

Name of the Unit of Learning Outcomes	Grafická a mediální tvorba v komunikační a reklamní agentuře Graphic and media production in communication and advertising agency		
Name Field/Qualification	63-41-M/02 Obchodní akademie (Business academy) 78-42-M/02 Ekonomické lyceum (Economy Lyceum)	EQF Level	4
Host Organization Name, Address			
Mobility Length	60 hours (10 days) in total – theoretical training, practice and validation of acquired knowledge, skills and competences		
Minimum Acquired Knowledge and Skills	Students of 2nd grade (or higher) who have a basic knowledge of graphic print.		
Expected Learning Outcomes	Knowledge (student knows): 1. Rules of creating sketches of graphic designs 2. Ideas and solutions of desired prospects for web and multimedia presentation 3. Basics of media planning praxis in communication campaigns (press advertising, PR plan, budgeting)	Skills (student does): 1. Editing of graphic elements in vector graphics programs (sharp print) 2. Preparing page layout by using graphic programs in order to break the layer 3. Place text, image and graphic elements according to typographical rules and wishes of customers 4. Break the layout	Competence of student: 1. Student organizes work and is working in accordance with specified procedures 2. Is able to work independently during specified activities
Unit of Learning Outcomes Description	<b>Practical tasks</b> Under the direction and supervision of the trainings master student will handle creation of DL-flyer, including all graphic and text preparations. Student will be able to perform tasks in media planning of communication campaigns, including budget and advertising preparation. Student will work in accordance with work hygiene and occupational health and safety.	<b>Theoretical training</b> Student will acquire the theoretical background needed for performing of graphics and media activities in communication and advertising agency.	
Validation method of the results	Practical task – 2 hours. Student independently demonstrates the overall preparation of DL-flyer. Student demonstrates knowledge of media planning in communication campaigns, including budget preparation.  Evaluation and self-evaluation – 1 hour. Student receives feedback and evaluation of the acquired knowledge, skills and competence. The evaluation will be recorded in a special evaluation form that will respect the information listed in the section dedicated to Unit of Learning Outcomes.		
Evaluation	- Through a Unit of Learning Outcomes evaluation sheet - Result will be expressed with <b>succeeded/failed</b> outcome		