



## EUROPASS SUPPLEMENT TO THE DIPLOMA

### TITLE OF THE CERTIFICATE (original language: ES)

*Técnico de Artes Plásticas y Diseño en Asistencia al Producto Gráfico Interactivo*

### TRANSLATED TITLE OF THE CERTIFICATE (English)

*Diploma of Education in Plastic Arts and Design in Interactive Graphic Product Support*

---

### PROFILE OF SKILLS AND COMPETENCES

#### **The holder has acquired general skills relating to:**

Collaborating in the different stages of web-enabled graphic production processes in line with the stylistic and technical guidelines of the project. Suitably interpreting the information provided as to the project and following the corresponding technical and artistic indications. Producing web-enabled graphic elements of communication in line with the technical and stylistic specifications that he or she has been given. Selecting, adapting, organising, distributing and storing the technical information required to produce specific elements of interactive graphic projects. Knowing how to run, standardise and reconcile technical information and, as the case may be, the computer files that are needed to produce interactive graphic products correctly. Knowing the basic laws and regulations governing the design and production of interactive graphic communication products and those relating to safety and the prevention of occupational risks.

**Within this framework, each PROFESSIONAL MODULE includes objectives leading to the following LEARNING RESULTS that the holder acquires.**

#### ***“Fundamentos del diseño gráfico” (Fundamentals of Graphic Design)***

The title holder:

- Differentiates between the areas, particularities and the most important applications in graphic design.
- Knows the principles of graphic design and identifies them in all manner of printed products for communicative purposes.
- Identifies and analyses the communicative and expressive graphic design resources: colour, composition, text, image, etc.
- Knows the symbols, the meaning and the communicative possibilities of colour in the effective transmission of ideas and messages in interactive graphic products.
- Interprets the design specifications of a web product and, in accordance with the indications given, correctly executes the diverse graphic elements that compose it.
- Analyses the formal and functional characteristics of composition, typography, colour and the image in multimedia and interactive products.

- Structures and sorts the elements that participate in web design, in accordance with the specifications of the project.
- Analyses specific web-enabled elements and graphic products and expresses a critical opinion as to their formal, technical and communicative characteristics.

### ***“Tipografía” (Typography)***

The title holder:

- Knows the historic evolution of typography.
- Knows the primary characteristics of the different typeface families and their most important distinguishing features.
- Identifies the most common typefaces and the family to which they belong.
- Knows the basic rules of legibility and their correct application to the web and multimedia.
- Knows the typographic measurements and how to use them.
- Knows the basic rules of composition and their correct application to the web and multimedia.
- Sets up and edits text fonts in accordance with web and/or multimedia design specifications.
- Adapts the typeface to the specifications of the interactive graphic project.

### ***“Medios informáticos” (IT Media)***

The title holder:

- Knows the evolution of computing resources in today’s society and their applications in the production and editing of graphic products for the web and multimedia.
- Understands IT fundamentals, the relationship between hardware and software and their characteristics and functions.
- Understands how local networks and the Internet work and the possibilities of sharing resources.
- Uses IT media as instruments for producing, managing and communicating his or her own work.
- Masters applications found in IT programmes that are specific to the speciality.
- Knows how both vector images and bitmaps work.
- Handles the different types of typographical formats and digital images, and creates originals of all manner of graphic elements.
- Produces digital files for web editing.

### ***“Historia del diseño gráfico” (History of Graphic Design)***

The title holder:

- Understands the concepts and visual language of graphic design and its different manifestations.
- Knows the origins and evolution of graphic design and its relationship with the socio-cultural environment.
- Analyses the historical, formal and technological development of graphic design and identifies important authors.

- Differentiates between the principal historical tendencies in graphic design, their exponents and achievements.
- Analyses graphic design products based on historical-artistic knowledge and their technical, technological and communicative characteristics.
- Critically assesses the contributions of graphic design to contemporary visual and audiovisual culture.

### **“Edición web” (Web Editing)**

The title holder:

- Identifies programming languages, knows how they work and appreciates their usefulness in the communication networks.
- Differentiates between programming languages and how they are used in web editing.
- Understands the structure of the codes that make up a programming language, their basic actions and how they are used specifically for web design.
- Analyses the design process of websites, the different production tasks inherent in the speciality and the quality controls that are appropriate to each task.
- Knows the possibilities of the sector and the market insofar as domains, hosting and other web services are concerned.
- Structures the information and the different elements that make up a website according to the design specifications.
- Masters the procedures for updating content and for maintaining a website.
- Correctly handles specific programs for creating websites.
- Creates and edits interactive graphic elements for web pages according to the stylistic, technical and communicative indications of the design project.
- Knows the technological advances with respect to the resources and services that are available online.
- Knows the guidelines and the specific regulations that apply to editing and publishing websites.

