

Certificate Supplement

1. Legally protected title of the qualification

Fotofachfrau/Fotofachmann mit Fähigkeitszeugnis (FZ)
Fachrichtung Beratung und Verkauf

2. Translated title of the qualification

Photo Retailer,
Diploma of Vocational Education and Training Specialism Customer Advice and Sales

3. Profile of skills and competences

Holders of this qualification work as photo shop employees in photo studios, photo laboratories and in sales. They are active in the three areas 'Photography', 'Photo Finishing' and 'Customer Advice and Sales', and specialise in the latter.

Photo Retailers with a 'Customer Advice and Sales' specialism possess extensive knowledge in advising on and selling products and services. They work systematically, recommend appropriate products and services, and use convincing arguments when conducting sales pitches. In case of complaints, they are able to maintain a calm and professional demeanour.

In addition, holders of this qualification are capable of shooting moving images (pictures/videos) and stills, processing and outputting image data, and editing images. They communicate well, ensure customer satisfaction and take the company's interests into account. They are open to new ideas, are resourceful when resolving problems and can find creative and unconventional solutions. They are skilled in putting together product ranges and calculating prices, are familiar with legal regulations (e.g. data protection and copyright) and work discreetly. Holders of this qualification have an affinity for technology and know how to operate various devices (e.g. cameras, printers) and software (e.g. graphics programmes). They meet the numerous requirements set for employees in specialist photo shops thanks to their resilience, networked way of thinking and behaving, and their capacity to take responsibility.

4. Range of occupations accessible to the holder of the qualification

Holders of this qualification work in various areas:

- while working in the photo studio, for instance, they are responsible for selecting the image storage medium, capturing image data and creating images;
- they process and output image data, use various recording devices (photo cameras, video cameras, scanners) to process stills and moving images (pictures/videos); they process text and graphics and ensure the data is secured and archived;
- in the photo shop, they make sales, advise customers and support product range design, price calculation and administrative work (e.g. checking orders, stock and output, writing business correspondence).

Holders of this qualification specialise in Customer Advice and Sales, and therefore focus on working in sales.



5. Official basis of the qualification

Name and status of the national authority responsible for issuing the qualification:

- Amt für Berufsbildung und Berufsberatung (ABB), Postplatz 2, 9494 Schaan, Liechtenstein
Postadresse: Postfach 684, 9490 Vaduz, Liechtenstein
www.abb.llv.li; phone: +423 236 72 00; mail: info.abb@llv.li

Level of the qualification (national or international):

- | | |
|--|----------------|
| National Qualifications Framework for the VPET system: | Level 4 |
| European Qualifications Framework: | Level 4 |

Grading scale/Pass requirements:

- 6 = very good
- 5 = good
- 4 = satisfactory
- 3 = unsatisfactory
- 2 = poor
- 1 = unusable

Minimum passing grade: 4

Legal basis of the qualification:

- Verordnung vom 26. Oktober 2010 über die berufliche Grundbildung Fotofachfrau/Fotofachmann mit Fähigkeitszeugnis (FZ)
- Verordnung über den Nationalen Qualifikationsrahmen für Abschlüsse der Berufsbildung vom 27. August 2014 (RS 412.105.1)

6. Officially recognised ways of acquiring the qualification

Training for the Photo Retailer, Diploma of Vocational Education and Training lasts 3 years. Training content is usually distributed across two different learning locations: classroom instruction at a vocational school and apprenticeship training at a host company. However, depending on the VET programme, learners will also attend branch courses at a branch training centre. Professional competences required for the given occupation are decided by the sponsor of the VET programme.

- Host companies provide learners with practical skills associated with the occupation. Learners usually work an average of 4 day(s) per week.
- Vocational schools provide classroom instruction in vocational subjects and subjects falling under the category of language, communication and society (LCS). Learners usually attend classes an average of 1 day(s) per week; total number of lessons: 1080.
- Branch training centres provide learners with additional skills that are intended to complement classroom instruction and apprenticeship training, total duration of branch courses: 8-12 days.

The qualification procedure and final examination includes the following:



- Practical project covering 14-20 hours
- (Written and/or verbal) testing of knowledge gained from vocational instruction covering 3-4 hours
- LCS

The calculation of the overall grade takes into account the grades obtained for individual areas of competence and the grades obtained from classroom instruction at the vocational school.

Other equivalent qualification procedures are possible.

National referencing body:

AIBA

This certificate supplement draws its legal basis in Article 4 paragraph 1 of the Ordinance of 27 August 2014 on the National Qualifications Framework for Vocational and Professional Qualifications (NQF-VPO-O, SR 412.105.1). This certificate supplement follows the model recommended by the European Parliament and Council (Decision No. 2241/2004/EC). The purpose of the certificate supplement is to provide sufficient data to improve the international transparency and fair professional recognition of qualifications (diplomas, certificates etc.). It describes the nature, level, context, content and type of training and education pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. The certificate supplement is free from value, judgements, equivalence statements or recommendations on recognition.

Additional information can be found at: www.nqfl.li

