protect health and the environment and take responsibility for their own safety and the safety of others.

(Vocationally specific competences:)

- ensure the professionalism and quality of interpersonal and business communication, demonstrate mastery of quality communication strategies, including at the inter-cultural level, with a positive attitude to diversity, and understand and accept people from different cultural backgrounds;
- use information and communication technologies (ICT) to search for references and literature, to autonomously process data, and to create and design a corporate identity and presentations in a foreign language;
- systematically approach the collection, organisation and storage of data and information and process and analyse data using simple statistical methods and basic methods of financial operations;
- keep abreast of trends in the visual communications and marketing and design sectors and take them into account;
- use special elements of visual communication and marketing and coordinate activities among different providers;
- manage the work process, monitor and control work in an expert team and the organisation of work;
- participate in an expert team in the planning, design, presentation and marketing of new services, products and programmes;
- demonstrate familiarity with historical artistic styles and movements and incorporate them appropriately into the concept of their own work;
- use light sources, light effects and lighting, form, colour and other formal elements in the promotion of a company and sales promotion;
- plan and organise events, promotions and meetings;
- obtain and use presentation resources and materials that are environmentally friendly and economical;
- plan, coordinate and implement the projects of customers and providers;
- creatively develop and implement visual design concepts that express the philosophy of the business or customer;
- plan and design sales, presentation and exhibition spaces;
- demonstrate mastery of the principles of resolving customer dissatisfaction and complaints;
- implement methods for raising awareness of and monitoring user behaviour patterns;
- advise users on the creation of a corporate identity (for various occasions);
- train users in the correct use of patterns of behaviour in business and private communication and public appearances.

Assessment and completion

Students' knowledge is assessed by means of practical exercises and seminar papers, and also via products, projects, performances, services, etc. and by examinations. Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5–1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

Progression

Students may progress to the second year if they have successfully completed first-year modules, subjects and practical training (including practical classes, seminar papers, projects, examinations, etc.) totalling at least 45 credits, where all practical classes and practical training course units must be completed in full.

Transitions

First-cycle study programmes (SQF, level 7)

Condition for obtaining certificate

A diploma is granted to students who complete all the course units listed below.

1. All compulsory modules and subjects for a total of 80 credits:

- Communications (20 credits),
- Economics and business (20 credits),
- Visual arts (20 credits),
- Projects in the retail space (20 credits) and

2. One of the following elective modules, consisting of 25 credits:

- Decoration (25 credits) or
- Market communication (25 credits).

3. One of the following elective subjects, consisting of 5 credits:

- Consumer behaviour and customer relations (5 credits),
- Interior (5 credits),
- Exterior (5 credits),
- Commercial photography (5 credits) or
- Creative thinking in marketing (5 credits).

4. Freely elective subject (5 credits)

5. Diploma thesis (5 credits)

Awarding body

Higher vocational colleges

URL

https://paka3.mss.edus.si/registriweb/ProgramPodatki.aspx?ProgramId=8439