



EUROPASS SUPPLEMENT TO THE DIPLOMA

TITLE OF THE CERTIFICATE (original language: ES)

Técnico de Artes Plásticas y Diseño en Asistencia al Producto Gráfico Impreso

TRANSLATED TITLE OF THE CERTIFICATE (English)

Diploma of Education in Plastic Arts and Graphic Design Printing Support

PROFILE OF SKILLS AND COMPETENCES

The holder has acquired general skills relating to:

Collaborating in the different stages of the graphic production process in line with the stylistic and technical guidelines of the project. Suitably interpreting the information provided as to the project and follow the technical and typological indications of the relevant graphic product. Correctly transcribing the original texts and distributing, adapting and composing them in line with the style guidelines that he or she has been given. Selecting, adapting, preparing and laying out images in line with the design specifications and the technical factors that condition the printing process. Knowing how to run, standardising and reconciling technical information and, as the case may be, the computer files that are needed to print graphic products correctly. Knowing the basic laws and regulations governing the design and production of printed graphic 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 the printed product.
- Interprets the design specifications of a printed graphic 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 graphic print products.
- Structures the medium and sorts the elements that participate in the design of the leaflet, in

accordance with the specifications of the project.

- Analyses graphic print 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 specifications of the leaflet.
- Knows the typographic measurements and how to use them.
- Knows the basic page layout rules and their correct application to the specifications of the leaflet.
- Sets up and edits text fonts in accordance with the design specifications.
- Adapts the typeface to the specifications of the graphic project.
- Knows and correctly applies text proofreading signs and reference marks.
- Corrects the spelling in the original texts he or she is given, transcribes them and lays them out in accordance with the specifications of the project.

“Medios informáticos” (IT Media)

The title holder:

- Knows the evolution of computing resources in today's society and their applications in the production, editing and printing of graphic products.
- 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 reproduction.

“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 culture.

“Producción e impresión” (Production and Printing)

The title holder:

- Analyses and differentiates between different types of originals taking into account the processes and factors that intervene in the reproduction.
- Defines and differentiates between the different systems of industrial printing and their idiosyncrasies.
- Understands and evaluates the variables of a print run.
- Interprets the specifications of graphic projects, chooses the most suitable printing system and prepares originals and files for subsequent reproduction.
- Knows the different print media and selects the most appropriate one for a given project.
- Optimizes the elements that intervene in the reproduction phase of a graphic project.
- Differentiates between and characterises the different handling processes employed in graphic production.
- Knows the characteristics of graphic companies and the specific regulations relating to safety, hygiene, occupational risk prevention and the protection of the environment.
- Evaluates the importance of the printing industry and the presence of new technologies in industrial graphic production.

“Autoedición” (Desktop Publishing)

The title holder:

- Analyses the design process, the different production tasks inherent in the speciality and the quality controls that are appropriate to each task.
- Interprets the specifications and drafts of a project for a printed product and produces the information needed to carry out the graphic production.
- Knows and handles with dexterity the equipment, media and tools needed to prepare the elements required for the production of a graphic project.
- Masters the specific nomenclature of colour in graphic production and uses it properly in the information required for the printing process.
- Knows and edits files of fonts and images that are technically suitable for the reproduction and printing procedures.

- Develops the technical information needed to carry out the graphic production process and performs a quality control during every stage until he or she obtains a printed product of the quality required at a professional level.

“Obra final” (Final Work)

The title holder:

- Understands the basic aspects of the process for the design and production of leaflets and carries out the specific tasks of the speciality that correspond to a project that has been assigned to him or her, from the preparation of originals to the final printing of the product.
- Interprets and carries out with formal and technical correction the design specifications of a printed product that has been assigned to him or her.
- Obtains an articulated and coherent vision of design and graphic 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:

- Knows the day-to-day working routines of a graphic 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 production phases of leaflets 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 Graphic Design Printing Support carries out his or her activity as an employee in printing houses, agencies or graphic design departments, publishing houses and all those institutions or companies that require printed graphic communication products. He or she may put their skills to good use as an independent producer commissioned by a professional of a higher level.

The following are the most relevant occupations and jobs:

- Computer processing, layout and preparation of texts for printing.
- Computer processing and preparation of images for printing.
- Colour separation.
- Preparation of originals for reproduction and flagged for printing.
- Layout and editing technician.
- Interpretation of graphic design projects for advertising, editorials and/or branding and the production of their graphical elements.
- Interpretation of drafts and production of originals.
- Obtaining, correcting and undertaking the processing and layout of texts and images for all manner of 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 1436/2012, of 11 October, which establishes the Diploma of Education in Plastic Arts and Graphic Print Design 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

