

1. TITLE OF THE CERTIFICATE (CZ)<sup>(1)</sup>

**Vysvědčení o maturitní zkoušce z oboru vzdělání:  
66-42-L/51 Propagace (denní studium)**

<sup>(1)</sup> In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE<sup>(2)</sup>

**Maturita Certificate in:  
66-42-L/51 Promotion (full-time study)**

<sup>(2)</sup> This translation has no legal status.

## 3. PROFILE OF SKILLS AND COMPETENCES

**General competences:**

- be familiar with various methods of learning, use sources of information well, show functional literacy;
- understand assignments or identify the cores of problems, exert variable solutions, work both independently and within a team;
- communicate in one foreign language at the level of at least B1 of the Common European Framework of Reference for Languages;
- cope with changing socio-economic conditions, be financially literate;
- be aware of the labour market mechanisms, and of the employee-employer relationships, act on career decisions responsibly, understand the significance of lifelong learning;
- use basic mathematics and the basic principles of physics and chemistry when needed in daily situations;
- work with the means of information and communication technologies, exploit adequate sources of information, handle information effectively;
- act in an environmentally-conscious manner and in compliance with strategies for sustainability;
- support values of local, national, European and world cultures, recognize the value of life;
- exert fundamentals of health protection, occupational safety, and fire prevention and safety;
- exert norms and prescriptions in the field.

**Vocational competences:**

- have knowledge of the basic principles of applied art;
- know the historical development and current trends in visual culture and artistic creation, use them in the respective field;
- express artistically oneself, assert own art opinion, formulate creative idea and content of artistic intention;
- choose between art solutions based on analysis of the assigned task;
- use artistic and expressive possibilities of particular media, technological processes, techniques and materials;
- have knowledge of marketing tools, perform basic marketing activities in relation to the respective field ;
- apply the principles of professional behaviour, communication, teamwork and psychological basis of negotiations with clients, business and labour partners;
- implement the final product according to artistic design with the required quality;
- master traditional and new technological processes and techniques;
- have a comprehensive overview of the types of materials used and their properties;
- use appropriate equipment, tools, machinery, etc., know methods of their care and routine maintenance;
- monitor the development of new technologies, materials, technical equipment, etc. and implement them into practice;
- master basic economic activities in relation to the expected professional life.



## 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

The graduate is employed in the middle management positions in the field of promotion and advertising, in work activities related to the applied graphic arts, drawing and illustration, prepress, arranger creation, production of exhibitions and fairs. Examples of possible jobs: employee in business department dealing with conferences and exhibitions, marketing and promotion manager, manager in advertising agencies, specialist in the field of advertising and presentation of organizations and companies, promotion specialist in advertising agencies, organizer of exhibitions and promotional events, employee ensuring promotion of business events.

## 5. OFFICIAL BASIS OF THE CERTIFICATE

<b>Name and status of the body awarding the certificate</b> Střední škola designu a umění, knižní kultury a ekonomiky Náhorní U Měšťanských škol 525/1 Praha 8 182 00 CZ public school	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Ministry of Education, Youth and Sports Karmelitská 7 118 12 Praha 1 Czech Republic
<b>Level of the certificate (national or international)</b>  Upper secondary education completed by the Maturita examination <b>ISCED 354, EQF 4</b>	<b>Grading scale</b>  <b>Result in the general section – success rate in % Czech language and literature, foreign language:</b> more than 87 % to 100 % excellent - 1 more than 73 % to 87 % commendable - 2 more than 58 % to 73 % good - 3 44 % to 58 % sufficient - 4 0 % and less than 44 % insufficient - 5 <b>Mathematics and Advanced Mathematics:</b> more than 85 % to 100 % excellent - 1 more than 67 % to 85 % commendable - 2 more than 49 % to 67 % good - 3 33 % to 49 % sufficient - 4 0 % and less than 33 % insufficient - 5
<b>Access to next level of education / training</b> ISCED 655/645/746, EQF 6 and EQF 7 (EQF7 only for Long first degree programmes at Master's)	<b>International agreements</b>
<b>Legal basis</b> Law No. 561/2004 on Pre-school, Basic, Secondary, Post-secondary and Other Education (School Act) as amended by later regulations Ss. 22 and 24 of the Decree No. 177/2009 Coll., on Detailed Conditions for Completing Education by the School-leaving Examination in Secondary Schools, as amended.	

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Description of vocational education and training received	Percentage of total programme	Duration
<ul style="list-style-type: none"> <li>• School- / training centre-based</li> <li>• Workplace-based</li> <li>• Accredited prior learning</li> </ul>	The ratio between theoretical education and practical training is defined by education providers themselves with regard to the respective educational programme and the employers' needs.	
Total duration of the education / training leading to the certificate		<b>2 years / 2 048 lessons</b>
<b>Entry requirements</b> Upper secondary education completed by the final examination - Apprenticeship Certificate (ISCED 353, EQF 3)		
<b>Additional information</b> More information (including a description of the national qualifications system) available at: <a href="#">EQE</a> , <a href="#">EURYDICE</a> , <a href="#">NPI</a>		
<b>National Pedagogical Institute of the Czech Republic – National Europass Centre Czech Republic, Senovážné nám. 872/25, 110 00 Praha 1</b>		  stamp and signature <b>Done at Prague for the school year 2023/2024</b>

**(\*) Explanatory note**

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

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