CULTURE
Qualifications in Culture

Vocational Qualifications

- Vocational Qualification in Crafts and Design
  (2 study programmes/competence areas)
- Vocational Qualification in Audiovisual Communication
  (1 study programme/competence area)
- Vocational Qualification in Visual Expression
  (3 study programmes/competence areas)
- Vocational Qualification in Dance
  (1 study programme/competence area)
- Vocational Qualification in Circus Arts
  (1 study programme/competence area)
- Vocational Qualification in Music
  (3 study programmes/competence areas)

Further Qualifications

Crafts and Design

- Further Qualification for Gunsmiths
- Further Qualification for Silversmiths
- Further Qualification for Engravers
- Further Qualification in Ceramics
- Further Qualification for Stonecutters
- Further Qualification for Gilders
- Further Qualification for Goldsmiths
- Further Qualification in Handicrafts
- Further Qualification for Glassblowers
- Further Qualification in Animal, Plant and Geological Conservation
- Further Qualification for Painters
- Further Qualification for Model-builders
- Further Qualification in Joinery
- Further Qualification for Restorers
- Further Qualification for Romani Culture Instructors
- Further Qualification in Sami Crafts
- Further Qualification for Blacksmiths
- Further Qualification in Interior Design
- Further Qualification for Musical Instrument Makers
- Further Qualification in Textiles
- Further Qualification in Clothing
- Further Qualification for Boat Builders
- Further Qualification for Upholsterers

Information and Communication

- Specialist Qualification in Audiovisual Communication
- Specialist Qualification in Photography

Theatre and Dance

- Specialist Qualification in Theatre

Music

- Further Qualification in Popular Music Production
Qualifications in the field of culture (vocational qualifications, further qualifications and specialist qualifications) impart the competence needed in tasks in the fields of crafts and design, information and communication, theatre and dance, circus arts and music. The field of culture provides experiences and services that enhance the quality of life. Typically, professionals in this field have aesthetic, visual and cultural competence, they have good manual skills and competence in making products, and they engage in entrepreneurial activities. Jobs in the sector are offered by small and medium enterprises, through subcontracting activities and in advisory organisations. Some are also found in the services sector and industries. A number of new professions and tasks are emerging in this field. In the future, professionals of culture will be needed not only to work through the traditional channels but also in the continuously evolving media. It is also typical for professionals in this sector to work as freelancers who have short-term employment relationships with several employers.

**VOCAOTIONAL QUALIFICATIONS**

Vocational qualifications impart wide-ranging vocational competence needed in working life, specialist skills in the field, and capacity for further studies. The scope of a vocational qualification is 120 credits, mostly consisting of vocational qualification modules made up from on-the job work and activity packages. In addition to compulsory vocational modules of the qualification, there is a large selection of optional ones, for example those that are part of other vocational qualifications. It is also possible to individually expand the qualification. Upper secondary vocational education and training also contain modules complementing vocational skills and optional modules. A vocational qualification can be taken in 2-4 years, depending on the student’s basic education and work experience.

A vocational qualification can be taken through vocational upper secondary education and training or as a competence-based qualification.

At their discretion, students or candidates can take one or several modules of the vocational qualification at a time, whenever this is appropriate for their placement in working life. In that case, a plan covering the entire vocational qualification is prepared.

**FURTHER AND SPECIALIST QUALIFICATIONS**

For further qualifications, the students or candidates demonstrate their mastery of vocational skills required of an employee in the field, and in specialist qualifications, mastery of the most demanding tasks in the field.

The further and specialist qualifications consist of on-the-job work and activity packages. Compulsory and/or optional modules of the qualification are determined in the qualification requirements. The scope of further and specialist qualifications or their parts is not determined in credits.

Further and specialist qualifications are taken as competence-based qualifications.
Qualifications in Crafts and Design (Vocational Qualifications, Further Qualifications and Specialist Qualifications) impart competence in a range of different tasks, as qualification holders will be competent to work in many sectors, such as the woodworking industry, clothing industry, interior design, textile industry, restoration, upholstery, instruction, musical instrument building, boat building, and the metal industry, as gunsmiths and goldsmiths, as well as in glass blowing, ancient technology, Sami crafts, set construction, and setting up fairs and exhibitions.

