



## Advertising, Presentation and Communications Sector by Savantis known as sector RPC

One of Savantis' three sectors is the Advertising, Presentation and Communications Sector. As the name of this sector clearly indicates, it covers the full gamut of the creative branch.



Savantis has developed and maintains nine courses of training for various vocational sectors.

- Advertising, Presentation and Communications Designer (until 2008)
- Exhibition Construction Assistant (until 2008)
- Applied Design Assistant (until 2008)
- Spatial Presentation and Communications Designer/Assistant
- Media Designer
- AV production
- DTP
- Sign Maker
- Exhibition builder

This offers a broad range of creative training. It covers all secondary vocational training at various levels. In one course of training the focus is on design and/or realization. In the other, the focus is production. The Advertising, Presentation and Communications Sector assures that training is linked closely to practice.

Training is not complete without the practicum. Most students in the RPC sector take an internship with a certified learning establishment. Some students take their internship with a foreign company. This is most common in the courses of training for:

- Designer/Assistant Spatial Presentation and Communication
- Media Designer
- AV production
- Sign Maker
- Exhibition builder

Here is a short description of these training courses.



## Training Courses:

### **Designer/Assistant Spatial Presentation and Communication**

The Designer/Assistant Spatial Presentation and Communication training course leads to a creative job in the presentation and exhibitions branch and in retail trade. Think of such professions as visual merchandiser, stylist, display, stand and decor designer. Their most important activities are at the core of this course of training that offers four different outflow variants:

#### **Product Presentation Designer (level 4)**

This covers product presentation in shops, showrooms, stands and the like. Vocational activities include: concept development (possibly following a visual merchandising plan; concept application in draft form; visualizing the draft; client presentation; supervision or execution of its realization, including selection or preparation of decoration, furnishing spaces and product display.



#### **Product Presentation Assistant (level 2)**

This also includes product presentation in shops, showrooms, stands and the like. Work activities include executing presentations designed by the Product Presentation Designer. This includes: selection or preparation of decoration, furnishing spaces and product display.



### **Shop Publicity Designer (level 4)**

This covers the placement and presentation of products in the context of spatial presentation and communication, such as shop posters, shelf cards, display materials, product markers and the like. Work activities include: concept development; creating the design; client presentation; execute realization (including images and layout) and production management (such as printing).

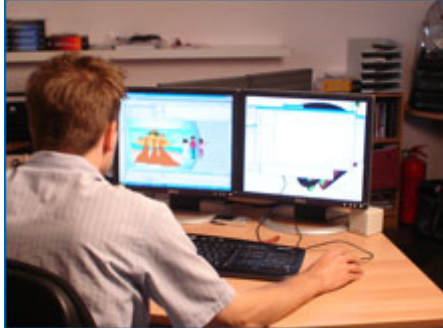
### **Stand, shop, and decor Designer (level 4)**

This covers such products as stands, shop interiors, decors and the like. Work activities include: concept development; creating the design (art impression and/or model); client presentation; manage realization (including preparing the technical drawings).



## Media Designer

Media Designer training leads to a creative title in a communication, advertising, design, or web design shop, or with a multimedia or an audiovisual company. Consider such professions as graphic designer, web designer, Multimedia Designer, Audiovisual designer or animation designer. Their most critical work activities are at the core of this training with three outflow variants:



### Graphic Designer (level 4)

This covers expressions of the graphic media such as advertisements, folders, brochures, magazines, posters, etc. Work activities include: concept development; creating the design; client presentation; execution of the realization (including image processing and make-up); managing production (such as printing).

### Interactive Design (level 4)

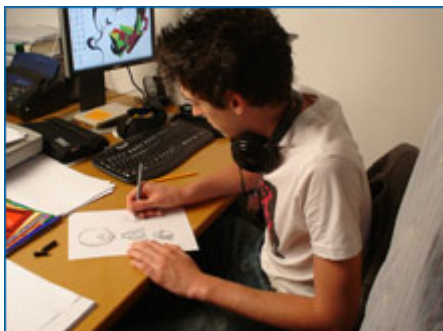
This deals with interactive media, such as websites, web applications, games, multimedia programmes, etc. Work activities include: concept development; creating the design; client presentation; execution of the realization (including authoring, scripting and placement on the Internet or CD-ROM/DVD).

