

1. TITLE OF THE CERTIFICATE (DE)⁽¹⁾

**Reife- und Diplomprüfungszeugnis des Aufbaulehrgangs für wirtschaftliche Berufe
Fachrichtung Multimedia und Werbegrafik**

⁽¹⁾ in original language

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

**Matriculation and Diploma Certificate of the Add-on Course of Management and Services Industries
Area specialisation: Multimedia and Advertising Art**

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Subject-specific communication in the language of instruction and in two foreign languages;
- Independent design using correct form and language and practical production of documents;
- Knowledge of spatial planning, economic structures and processes, globalisation and sustainability;
- Application of basic entrepreneurial knowledge, e.g. financing decisions, business management, personnel management and development; development of a business plan including marketing; service design, recognition of business and economic relationships, problem-solving skills;
- 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, controlling; personnel accounting;
- Knowledge of legislation relevant to private and professional life and the means of legal enforcement, obtaining and analysing legal information;
- Knowledge of history and political education;
- Basic psychological and philosophical knowledge (developmental psychology, personality psychology, theory of knowledge, ethics, etc.);
- Practical and theoretical knowledge in the artistic field (music, art education);
- Knowledge of mathematics, natural sciences (biology and ecology, chemistry, physics) and nutrition (ingredients of food, food quality, alternative forms of nutrition, sustainable nutrition, etc.);
- Knowledge of the historical development of media and of design criteria (print media, photography, audiovisual media);
- Setup and operation of internet services and networks; network security, data protection and security;
- Design of animations and videos including sound editing; scriptwriting;
- Application of knowledge in the areas of search engines, server configuration, planning and implementation of databases; programming of complex websites with database connection;
- Knowledge of advertising art, e.g. various forms of online and print media (layout, image processing); website design; use of printing techniques and printing processes, digital photography;
- Application of knowledge in the fields of programming, search engines, databases, media databases;
- Performing management tasks as well as planning, implementation, presentation, 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 field of information technology and information design, e.g. as a media specialist, advertising artist, media designer, information designer, desktop publisher. In addition, basic training for 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

⁽⁴⁾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

<p>Name and status of the body awarding the certificate</p> <p>Educational institution recognised by the State of Austria, address see certificate</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate</p> <p>Federal Ministry of Education, Science and Research</p>
<p>Level of the certificate (national or international)</p> <p>EQF/NQF 5 ISCED 55</p>	<p>Grading scale / Pass requirements</p> <p>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)</p> <p>In addition, the overall performance at the final exam (matriculation- and diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail</p>
<p>Access to next level of education/training</p> <p>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).</p>	<p>International agreements</p> <ul style="list-style-type: none"> ▪ 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.
<p>Legal basis</p> <p>National Curriculum GZ BMBF-21.708/0007-Präs.12/2015; Regulation on Examinations BMHS, BGBl. (Federal Law Gazette) II No. 177/2012 current version</p>	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>1. Education within the framework of the prescribed curriculum at an Add-on Course of Management and Services Industries Area specialisation: Multimedia and Advertising Art;</p> <p>2. The external procedures according to External Testing Certification as defined in BGBl. (Federal Law Gazette) II No. 362/1979, current version.</p>
<p>Additional information</p> <p>Entry requirements: Positive completion of a vocational school of at least three years or positive completion of an apprenticeship including a successfully passed apprenticeship-leave examination and successful completion of a preparatory course;</p> <p>Duration of education: 3 years;</p> <p>Duration of compulsory work placement: compulsory work placement for a total of 4 weeks during the holidays;</p> <p>Education goals: Intensive three-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 in administration/management, 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 engagement, creativity, ability to work in a team, ability to communicate in the instruction language and foreign languages, readiness to permanent further education.</p> <p>Subjects include: see curriculum in the matriculation and diploma certificate;</p> <p>More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at or at or at www.edusystem.at</p> <p>National Europass Center: europass@oead.at Ebindorferstraße 7, A-1010 Wien</p>