

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital Media Creative

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Media Creative

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of group development and how leadership affects well-being, quality, efficiency and productivity.
- Knowledge of user behaviours and methods of studying them.
- Special knowledge of global and future trends affecting the digital media industry.
- Knowledge of legal and ethical issues, as well as social norms related to the digital media industry.
- Knowledge of the principles behind, and the difference between, leadership, management and facilitation.
- Knowledge of the basics and principles of business, design and technology and how they relate to each other.
- Skills in developing a digital business concept.
- Skills in using suitable research methods for market analysis.
- Skills in analytically evaluating digital solutions with the intention of finding areas for improvement.
- Skills in analysing a customer and its circumstances so as to create informed decisions and recommendations.
- Skills in developing marketing concepts that integrate across relevant platforms and channels.
- Skills in identifying, managing, analysing and visually producing data.
- Skills in working creatively to develop relevant concepts.
- Skills in shaping formulating strategies by combining understanding of technology, design and business.
- Skills in designing and developing digital solutions.
- Skills in performing effective presentations that are suited to the target group.
- Skills in analysing an organisation's work culture and procedures and providing relevant recommendations for change.
- Competence to collaborate effectively as employee and as leader.
- Competence to work methodically and flexibly in project processes.
- Competence to manage projects in terms of time estimation, resources and requirements.
- Competence to manage relationships with customers and stakeholders and their expectations.
- Competence to take responsibility for their own continued learning and continuous professional development.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Designer, Digital Developer, Business Developer, Digital Strategist and Digital Producer

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

## 6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		<b>weeks</b>
<b>Further information</b>		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: <a href="http://www.myh.se">www.myh.se</a>		

**(\*) 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 available at: <http://europass.cedefop.europa.eu>

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