Professions in the field require creativity, problem-solving skills and an ability to perceive one’s visual environment. An artisan is able to design and produce products and services in the crafts and design sector. Language skills and marketing competence are success factors in this field. Economical operations, productivity and customer service also play a major role in the work of an artisan.

VOCATIONAL QUALIFICATIONS

Vocational Qualification in Crafts and Design
The vocational qualification offers two study programmes/competence areas: study programme/competence area in Handicraft Design and Production and study programme/ competence area in Environmental Design and Construction.

Title:
• Artisan

Artisans have basic vocational skills required in various tasks in their vocation and for further studies. They also have more specialised competence in one vocational field, such as restoration, ceramics, bookbinding, stonecutting, goldsmith’s work, glassblowing, set construction, blacksmith’s or gunsmith’s work, joinery, Sami crafts, interior design, musical instrument building, textiles, clothing, boat building, and the upholstery sector.

Jobs: Crafts and design sector enterprises, own enterprise. Artisans work close together with associated fields, such as tourism, wellbeing services, theatre and film production, the media, or the graphic sector.

FURTHER QUALIFICATIONS

Further Qualification for Gunsmiths
Gunsmiths make, repair and maintain guns that are of a high technical standard and meticulously finished. They are familiar with the history and traditions of guns and their use, as well as materials and tools used in the sector.

Jobs: Production, repairs, maintenance and evaluation tasks of guns and their components. The firearms industry, the police, the Defence Forces, gun shops, own enterprise.
Further Qualification for Silversmiths
Silversmiths make silver objects. They are familiar with materials used in the sector, their properties and possibilities, and the legislation on inspections and hallmarking of precious metals.
Jobs: Industry in the sector, silversmiths’ workshops, wholesaling and retailing, own enterprise.

Further Qualification for Engravers
Holders of this qualification work as engravers of precious metals. They are familiar with the history of styles and heraldry, the properties and use of metals and precious metals and the legislation on inspections and hallmarking of precious metals. They are also adept in lettering and typography. They are skilled in manual and mechanical engraving techniques.
Jobs: Qualification holders work as engravers and in tasks related to the design, manufacturing and repairs of monograms, seals, seal stamps, printing plates and coats of arms in enterprises of the field.

Further Qualification in Ceramics
Holders of a Vocational Qualification in Ceramics design and produce ceramic products and pastes and glazes for such products. They use versatile techniques, such as throwing on a wheel, production of gypsum moulds and casting techniques. Their competence also covers product development and marketing.
Jobs: Small-scale ceramic industry, ceramics workshops, instruction and advisory work, retailing in ceramics, own enterprise.

Further Qualification for Stonecutters
Holders of a Further Qualification for Stonecutters make stone products by splitting and cutting, applying modern and traditional techniques and tools to shaping various stone grades.
Jobs: In stone sector enterprises or as self-employed craftspeople in the following sectors: furniture and interior design, architecture, environmental and spatial design and construction, sculpture and visual arts or jewellery design.

Further Qualification for Gilders
Holders of a Further Qualification for Gilders work in gilding, and they repair and restore gilding on old objects. They work at sites of high cultural history value. They master chromatics and stylistics, and are familiar with documentation techniques used by museums. They are knowledgeable in art history as well as in the history of gilding and various religions.
Jobs: In gilding and restoration tasks in private enterprises, museums or congregations.

Further Qualification for Goldsmiths
A goldsmith makes gold products. They are familiar with materials used in the field, including their properties and possibilities, and with the legislation on the inspection and hallmarking of precious metals.
Jobs: Industry in the sector, jeweller’s shops, own enterprise.
Further Qualification in Handicrafts
Holders of this qualification design and produce craft products or services, often as independent crafts entrepreneurs in the following sectors: art framing, doll making, rope making, jewellery making, enamel work, art glass, felt making or fabric printing. Craftspeople may offer products, services or work performances. Machines are also used in production, but their use is more limited than in mass production, and the runs produced by the enterprise are small.

