



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Winkelpubliciteitvormgever
Kwalificatiedossier: Vormgeving ruimtelijke presentatie en communicatie
In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Shop publicity designer
Qualification file: Spatial presentation and communication design
This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Shop publicity designer are:

Core task 1: Makes a design

- 1.1 Formulates plan of approach
- 1.2 Develops concepts
- 1.3 Makes a design
- 1.4 Visualises the design
- 1.5 Presents concept, design and/or visualisation
- 1.6 Carries out files and storage management

Core task 2: Prepares the realisation

- 2.1 Supports the preparation for realisation

Core task 3: Realises the implementation of the design on location

- 3.1 Supports the realisation of the presentation

Core task 4: Carries out project management

- 4.1 Prepares the project
- 4.2 Manages colleagues
- 4.3 Supervises new colleagues/ trainees
- 4.4 Monitors quality and progress of project
- 4.5 Delivers the project

Core task 5: Carries out entrepreneurial duties

- 5.1 Formulates business plan
- 5.2 Formulates business procedures and conditions
- 5.3 Carries out acquisition
- 5.4 Makes up quotations and calculations
- 5.5 Keeps administration and bookkeeping up-to-date
- 5.6 Buys in materials and means

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

*** Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

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

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4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

The Shop publicity designer works (mostly) in employment in small, medium-sized, and large companies in the advertising, communication, and presentation sector. The Shop publicity designer can also work as a self-employed entrepreneur or as a freelancer.

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the body awarding the certificate The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.	Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science
Level of the certificate (national or international) Qualification level 4 of the Dutch VET qualification structure Characteristics: non-job related skills such as tactical and strategic capacities. The professional bears his or her own responsibility, which is not only related to practical implementation in terms of monitoring and supervision, but also a more formal, organisational responsibility. The range of tasks also includes drafting new procedures. NLQF level 4 - EQF level 4 - ISCED 3A	Grading scale / Pass requirements 10 excellent 9 very good 8 good 7 very satisfactory 6 pass 5 fail 4 unsatisfactory 3 very unsatisfactory 2 poor 1 very poor
Access to next level of education/professions The career opportunities for the Shop publicity designer consist of being promoted to the position of project leader. Another opportunity is to do a related higher vocational education.	International agreements The profession of Shop publicity designer is not regulated in the Netherlands. However the education and training for this profession on qualification level 4 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.
Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 91543 The education and training for this qualification is offered as of August 1, 2009.	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbi).

In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week.

In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.

Average duration of the education/ training leading to the certificate	4 year(s) (6400 study hours) (depending on previous education)
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Entry requirements
 The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.

7. ADDITIONAL INFORMATION

Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information in section 3 and 4 is drawn directly from the qualification file, that is composed by the Centre of Expertise. The complete qualification file is available at www.kwalificatiesmbo.nl, only in Dutch.

Additional information, including a description of the Dutch national qualifications system, is available at the

7. ADDITIONAL INFORMATION

Netherlands National Reference Point (NRP) for VET: www.nlntp.nl

SBB has been appointed by the Ministry of Education, Culture and Science as NRP.