### **“Multimedia” (Multimedia)**

The title holder:

- Differentiates between the multimedia content that is integrated into a web project.
- Understands the concept of interactivity and uses it in multimedia applications.
- Produces multimedia content for its integration into a website.
- Handles multimedia editing programs and uses them correctly to create and process sound, video and animations that are integrated into a website project.
- Inserts multimedia elements into a website, following the specifications of the project.

### **“Obra final” (Final Work)**

The title holder:

- Understands the basic aspects of the process for the design and production of interactive graphic products and carries out the specific tasks of the speciality that correspond to a project that has been assigned to him or her, from the generation of content to the integration of web-enabled multimedia elements.
- Adequately interprets the specifications and creates with formal and technical correction the graphic and audiovisual elements of the interactive product project that is assigned to him or her.
- Obtains an articulated and coherent vision of web design and multimedia production as a professional activity, applying the knowledge obtained during the cycle to the autonomous performance of the tasks that are inherent in the speciality.

### ***“Formación y orientación laboral” (Training and Career Guidance)***

The title holder:

- Analyses and interprets the legal working framework and knows the rights and obligations that derive from labour relations.
- Understands the legal requirements and conditioning factors for organizing and running a small or medium-size company, or for working as a self-employed professional.
- Masters specific knowledge as to the labour market access mechanisms and selection systems, and the skills that make it easier to find work.
- Knows the institutional bodies, both national and community, that help labour insertion and the services that provide economic aid and subsidies for entrepreneurial initiatives and self-employment.
- Knows the legal, corporate and professional instruments specific to the speciality.

### ***“Prácticas en empresas, estudios o talleres” (Practical Training in Companies, Studios or Workshops)***

The title holder:

- Takes part in the day-to-day working routines of a web design and production company.
- Carries out the professional tasks that correspond to his or her level of training.
- Enters into contact with the labour world and the company, and participates in their inherent social, working and technical systems.
- Contrasts the knowledge, training and skills acquired in the educational centre with the industry's corporate and working reality.
- Acquires technical knowledge of specialized tools, materials, equipment and machinery.
- Actively participates in the stages of the web editing process under the guidance of the corresponding tutor or coordinator.
- Applies the knowledge, skills and abilities acquired during the training period provided by the educational centre.

## **RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE**

The holder of a Diploma of Education in Plastic Arts and Design in Interactive Graphic Product Support carries out his or her activity as a self-employed professional or an associate and as an employee in all those institutions or companies that require interactive visual communication products. He or she may put their skills to good use by being commissioned by a professional of a higher level or by a multidisciplinary team, as a technician responsible for maintaining and updating web sites and for the production of multimedia elements.

The following are the most relevant occupations and jobs:

- Computer processing, composition and preparation of texts, images and other elements for web and multimedia editing.
- Production and processing of multimedia elements.
- Technician handling web editing programs.
- Interpretation of interactive communication projects and creation of their graphic elements.
- Obtain, correct and undertake the processing of multimedia elements for websites and all manner of interactive graphic products.

## **OFFICIAL BASIS OF THE CERTIFICATE**

**Name and status of the body awarding the certificate:** The Ministerio de Educación, Cultura y Deporte (the Ministry of Education, Culture and Sport) or the Autonomous Communities in the area of their own administrative responsibility. The degree has academic and professional effects that are valid throughout the entire State.

**Official duration of the Diploma:** 1,600 hours.

**Level of the certificate (national or international):**

- NATIONAL: Post-compulsory secondary education.
- INTERNATIONAL:
  - Level 3 of the International Standard Classification of Education (ISCED 3).
  - Level \_\_\_\_\_ of the European Qualifications Framework (EQF ).

**Entry requirements:** A Graduate Degree in Secondary Education, or a Certificate of having passed the corresponding entrance test.

**Access to the next level of education or training:** Will be able to access Higher Level Training Cycles, subject to passing an entrance test.

**Legal basis.** Rules and regulations on which the Diploma is based:

- Minimum teaching requirements established by the State: Royal Decree 1435/2012, of 11 October, which establishes the Diploma of Education in Plastic Arts and Design in Interactive Graphic Product Support which belongs to the professional artistic family of Graphic and Audiovisual Communication and approves the corresponding minimum education requirements.

**Explanatory note:** This document is intended as supplementary information to the Diploma in question, but on its own it does not have any legal validity. It may be accompanied by an Annex I which the corresponding Autonomous Community shall fill in.

### INFORMATION ABOUT THE EDUCATION SYSTEM

