

# EUROPASS DIPLOMA SUPPLEMENT

## TITLE OF THE DIPLOMA (ES)

*Técnico Superior en Diseño y Edición de Publicaciones Impresas y Multimedia*

## TRANSLATED TITLE OF THE DIPLOMA (EN)<sup>(1)</sup>

*Higher Technician in Design and Edition of Online and Printed Publications*

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(1) This translation has no legal status.

## DIPLOMA DESCRIPTION

**The holder of this diploma will have acquired the General Competence with regard to:**

Designing graphic products, packaging, editing online and printed publications, managing and controlling the production of publications, publishing and providing customer service, applying quality, security and labour risk prevention protocols, ensuring they are effective and that they respect the environment.

**Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:**

### “Materials for Graphic Production”

The holder:

- Characterises the printing stock, analysing the compatibility with the graphic product and other materials.
- Establishes the features of the printing form, varnishes, inks and glues, deducting the compatibility with the other materials and with the graphic job.
- Defines the superficial treatments that must be applied to the materials, defining the operations and the sequence of the process.
- Identifies the materials and the most suitable suppliers, documenting the data and the necessary files.
- Manages the material supply, specifying data and information.
- Assesses whether the material’s quality requirements have been fulfilled, checking their features.
- Plans the storage conditions of the production materials, designing the organisation and the optimal preservation conditions.

### “Organization of the Processes for Digital Preinscription”

The holder:

- Recognises the different stages of the pre-press process and identifies the computer equipment, machinery and materials to be used, checking they work properly and their availability.
- Develops road maps, according to technical specifications and deadlines, plans the implementation of the different stages of the pre-press process.
- Organizes the process of image processing, documenting the trials, the originals, the instructions received and the quality parameters, according to domestic and international legislation.
- Organises the process of text processing and collation, proposing the instructions of the road map, the rules governing the composition and the quality parameters.
- Organises the process of imposition and the process to obtain the printing form, establishing the protocols of action, quality, trial review and revision.
- Organises working groups in pre-printing, applying good communication techniques, team work, professional motivation and a training plan, according to the needs of the staff.
- Develops a maintenance and cleaning plan for equipment and machinery, planning the periodicity of the operations and technical revisions to carry out.
- Applies labour-risk prevention procedures and environmental protection, assessing the risk situations and managing the most common measures

### “Design of Graphic Products”

The holder:

- Gathers information about the graphic project proposed, specifying the technical features and the project’s needs.
- Organises the graphic project, analysing the elements characterising it.
- Plans the design stage, identifying the conditions and technical parameters and making a production sheet for a graphic project.
- From the specifications of the graphic project produces digital sketches, proposing aesthetic and formal approaches.
- From the specifications of the graphic designs, creates miniatures and final digital arts, applying the technical features with quality parameters.
- Develops the graphic design considering the creation, its production and the economic budget.

### “Trading of Graphic Products and Customer Service”

The holder:

- Applies communication techniques, identifying their features and the suitability to the graphic company's communication process.
- Produces a marketing plan applying strategies focused on the development, price, distribution and promotion of the graphic service or product.
- Organises the customer service of the graphic enterprise, relating its needs to the features of the product or service.
- Manages the graphic and the sales service, producing and applying the selling programmes and strategies established by the company.
- Manages claims and complaints of the graphic company, analysing the problem and applying the legal provisions in force.
- Develops the after-sales service in the graphic company, applying the appropriate management tools, guaranteeing the customer loyalty and the continuous quality improvement.

#### **“Production Management Applied to Editing Processes”**

The holder:

- Plans the graphic production, analysing the features of the publishing product to develop.
- Controls the production costs, analysing the techniques used.
- Plans and controls the editing processes, assessing the technical features of the graphic products.
- Manages the production of digital pre-printing processes, validating the trials, to suit the quality required.
- Manages the production of the printing processes involved in the production of the publishing products, assessing the print-run technical data.
- Manages the production of post-printing processes and graphic finishes involved in the execution of the editing product, assessing the technical data.
- Verifies the quality of the publishing product, assessing the product and the materials used.
- Plans the quality management, verifying that it is executed during the editing processes.

#### **“Book Production”**

The holder:

- Organizes the publishing production and generates technical documentation, analysing the features of the publishing product that will be produced.
- Makes budgets for publishing products, assessing the production costs.
- Develops a road map, defining the work plan to follow.
- Selects the graphic elements to use, analysing the project of the publishing production.
- Specifies the technical features of the publishing product, defining the order and the ranking of the graphic elements.
- Verifies the publishing product, comparing it to the planning established and assessing the quality required.

#### **“Packaging Structural Design”**

The holder:

- Gathers information for the realisation of the structural design project, assessing all information necessary and establishing a record report.
- Develops information, considering the product, the objectives and the possible solutions for the structural design.
- Creates the project on structural design, developing digital sketches and applying the relevant regulations.
- Selects the materials, planning the process and the technical, commercial and economic feasibility.
- Produces 2D plans and 3D representations of packaging, assessing the virtual prototype.
- Creates models, taking into account the feasibility of the project and of the packaging.

#### **“Planning and Design of Multimedia Editorial Projects”**

The holder:

- Lays down the initial specifications of publishing multi-media projects, analysing the objectives, the requirements, the scope and the requirements of the product.
- Defines the information architecture, the platforms, the development-oriented technological environments and the use of multi-media publishing products, defining and optimising texts, typography, graphic elements, controls and the interface elements.
- Prepares the style guide for multimedia publishing product, optimising texts, typographies, graphic elements, controls and the elements of the interface.
- Specifies the standards the multi-media publishing product must reach, establishing the quality criteria and the test plan to carry out.
- Performs the planning, the monitoring and the control of multi-media publishing products, identifying the risks, determining the costs and the project feasibility.
- Develops sketches and schemes to display the structure of multimedia publishing products, proposing alternatives that make progress in the field of screens, navigation, interaction and functionality.
- Defines the multimedia elements that need to be integrated in the final product, gathering information about the legal aspects related to rights of use.