### Animation/Audiovisual Design (level 4)

This deals with animations or audiovisual media such as commercials, film, parts of documentaries, video presentations, etc. Work activities include: concept development; creating the design, including the storyboard; client presentation; execution of the realization (including making an animation); managing production (especially the image and sound recordings and editing).

### Art & Design (level 4)

This includes strips, illustrations, visuals, VJ productions, etc., in which individual style, uniqueness, originality, and non-conformity are central. Work activities include: concept development; creating the design; execution of the realization (such as illustrating, painting or making a video); exhibiting to potential clients/client presentations.





## AV production

AV production training leads to a job in the photographic and audiovisual branch. Think of such professions as Photographer, Photography Assistant, Cameraman, Image Technician, Sound Technician, Lighting Technician, AV Assistant and Video Editor. Their most important work activities to this training that has eight outflow specializations:

### Photographer (level 4)

This deals with, for example, advertising photography, journalism, or social photography (portraits, wedding pictures, etc.) Work activities include: creating the photographic recording, possibly with the use of hair styling, cosmetics, and lighting techniques, photo processing and finishing, including printing and framing, and possibly retail sales of photographic apparatus and goods.



### Photography Assistant (level 2)

This includes the same products as the Photographer. Work activities include assisting at the photo session with camera set up, styling and lighting, carrying out photo processing and finishing, including printing, framing, etc.

### Cameraman (level 4)

This covers such audiovisual productions as television programmes, reportage, documentaries, industrial films, commercials, etc. Work activities include: filming or video recording with the use of such camera work techniques as framing, focus and lighting to achieve optimum image quality.

### Image Technician (level 4)

This covers the same audiovisual productions as does the Cameraman specialization. Work activities include the following: installing image control equipment, operating this equipment, such as in the control room, for an optimal image quality, including consistency of recording.

### Sound Technician (level 4)

This concerns audiovisual production or an event, performance or a show.

The Sound Technician involved with audiovisual productions has the following tasks: installing sound equipment, operating this equipment for optimum sound quality, recording of raw sound and mixing.

The Sound Technician involved with an event, performance or a show has the following tasks: creating the sound plan, installing sound equipment such as microphones and speakers, adjusting this equipment for balance and other factors to achieve optimum sound quality.

### Lighting Technician (level 4)

This track is involved with photographic production, audiovisual production or an event, performance or a show. This technician's work includes: create lighting plan, install lighting equipment, and operate this equipment for optimum lighting of objects and persons.



### **AV Assistant generalist (level 3)**

This deals with an audiovisual production or an event, performance or a show. Work activities include: collecting, monitoring, moving, and clearing away AV equipment, supporting its installation and operation, perform light maintenance and correct breakdowns.

### **Video Editor (level 4)**

This deals with the same audiovisual productions as the Cameraman specialization. Work activities include: selecting the most suitable fragments from the image and sound materials provided; covert any analogue materials to digital; process image and sound, with added effects as needed, edit the image and sound in the correct sequence, make a master.



## Sign Maker

Sign Maker training leads to a versatile job in the sign and lettering branch. The most important tasks for the Sign Maker profession form the heart of this training that offers three outflow specializations:



### Sign Assistant (level 2)

This covers such products as auto ads, wall advertising, billboards, nameplates, illuminated advertising, signposts, large format prints and textile prints. Its tasks include creation and production; digital layout and/or preparation; full colour printing or self-adhesive sheets (typically large format); plotting; cutting; milling; engraving; paste-up and mounting.

### Sign Maker Generalist (level 3)

This covers the same products and tasks as the Sign Assistant specialisation. Additional attention is given to the design of sign products and operations.

### Sign Management (level 3)

This specialisation includes the same elements as Sign Maker Generalist, but goes into the business operations in greater detail and depth.