

Work areas (within which the company will be able to place trainees)**Basic programme***✓ Tick off the appropriate*

- Operating commonly used professional equipment used to ensure appropriate lighting, take pictures and process photographic images.
- Working with commonly used digital platforms for the processing of images.
- Working with basic aesthetic, sensory and compositional rules of visual communication.
- Selecting and using appropriate materials and equipment for work assignments in the field of photographic production.
- Understanding professional English terminology in the field of photography.
- Translating theory into practice and vice versa under supervision, using appropriate working methods.
- Working with products, concepts and ideas relevant to photographic production.

Work areas (within which the company will be able to place trainees)**Main programme***✓ Tick off the appropriate*

- Performing all work processes pertaining to the field covered by the programme in an independent, innovative and creative manner.
- Becoming familiar with photographic technology, methodology and work processes in connection with the communication of visual messages and producing photographic solutions of great communicative value in an independent, innovative and creative manner.
- Obtaining the technical, creative and innovative general and personal skills necessary to plan and perform the work assignments generally required as part of the programme and to do so independently and efficiently.
- Learning about creative, innovative and communicative image production and about the commercial and social relations in society that are requisite in practising the profession.
- Selecting appropriate equipment and work procedures matching the intentions behind a given photographic assignment.
- Working creatively, innovatively and rationally with due consideration of costs, customer requirements, time, quality and safety while ensuring optimum technical quality for the use and type of distribution intended.
- Working independently and in teams, displaying creativity in handling assignments, being adaptable and flexible, planning and structuring work processes, and solving unforeseen problems.
- Analysing the elements of imagery in a visual message and understanding them in a context of style and culture.