

1. Title of the certificate ⁽¹⁾
Reklame, illustrasjon og grafisk design
⁽¹⁾ In the original language

2. Translated title of the certificate ⁽¹⁾
Advertising, illustration and design
⁽¹⁾ If applicable. This translation has no legal status.

3. Profile of skills and competences The holder of this document has basic competence relating to advertising, illustration and design. S/he • has knowledge of analysis and problem solution, strategy and idea development (brainstorming), communication processes, genres, marketing, media and their techniques • has skills relating to creative work, teamwork and individual work • has visual competence and familiarity with a wide range of visual expressions • has knowledge of ethical norms, legislation and regulations, as well as health, environment and safety activities • is capable of using relevant tools • is capable of controlling a production process The final training comprises the modules: 1: Advertising, 2: Design, 3: Illustration, 4: Marketing. The holder of this document also has skills on the upper secondary school level in Norwegian, English, mathematics, natural science, social studies and physical education. Adult students may in some cases be exempted from the requirement for these common-core general studies subjects.
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4. Range of occupations accessible to the holder of the certificate ⁽¹⁾
Vocational skills in advertising, illustration and graphic design
⁽¹⁾ If applicable

^(*) 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.eu.int>

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5. Official basis of the certificate	
Name and status of the body awarding the certificate A diploma is issued by the head of the school where the pupil has received his/her training.	Name and status of the national/regional authority providing accreditation/recognition of the certificate The Royal Norwegian Ministry of Education and Research
Level of the certificate (national or international) No certificate levels are used in Norway. The education/training corresponds to completed upper secondary education	Grading scale / Pass requirements The grading scale is as follows: 6 – 5 – 4 – 3 – 2 – 1 – 0. Grade 6 is the best. Grades 2 - 6 are passing grades. Subjects with both examination grades and overall achievement grades have been passed when the examination grade is 2 or better. "Exempted" may be used instead of numeral grades in some subjects. This means that the pupil/external candidate has previously passed equal or more comprehensive training in the subject. Adults may also have their attained competence assessed instead of receiving a numeral grade. The assessment "Approved" equals a passing grade.
Access to next level of education/training The training/education together with further instruction in general studies subjects qualifies the candidate for admission to higher education	International agreements
Legal basis Act dated 17 July 1998 no 61: Act relating to Primary and Secondary Education (The Education Act), Regulations dated 28 June 1999 no 722: Regulations relating to the Education Act, and the General Curriculum (with subject syllabuses) for Upper Secondary Education	

6. Officially recognised ways of acquiring the certificate		
Description of vocational education and training received	Percentage of total programme (%)	Duration (hours/weeks/months/years)
School-/training centre-based	100	105 weeks
Workplace-based	0	
Accredited prior learning		
Total duration of the education/ training leading to the certificate		3 years
Entry requirements		
Additional information Training is over three years in a school/training centre. This comprises a total of 21 periods per week in general studies subjects, 78 periods per week in specialised subjects and six periods per week in elective subjects. Adult students may in some cases be exempted from the requirement for the general studies subjects.		
More information (including a description of the national qualifications system) available at: www.nonrp.no		
National reference point www.nonrp.no		