



CERTIFICATE SUPPLEMENT (*)



SWEDEN

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 principles of group development, team behaviour and leadership styles.
- Knowledge of user behaviour and research methods to study these.
- Knowledge of current global and emerging trends in the fields of technology, business, society, and culture, in relation to the digital industry.
- Knowledge of legal and ethical issues as well as societal norms related to the digital media industry.
- Knowledge to understand the principles and differences between leadership, management, and facilitation.
- Skills to develop a digital business concept.
- Skills to employ appropriate research methods to analyse markets.
- Skills to assess digital solutions in order to find areas of improvement.
- Skills to assess clients, and client contexts in order to determine needs and make informed recommendations.
- Skills to develop communication concepts that integrate across relevant platforms and channels.
- Skills to source, analyse and visually represent data.
- Skills to work creatively to develop relevant concepts.
- Skills to form relevant strategies by combining technology, design, and business.
- Skills to design digital solutions.
- Skills to develop digital solutions.
- Skills to perform effective presentations adapted to the attending audience.
- Skills to analyse an organisation's culture and procedures to give relevant recommendations for change.
- Skills to package and deliver complete concepts using effective communication techniques relevant to the context of the receiver.
- Competence to collaborate as an effective team member and leader.
- Competence to work methodically and flexibly in project processes.
- Competence to manage a project in terms of time, resources and requirements.
- Competence to manage client and stakeholder relations and expectations.
- Competence to manage your own learning need for a continued professional development.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Designer, Digital Developer, Business Developer, Digital Strategist, Digital Producer, Planner, UX Designer, Graphic Designer, Service Designer and Project Management

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
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		weeks
Further information		
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: www.myh.se		

(*) 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>

© European Communities 2002