Jobs: Handicraft enterprises, companies offering instruction and advice in the field, own enterprise.

Further Qualification for Glassblowers
Holders of this qualification produce glass objects by blowing. They are familiar with the entire manufacturing process from glass melting to the inspection and finishing of products.

Jobs: Household and art glass industries.

Further Qualification in Animal, Plant and Geological Conservation
Holders of this qualification conserve mammals, fishes, reptiles and amphibians to a high scientific and artistic standard and constructs their habitats. They prepare plants, mushrooms, insects and invertebrates. They plan and implement natural history exhibitions.

Jobs: Natural history museums, own enterprise. Tasks include animal taxidermy, plant preparation, and building, planning, renewing, documenting and maintaining exhibitions and collections.

Further Qualification for Painters
Determined by their specialisation, painters engage with professional accuracy in new construction or renovation painting, or in façade repairs and painting. They are adept in wallpapering, spray painting, floor laying, smoothing, ornamental decoration, fitting waterproofing, façade plastering and repairs as well as tiling, carpeting, and restoration work.

Jobs: Painting and surface treatment enterprises, similar units in industrial plants, own enterprise.

Further Qualification for Model-builders
Holders of this qualification use various techniques and methods to produce models to visualise three-dimensional shapes, pieces, and spaces, as well as their mutual proportions, movements and transformations.

Jobs: Industries, industrial design and architectural agencies, museums, research institutes, theatres, own enterprise.

Further Qualification in Joinery
Holders of this qualification are familiar with the manufacturing process of joinery products. They may specialise in one of the following fields: ornamental wood carving, intarsia, turning, art framing, repairs and conservation of joinery products, manufacturing of joinery products, or blade and equipment maintenance in joinery.

Jobs: Joinery or furniture industry, wholesaling and retailing in the field, own enterprise.
Further Qualification for Restorers
Holders of this qualification restore buildings or their parts using traditional working methods and, where applicable, new techniques. They select one of the following specialisations: restoration of wooden structures, stone structures, surface treatments or metal structures. Before embarking on the actual restoration job, they acquire information about the object to be restored, its age and its cultural history value, identify damage, make conclusions about its causes, suggest repair methods, and document the object. They work together with designers and other experts.

Jobs: Restoration enterprises, own enterprise. The customers include congregations, municipalities, museums and private customers.

Further Qualification for Romani Culture Instructors
Romani Culture Instructors are familiar with the central values, customs, cultural traditions and history of the Roma community and are aware of their significance to the Roma and to their own work. Essential principles of the work are encouraging the social inclusion and integration of the Roma and combating inequality. They are familiar with the main features of various service sectors, and they guide customers in the use of services while applying their knowledge of the Roma culture. They are friendly with customers, act cooperatively and comply with the duty on confidentiality.

Jobs: As experts or with the authorities, state government, municipalities, Roma organisations, networking organisations, multiprofessional teams, productions presenting the Roma culture. Engage in close-knit cooperation with practical nurses, child instructors, youth and leisure instructors, special needs assistants in educational institutions, craftspeople or horse trainers.

Further Qualification in Sami Crafts
This qualification is taken in the Sami language. Holders of the qualification are familiar with the traditions and significance of Sami crafts, or duodji, in the Sami culture. They may choose between two competence areas, or clothing (traditional Sami costume and accessories, fur or leather working, braiding and band weaving, specialist techniques and weaving) or handicraft production (burl craft, woodwork, bone and horn...
craft, working with precious metals, root carving, tools and transport equipment). They design and make products based on both traditional and new models. **Jobs:** Enterprises designing, manufacturing, providing advice on, selling and marketing Sami crafts, own enterprise.

**Further Qualification for Blacksmiths**

Holders of the qualification may choose one of two specialisation areas: that of a blacksmith or a knifesmith. A blacksmith forges products and tools. A knifesmith forges knives and makes sheaths with the associated small-scale wood and leatherwork. **Jobs:** Blacksmith’s shops, instruction and advisory work, own enterprise.

