



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Digital Media Creative

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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Digital Media Creative

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of how group development and leadership affect well-being, quality, efficiency and productivity.
- Knowledge of user behaviours and methods of studying them.
- Specialist knowledge of global and future trends affecting the digital media industry.
- Knowledge of legal and ethical issues related to the digital media industry.
- Knowledge of understanding the principles behind, and the difference between, leadership, management and facilitation.
- Knowledge of societal norms and their impact on communication and the digital media industry.
- 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.
- 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.
- Competence to manage and reflect proactively over their own stress level so as to optimise well-being and productivity and develop resilience to stress.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> If applicable.

## 1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

### Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

## 2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

## 3. Additional information

### Entry requirements <sup>1</sup>

Entry requirement is successful completion of upper secondary education.

### More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: [www.myh.se](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.