EUROPEAN INFORMATION TECHNOLOGIES CERTIFICATION INSTITUTE, ASBL.

Brussels, Belgium, European Union

CERTIFICATE

Paula Michalska

Has successfully completed test requirements of
The European Information Technologies Certification Programme

EITC/CG/VICG Visual identification in computer graphics

Certification Programme examination result: 93.33%

Certification Programme description:

Computer Graphics: computer graphics in the context of visual communication, systems approach as an essential element of modern visual communication, computer graphics division by type of activity, computer graphics functional division, 2D graphics division according to image definition method (vector graphics, raster graphics); Visual identity: functions (image, identity confirmation), designing visual identity, creating visual identity system (steps and areas of system creation, brand book template), designing visual identity in practice (transformations, typography - modifications, graphical element, colour); Typography: designing fonts, font typefaces, typography rules, elements modifications, importance of font typefaces and their visual properties, basics of working with text blocks; Layout: composition (basic composition aspects, varied compositions), block layout, modular grid, typography design in layout, details in layout; Graphics in commerce - visual advertising: advertisement creation, technological considerations (team, technical processing, software), advertising media

Certificate Programme version/revision: EITC/CG/VICGv1r2

CERTIFICATE ID: **EITC/CG/VICG/JQF/18004644**

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DATE OF ISSUE:
October 2018
Brussels, Belgium
European Union