**Further Qualification in Interior Design**

Holders of the qualification have specialist skills in one of the following competence areas: soft furnishings and upholstery textiles, interior construction, ship interior fitting or furniture and fixtures. They are knowledgeable in the effects of space and lighting in interior design and are familiar with different types of materials and furniture. They have knowledge in construction and interior design traditions. They are able to read and prepare construction drawings. **Jobs:** The tasks are related to soft furnishings and upholstery textiles, interior construction, ship interior fitting, furniture, styling or interior design sales together with other professionals in the field and interior designers. Retailers and wholesalers, own enterprise.

**Further Qualification for Musical Instrument Makers**

Holders of this qualification are able to make, repair, adjust or maintain stringed instruments and accordions. **Jobs:** Enterprises producing instruments, own enterprise.

**Further Qualification in Textiles**

Makers of art and craft textiles design or provide a versatile range of textile industry products, services or performances. The product runs of the enterprise are relatively small. Manual work plays a major role in finishing the products. Holders of the qualification have demonstrated their skills in a specific, restricted vocational field. These may include fabric printing, felting, knitwear, weaving, directing the production of textile products, and provision of textile sector services. **Jobs:** Design and manufacture of textile products and services together with the tourism industry, wellbeing services, museums, theatres and other craftspeople, instruction and advisory activities, outlets in the field, own enterprise.

**Further Qualification in Clothing**

Holders of this qualification in the competence area of patternmaking make and fit patterns. Those specialising in the competence area of mechanics assemble, install, repair, maintain and adjust machines and equipment needed in the field. Those specialising in the competence area of milliners design, make patterns for and make acces-
sories, such as hats and trimmings for everyday use and more festive occasions. Those taking the competence area of knitters design, make patterns for and produce knitwear using knitting machines. Those opting for the competence area of dressmakers know how to design, make patterns for and sew clothes for women, men and children, as well as interior design products and other sewn products for everyday use and special occasions. The competence area of tailors mainly imparts skills in designing, making patterns for and producing suits for men, but also two-piece suits or wedding dresses and similar for women as special orders for private customers, theatre and film productions, everyday life and special occasions. **Jobs:** Small-scale clothing industry, theatre and film productions, sales in the clothing sector, event and experience production, guidance and advisory work, own enterprise.

**Further Qualification for Boat Builders**
Boat Builders build boats using wood, reinforced plastic and metal or other materials, composite structures and glues. **Jobs:** Tasks related to building, maintaining and repairing boats in boatyards, own enterprise.

**Further Qualification for Upholsterers**
Upholsterers specialise in the upholstery of industrial products, or that of individual products using traditional techniques. They may work on the interiors of vehicles or ships as well as on furniture. The upholster-
ers’ work includes repairing the frame structures and surface treatments of the products to be upholstered.

**Jobs:** Upholsterer’s shops, furniture industry, vehicle and ship building industries, guidance and advisory work, own enterprise.

**SPECIALIST QUALIFICATIONS**

**Specialist Qualification for Gunsmiths**
Holders of this qualification design and make guns. They are familiar with the product development process in their sector including its various work phases and techniques. They master the industrial design of a gun and are able to prepare working drawings for gun manufacture and various presentation images. They work as supervisors or self-employed entrepreneurs.

**Jobs:** Product development, design, production, repair, maintenance and evaluation tasks of guns and their components, managerial or supervisory tasks. The firearms industry, the police, the defence forces, gun shops, own enterprise.

**Specialist Qualification for Silversmiths**
Holders of this qualification design, produce and market high-standard silver items in the specialisation field of their choice. They are familiar with the history of their field, and they draw on the styles of various cultures and periods, visual arts, fashions and customs in their work.

**Jobs:** Enterprises making, repairing, selling and marketing silver items, own enterprise.

**Specialist Qualification for Engravers**
Holders of this qualification design and complete their engravings. They draw, photograph, document and produce visualisation models and prototypes. In their work, they draw on styles and the history of styles from different cultures and periods, as well as on the links of engraving with visual arts, history of the graphic sector and customs.