#### **“Develop and Publishing of Multimedia Publishing Products”**

The holder:

- Develops prototype publishing multimedia products, putting together different elements and making use of authoring tools, mark-up, presentation and transformation languages

- Develops the planned functionality for the elements responsible for the browsing, the interaction and the control of multi-media publishing products, making use of the different languages, behaviours and the corresponding code.
- Publishes, actualizes and maintains the multimedia publishing products, adapting them to the platform for the final distribution of the product.
- Checks out multimedia publishing products, carrying out reviews and the necessary test cases and correcting mistakes according to the product's features.
- Prepares user, technical and maintenance guides for multimedia publishing products, making use of documentation techniques for projects and editing applications for interactive support systems.

#### **“Project on Design and Edition of Printed and Multimedia Publications”**

The holder:

- Identifies the needs of the production sector, relating them with the standard projects that may satisfy them.
- Designs projects related to the competences described in the diploma, including and developing their constituting stages.
- Plans the project implementation, determining the intervention plan and associated documentation.
- Defines the procedures for the monitoring and control of the project implementation, justifying the selection of variables and instruments used.

#### **“Professional Training and Guidance”**

The holder:

- Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.
- Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.
- Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
- Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.
- Assesses risks derived from his/her activity, analysing job conditions and risk factors present in his/her labour setting.
- Participates in the development of a risk prevention plan in a small enterprise, identifying the responsibilities of all agents involved.
- Applies protection and prevention measures, analysing risk situations in the labour setting of the Higher Technician in Design and Edition of Online and Printed Publications.

#### **“Business and Entrepreneurial Initiative”**

The holder:

- Recognises skills related to entrepreneurial initiative, analysing the requirements derived from job positions and business activities.
- Defines the opportunity of creating a small enterprise, assessing the impact on the performance setting and incorporating ethic values.
- Carries out the activities for the setting-up and implementation of a company, choosing the legal structure and identifying the associated legal obligations.
- Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation.

#### **“On the Job Training”**

The holder:

- Identifies the company's structure and organization, relating both to the production and marketing of the products obtained.
- Applies labour and ethic habits in the development of his/her professional activity, according to the features of the job and according to the procedures established by the company.
- Designs graphic products, assessing their purpose and the technical features.
- Organises the processes of digital prepress, defining the needs and the features of the production.
- Plans the necessary materials for a graphic product, gathering the technical information of the process.
- Plans the publishing production, assessing the graphic processes and their budget.
- Controls the production of the publishing processes, assessing the graphic production and the processes of quality management.
- Designs and develops multimedia editorial products, analysing the purpose of the edition and taking into account the accessibility, the browsing and the functioning.

## RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Higher Technician in Design and Edition of Online and Printed Publications works for publishing houses, companies devoted to multimedia publishing and graphic arts, whole graphic services companies and communication and publicity companies. They can also work for companies devoted to packaging, which have sections of packaging structural design.

The most relevant occupations or jobs are the following:

- Graphic Designer
- Designer of Multimedia Publications
- Packaging Designer
- Technician in Book Production
- Editing Assistant
- Pre-press Technician
- Technician in Graphic Production Management
- Development and Publishing of Multimedia Products
- Technician in the Commercialisation of Graphic and Multimedia Products

## AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA

**Name of the body awarding the diploma on behalf of the King of Spain:** Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

**Official duration of the education/ training leading to the diploma:** 2000 hours.

### Level of the diploma (national or international)

- NATIONAL: Non-University Higher Education
- INTERNATIONAL:
  - Level 5 of the International Standard Classification of Education (ISCED5).
  - Level 5 of the European Qualifications Framework (EQF5).

**Entry requirements:** Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding access test.

**Access to next level of education/training:** This diploma provides access to university studies.

**Legal basis:** Basic regulation according to which the diploma is established:

- Minimum teaching requirements established by the State: Royal Decree 174/2013, of 8 of March, according to which the diploma of Higher Technician in Design and Edition of Online and Printed Publications and its corresponding minimum teaching requirements are established.

**Explanatory note:** This document is designed to provide additional information about the specified diploma and does not have any legal status in itself.

**COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA**

<b>PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE</b>	<b>CREDITS ECTS</b>
<b>Materials for Graphic Production</b>	9
<b>Organization of the Processes for Digital Preinscription</b>	18
<b>Design of Graphic Products</b>	18
<b>Trading of Graphic Products and Customer Service</b>	7
<b>Production Management Applied to Editing Processes</b>	6
<b>Book Production</b>	6
<b>Packaging Structural Design</b>	4
<b>Planning and Design of Multimedia Editorial Projects</b>	7
<b>Professional Training and Guidance</b>	9
<b>Project on Design and Edition of Printed and Multimedia Publications</b>	5
<b>Vocational Training and Guidance</b>	5
<b>Business and Entrepreneurial Initiative</b>	4
<b>On the Job Training</b>	22
	TOTAL CREDITS
	<b>120</b>
<b>OFFICIAL DURATION (HOURS)</b>	<b>2000</b>

\*The minimum teaching requirements shown in the table above comprise 55% official credit points valid throughout Spain. The remaining 45% corresponds to each Autonomous Community and can be described in the **Annex I** of this supplement.

## INFORMATION ON THE EDUCATION SYSTEM

