

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾

**Reife- und Diplomprüfungszeugnis der Höheren Lehranstalt für wirtschaftliche Berufe
Fachrichtung „Kommunikations- und Mediendesign“**

⁽¹⁾ in original language

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

**Matriculation and Diploma Certificate of the College of Management and Services Industries
Area specialisation: Communication and Media Design**

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Subject-specific communication in the language of instruction and in at least two foreign languages;
- Independent design using correct form and language and practical production of documents;
- Knowledge of spatial planning, economic systems and economic areas, economic structures and processes, globalisation and sustainability;
- Application of basic entrepreneurial knowledge, e.g. investment and financing decisions, business management, personnel management and development; development of a business plan including marketing; e-commerce; recognition of business and economic relationships, problem-solving skills;
- Design of customer-oriented service offers (service design); service and product development from idea generation and evaluation to development and realisation; service innovation management, service design;
- Performance of operational accounting tasks, solution using standard programs and presentation of results, e.g. cash-based accounting, double-entry bookkeeping; annual financial statements of individual enterprises and partnerships; cost accounting including calculations typical for the industry, controlling; personnel accounting;
- Knowledge of legislation relevant to private and professional life and the means of legal enforcement;
- Knowledge of history and political education as well as basic psychological and philosophical knowledge (developmental psychology, personality psychology, theory of knowledge, social psychology, ethics, etc.);
- Practical and theoretical knowledge in the artistic/creative field, also using current technologies (music, art education, creative expression);
- Knowledge in the fields of applied mathematics and natural sciences (chemistry, physics, biology and ecology, climate change, sustainability);
- Basic knowledge of nutrition (nutrients, ingredients of food, food and beverages, food quality, nutrition and consumer behaviour, alternative forms of nutrition, sustainable nutrition);
- Application of knowledge in office management, practical use of standard software (word processing, spreadsheets, image processing, presentation);
- Installation and administration of operating systems and networks; preparation, presentation, management and backup of data; modelling of databases; data protection and security; e-government; solving programming tasks;
- Creation, publication and management of websites;
- Installation and administration of content management systems;
- 3D graphics; concept development and implementation of product visualisations;
- Application of knowledge and skills in communication and media design: digital photography and image processing, web design, print design, digital video technology and editing, animation technology, digital audio technology;
- Preparation of image and text material; implementation of knowledge in editorial work, press and public relations; preparation of interviews;
- Creation of video productions, simple film projects (documentaries, reports, short films, music videos, animations);
- Creation of audio products (recording and editing, audio export);
- Planning and organisation of events including food & beverages and catering; mastery of basic serving techniques; advising guests and complaint management;
- Use of planning instruments, time management methods and sector-specific software and tools; application of creativity techniques and multimedia marketing measures;
- Performing management tasks as well as planning, organisation, implementation, documentation and evaluation of projects using common project management tools;
- Appropriate customer orientation, well-groomed appearance, appreciative manners and consideration of diversity as well as of different cultures and values.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾

Professional fields:

Employee or entrepreneur in fields of activity in various branches of the economy and administration/management at middle and higher commercial and administrative levels, especially in the fields of media informatics and communication and media design, e.g. media designer, web content manager, multimedia designer, information designer, desktop publisher. In addition, basic training for foreign language correspondent, editorial office secretary, personnel officer, etc.

Pursuit of regulated professions on a self-employed basis (see also www.gewerbeordnung.at):

As a result of the liberalisation of the Trade, Commerce and Industry Regulation Act, access to almost all master craftsperson examinations and certificate of competence examinations is possible if the general requirements for carrying out a trade are met. The entrepreneurial examination is waived.

⁽³⁾ if applicable

(*)Explanatory note

This document has been developed with a view to providing additional information on individual certificates; it has no legal effect in its own right. These explanatory notes refer to the Council Resolution no. 2241/2004/EG of the European parliament and the Council of 15 December 2004 on a single Community framework for the transparency of qualifications and competences (Europass).

Any section of these notes which the issuing authorities consider irrelevant may remain blank.

More information on transparency is available at: <http://europass.cedefop.europa.eu> or www.europass.at

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate Educational institution recognised by the State of Austria, address see certificate	Name and status of the national/regional authority providing accreditation/recognition of the certificate Federal Ministry of Education
Level of the certificate (national or international) EQF/NQF 5 ISCED 55	Grading scale / Pass requirements 1 = excellent (excellent performance) 2 = good (good performance throughout) 3 = satisfactory (balanced performance) 4 = sufficient (performance meeting minimum pass levels) 5 = not sufficient (performance not meeting minimum pass levels) In addition, the overall performance at the final exam (matriculation- and diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail
Access to next level of education/training In accordance with the School Organisation Act (Schulorganisationsgesetz), Federal Law Gazette no. 242/1962 as amended, this certificate entitles holders to attend a university, a post-secondary VET course (Kolleg) and a post-secondary VET college (Akademie); in accordance with the Act on Fachhochschule Study Programmes (Bundesgesetz über Fachhochschul-Studiengänge), Federal Law Gazette no. 340/1993 as amended, to attend a Fachhochschule study programme; and in accordance with the 2005 Higher Education Act (Hochschulgesetz), Federal Law Gazette I no. 30/2006 as amended, to attend a university college of teacher education (Pädagogische Hochschule).	International agreements ▪ European Convention on the Equivalence of Diplomas BGBl. (Federal Law Gazette) No. 44/1957 ▪ Convention on the Recognition of Qualifications concerning Higher Education in the European Region, Chapter IV, BGBl. (Federal Law Gazette) III, No. 71/1999 ▪ Training completed with this certificate is a regulated education and training programme in accordance with Article 11, point (c) (ii) of Directive 2005/36/EC on the recognition of professional qualifications, as last amended by Directive 2013/55/EU. The level of training corresponds to point (c) of Article 11 of the Directive.
Legal basis National Curriculum, BGBl. (Federal Law Gazette) II No. 340/2015 current version; Regulation on Examinations BMHS, BGBl. (Federal Law Gazette) II No. 177/2012 current version	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Education within the framework of the prescribed curriculum at a College of Management and Services Industries Area specialisation: Communication and Media Design; 2. The external procedures according to External Testing Certification as defined in BGBl. (Federal Law Gazette) II No. 362/1979, current version.
Additional information Entry requirements: successful completion of school year 8, if necessary entry examination; Duration of education: 5 years; Duration of compulsory work placement: compulsory work placement for a total of eight weeks during the holidays; Education goals: Intensive five-year vocational education in general educational, technical theoretical and business subjects. Teaching of knowledge and skills for the direct pursuit of a high-level profession in the economy and administration/management, especially in the areas of media informatics and communication and media design, as well as for taking up academic studies. Important goals are professional and social competence, personality development, ability to be vocationally mobile and flexible, criticism, self responsibility, social and ecological engagement, creativity, ability to work in a team, ability to communicate in the instruction language and foreign languages, readiness to permanent further education. Subjects include: see curriculum in the matriculation and diploma certificate; More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at or at or at www.edusystem.at National Europass Center: europass@oead.at Ebendorferstraße 7, A-1010 Wien