**Jobs:** Enterprises designing, manufacturing and repairing monograms, seals, seal stamps, printing plates and coats of arms, own enterprise.

**Specialist Qualification in Ceramics**
Holders of a Specialist Qualification in Ceramics design and produce ceramic products and pastes and glazes for such products in small-scale industrial operations or as artisans. They specialise in product development, production techniques or studio work in the field of ceramics. They also work as supervisors and work instructors.

**Jobs:** Demanding professional tasks in the ceramics industry, ceramics workshops, ceramics sales, own enterprise.

**Specialist Qualification for Stonecutters**
Stonecutters with this qualification working in the crafts and design field design and manufacture individual stone products or small runs. They are skilled in the design and production of objects, design of furnishings and interior design, architecture, environmental planning and the built-up environment, sculpture and other visual arts or
jewellery design.

**Jobs:** Small stone industry enterprises, own enterprise.

**Specialist Qualification for Gilders**

Holders of a Specialist Qualification for Gilders work with gilding and repair and restore gilding on old objects. They assess the condition and damage to objects and draw up repair plans. They are knowledgeable in art history as well as in the history of gilding and various religions. They are skilled in planning, organising and directing work and giving induction training.

**Jobs:** Enterprises engaged in gilding and restoration, art museums, congregations, own enterprise.

**Specialist Qualification for Glassblowers**

Holders of this qualification design, produce and market artisan and industrial products made using glass-blowing techniques.

**Jobs:** Household and art glass industries.

**Specialist Qualification for Painters**

Holders of this qualification plan, implement, direct and supervise construction painting. They master organising and directing work, cost calculation and planning of operations, or they specialise in furniture restoration, restoration painting of buildings, decorative painting or plaster work.

**Jobs:** Painting contractors, theatre and film productions, own enterprise.

**Specialist Qualification for Model-builders**

Holders of this qualification use various techniques and methods to produce models to visualise three-dimensional shapes, pieces and spaces as well as their mutual proportions, movements and transformations. They specialise in the product development process or entrepreneurship. They also work as supervisors and work instructors.

**Jobs:** Industries, industrial design and archi-
tectural agencies, museums, research institutes, theatres, own enterprise.

**Specialist Qualification in Joinery**
Holders of this qualification who specialise in crafts and design master a wide range of joinery materials and are able to design and produce demanding products of their field in a versatile manner. They also work as supervisors and work instructors.

**Jobs:** Joiner’s workshops, joinery and furniture industry, own enterprise, guidance and advisory work.

**Specialist Qualification for Restorers**
Holders of this qualification restore wood, stone and metal structures and surface treatments. They assess damage, document the target and are able to read drawings and other relevant documents. They work together with designers and other experts.

**Jobs:** Enterprises engaged in demanding restoration jobs and technical advice, own enterprise. The customers include congregations, municipalities, museums and private customers.

**Specialist Qualification for Romany Culture Instructors**
Romany Culture Instructors work as assistants and interpreters liaising between the mainstream population and the Roma. They master the skills of exerting social influence, have wide-ranging knowledge of the Roma culture and strive to promote the position and inclusion of the Roma in Finnish society. They are able to work with Roma customers, persons representing other cultures, authorities and representatives of different professional groups. Holders of this qualification may specialise in Romany language skills, international Romany work or managing their own productions.

**Jobs:** Public administration organisations, cultural and project activities, Roma organisations.

**Specialist Qualification in Sami Crafts**
This qualification is taken in the Sami language. Holders of this qualification have a wide-ranging competence in designing and producing Sami crafts, or duodji. They are knowledgeable in the values, traditions and cultural significance of the duodji. They are able to give induction training in the field.

**Jobs:** Enterprises designing, manufacturing, providing advice in, selling and marketing Sami crafts, own enterprise.

**Specialist Qualification for Blacksmiths**
Holders of this qualification specialise as master blacksmiths or master knifesmiths. They forge high-standard implements and other items. They are skilled in the planning of production and products as well as the documentation and marketing of products.

