

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

- Working with graphic design and layout, including generating ideas, designing and making printed and digital products.
- Using a professional desktop publishing program and its basic functions and, in that connection, using the fundamental rules, concepts and terms that apply to typography and the make-up of texts.
- Using image processing equipment and image and illustration programs to make printed and digital products.
- Using ordinary information technology tools for information searches, communication and the making of printed and digital products at a level equivalent to Level E of the basic subject Information Technology.
- Showing a fundamental understanding of graphic production technologies and processes and applying the quality parameters associated with these technologies and processes.
- Applying knowledge about media types, production methods and materials, and applying knowledge about marketing and target groups to choose media type and design.
- Applying general Danish orthographic rules.
- Receiving and following technical guidelines for the performance of tasks in the fields of printed and digital communication.
- Working with others and providing constructive input to discussions of issues and how to address them in relation to graphic production and workflows.
- Choosing appropriate work positions and movements and helping to organise work in a way that prevents physical and psychological strain, at a level equivalent to the basic subject Health and Safety at Work.
- Learning about the origins, properties and possible uses of relevant materials, at a level equivalent to the basic subject Materials Knowledge.

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

- Planning, implementing and checking media graphics tasks unsupervised, including using the relevant equipment and software ordinarily used by enterprises.
- Applying knowledge about information technology, graphic production, workflows and quality management in connection with the production of printed and digital communication material.
- Applying knowledge about communication and being in contact with customers.
- Being in charge of graphic workflows, handling prepress production for printed communication and premedia production for digital communication and working with graphic design for printed and digital communication material.
- Advising customers and having a basic knowledge of cost calculation and the preparation of budgets in connection with the production of printed and digital communication material.
- Working with graphic design, typography, graphics and image processing and handling quality and production management in the production of printed and digital communication material.
- Handling the organisation of work and production in the field of either prepress production for printed communication or premedia production for digital communication.