**Jobs:** Smithies and workshops, instruction and advisory work, own enterprise.

**Specialist Qualification in Interior Design**
Holders of this qualification are adept in planning, pricing, managing and implementing interior design projects. They specialise
in one of the following competence areas: soft furnishings and upholstery textiles, interior construction, interior surface treatments, furniture and fixtures or ship interior fitting. 

**Jobs:** Interior design enterprises, sales and marketing tasks, own enterprise.

**Specialist Qualification for Musical Instrument Builders**

Holders of this qualification are able to make, repair, adjust or maintain stringed instruments and accordions. They work in supervisory and superior’s tasks in their field. 

**Jobs:** Enterprises producing instruments, own enterprise.

**Specialist Qualification in Textiles**

Holders of this qualification design and produce, fit, care for and maintain a wide range of products in the textile and interior design sector. The textile products are mainly manually produced, demanding a good knowledge of materials, manual skills and aesthetic, visual and cultural competence. 

**Jobs:** Crafts and design sector, guidance and advisory services, sales and marketing tasks, own enterprise.

**Specialist Qualification in Clothing**

Specialist patternmakers size, make patterns, shape, fit and pattern-grade garments both manually and using computers. Specialist mechanics purchase and service machines and equipment used in the clothing sector. Specialist milliners make headgear, other accessories and trimmings for everyday and festive occasions. Specialist knitters design, produce and market knitwear products and product ranges. Specialist dressmakers design, make patterns for and sew garments and product ranges for various customer groups. Fashion Consultants assist customers in finding suitable clothes and outfits for challenging uses and occasions. Top experts of the clothing industry are knowledgeable in the fabric, thread and accessory materials of their vocational field, including their properties in use. They draw up care instructions for products. They skilfully interact with customers. They keep up with fashions without losing sight of the significance of quality and timelessness in long-lasting products. 

**Jobs:** Dressmaking studios, tailor’s shops, theatre and film productions, model sewing in the clothing industry, thematic events and events providing experiences, retailing, subcontracting, superior’s and supervisory tasks, own enterprise.

**Specialist Qualification for Boat Builders**

Holders of this qualification design, build, maintain and repair boats made of wood, reinforced plastic or metal. They work in a superior’s or supervisory tasks or as independent entrepreneurs. 

**Jobs:** Boatyards, boat building enterprises, supervisory tasks, own enterprise.

**Specialist Qualification for Upholsterers**

Upholsterers with a specialist qualification specialise in the upholstery of industrial products or individual products using tra-
ditional techniques. They may work on the interiors of vehicles or ships as well as with furniture. The upholsterers’ work includes repairing the frame structures and surface treatments of products to be upholstered. Holders of a specialist qualification often work as superiors or supervisors.

**Jobs:** Upholstery shops, the furniture industry, automotive and ship-building industry, supervisory tasks, guidance and advisory work, own enterprise.

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**OPPORTUNITIES FOR FURTHER STUDY**

Vocational qualifications and further and specialist qualifications give the student a general eligibility for further studies at universities of applied sciences and universities. A natural path for further studies for holders of a professional qualification is a bachelor's degree in Crafts and Design, Industrial Design or Restoration from a university of applied sciences. At the Aalto University School of Art and Design or the University of Lapland, students can obtain a bachelor’s or a master's degree in art. Pedagogical studies for a vocational teacher give eligibility for further education in the tasks of a vocational teacher. In schools for science and technology, students can take bachelor’s and master's degrees in engineering or architecture.

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**INFORMATION AND COMMUNICATION**

A qualification in Information and Communication imparts the competence needed in communication tasks of the audiovisual sector and in graphic design, visual and media art or photography tasks. Coping with the tasks and being successful in the vocation require not only basic technical skills and an “artistic eye”, but also creativity, cooperativeness, a customer-orientation, and style and quality awareness.

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**VOCATIONAL QUALIFICATIONS**

**Vocational Qualification in Audiovisual Communication**

The vocational qualification consists of a single study programme/competence area.

**Titles:**

- Media Assistant

Holders of the qualification are familiar with the communications industry. In addition to technical know-how, they draw on their basic aesthetic and cultural views in their work. They work in a customer-oriented manner in a mainly electronic operating environment, making use of their English language skills in their tasks. Holders of this qualification work in assistant-level tasks in planning, manufacturing, producing and marketing audiovisual communications products.
Jobs: Communications sector enterprises, publishers, own enterprise.

Vocational Qualification in Visual Expression
The vocational qualification offers three study programmes/competence areas.

Titles:
• Visual Artisan

Visual Artisans are able to plan and schedule their tasks. They produce material and cost calculations related to their field, and present and assess their own work. They observe and maintain an occupational safety culture that values safe working methods and techniques and a correct attitude, including activities to promote occupational safety and health and the ability to work. They use information technology applications required in their work.

Study programme/competence area in Graphic Design
Holders of the qualification work in tasks related to publication graphics, exhibition and packaging design, advertising graphics, environmental and organisational communication and digital graphic design. They use central working methods, techniques and software needed in the vocational field of graphic design extensively and in a versatile manner. They are creative, cooperative and customer-oriented and have style and quality awareness.

Jobs: Enterprises in different sectors and their communication and marketing departments, communication sector companies, advertising agencies, publishers, own enterprise.

Study programme/competence area in Visual and Media Art
Holders of this qualification work with painting, sculpture, graphic art and new forms of expression in visual and media arts. They are knowledgeable in materials and techniques of visual and media art and
specialise in tasks of their choice. They are creative, cooperative and customer-oriented, and have quality awareness.

**Jobs:** Art galleries, own enterprise.

*Study programme/competence area in Photography*

Holders of this qualification work in tasks related to photography. They have extensive knowledge of the various aspects and techniques of photography, and they use the techniques and working methods of their choice in a versatile manner. They are creative, cooperative and customer-oriented and have quality and cost awareness, and they work economically and in line with the objectives of sustainable development.

**Jobs:** Communications sector enterprises, advertising agencies, newspaper and periodical publishers, own enterprise.

**FURTHER QUALIFICATIONS**

Further qualifications in Information and Communication include a Further Qualification in Audiovisual Communication and in Photography.

**Further Qualification in Audiovisual Communication**

Holders of a Further Qualification in Audiovisual Communication work independently and as team members in audiovisual production in subscriber and customer-centred tasks, partly in English.

Those specialising in the competence area of *editing* work in image and sound post-production tasks, for example as editors or offline or online editors.

**Jobs:** Audiovisual post-production enterprises, television companies, production companies, advertising or business video enterprises, municipal media workshops.

Those with a qualification specialising in *publication graphics* take part in planning and implementing graphic layouts as professionals with either a visualisation or implementing role.

**Jobs:** Advertising agencies, enterprises and organisations engaged in electronic or printed communication, publishers, film, television or multimedia companies, communications departments of enterprises or organisations, own enterprise.

Those specialising in the competence area of *filming and lighting* in their qualification work in tasks related to implementing filming and lighting as a camera operator, focusing for example on television footage, inserts, news, videos, or tasks of an assistant camera operator (on films), lighting and camera operator, lighting technician or director of photography.

**Jobs:** Television studios, television companies, production companies, advertising or business video enterprises, municipal media workshops.

Qualification holders specialising in the competence area of *media work* engage in technical work focusing on content and
technical production in television news broadcasts, current affairs programmes or other media productions. They may also teach audiovisual communication and provide media education.

**Jobs:** National or regional television companies, online television companies, mobile television companies, media sector production companies, municipal media workshops.

Those with a qualification specialising in *radio work* carry out journalistic and sound engineering tasks for example as radio reporters, news reporters or presenters.

**Jobs:** Companies or units engaged in public broadcasting, for example independent and commercial local radio stations or departments or desks of large broadcasting companies.

Those with a qualification specialising in the competence area of *production and project management* work in various production tasks as script supervisors or production secretaries, production coordinators or designers, directors of photography, technical producers or project managers.

**Jobs:** Media companies, advertising agencies, publishers, communication departments of enterprises or the public administration.

Those specialising in the competence area of *network communication* work in tasks associated with the planning and implementation of digital communication in such roles as script writers, concept artists, user interface or usability designers, web designers, web authors or communication officers, software programmers, mobile application or sound designers, project assistants or coordinators.

**Jobs:** Digital media content production enterprises, IT companies, software companies, advertising agencies, newspaper and periodical publishers, communication departments of enterprises or organisations.

Those specialising in the competence area of *audio work* may be engaged in recording, transfer, filing and editing of recordings in permanent studio facilities or using mobile sound reproduction and recording equipment.

**Jobs:** Sound, music or television studios, television companies, production companies, advertising or business video enterprises, municipal media workshops.

**Further Qualification in Photography**

Holders of this qualification manage work in a studio or on location as well as the digital work flow. They plan their own work and make use of their business skills in their activities. Photographers work in various lighting conditions, use photographic equipment professionally and make use of the means of visual expression on different locations. Photographers are also adept in recording, processing, distributing and printing photographs. They work socially and interactively in different languages, are able to merchandise their products and use computer software in their work.

**Jobs:** Publishers, own enterprise.
SPECIALIST QUALIFICATIONS

Specialist Qualification in Audiovisual Communication
Holders of a Specialist Qualification in Audiovisual Communication work in the audiovisual sector in a customer-oriented manner, performing tasks that focus on planning and supervisory work or require specific and wide-reaching vocational skills. The competence areas of scripting and concept design, directing and virtualisation are only contained in the specialist qualification.

Holders of a qualification in the competence area of editing work in audiovisual productions in image and sound post-production tasks, for example as film editors, editors-in-chief, colour grading technicians or post-production sound engineers.

Jobs: Audiovisual post-production enterprises, television companies, production companies, advertising or business video enterprises, municipal media workshops.

Holders of a qualification in the competence area of publication graphics take part in designing and implementing graphic layouts as technical and artistic experts, supervisors or other professionals engaged in independent design and other tasks.

Jobs: Advertising agencies, enterprises and organisations engaged in electronic or printed communication, publishers, film, television or multimedia companies, communication departments of enterprises or organisations.

Those with a qualification in the competence area of filming and lighting work in tasks associated with these skills, for example as camera operators, directors of photography, television camera operators or lighting technicians.

Jobs: Television studios, television companies, production companies, advertising or business video enterprises, municipal media workshops.

Holders of a qualification specialising in the competence area of scripting and concept design are engaged in production-related work in such roles as script writers, dramaturges, concept artists, copywriters or script editors.

Jobs: Digital media companies, advertising agencies, publishers, communication departments of enterprises or the public administration.

Those with a qualification specialising in the competence area of directing work as directors of TV programmes, reports, advertising films, multimedia productions, radio advertisements as well as presentation and business videos. They may also work as multicamera or outdoor production directors.

Jobs: Digital media companies, advertising agencies, newspaper and periodical publishers, communication departments of enterprises or the public administration.

Holders of a qualification in the competence area of radio work are engaged in supervisory tasks of broadcasting in a journalistic or sound engineering capacity.
Jobs: Companies or units engaged in public broadcasting, for example independent and commercial local radio stations or departments or desks of large broadcasting companies.

Those with a qualification specialising in the competence area of production and project management work in various production task in such roles as producers, production managers, assistant directors, directors of photography, technical producers or project managers.

Jobs: Digital media companies, advertising agencies, publishers, communication departments of enterprises or the public administration.

Holders of a qualification specialising in the competence area of network communication work in tasks related to the planning and implementing of digital communication, also including project management and direction.

Jobs: Digital media content production enterprises, IT companies, software companies, advertising agencies, newspaper and periodical publishers, communication departments of enterprises or organisations.

Those with a qualification in the competence area of virtualisation work with 3D computer graphics based productions. They produce three-dimensional visualisations and animations as well as plan, design and implement post-production tasks of visual special effects, interactive multimedia and virtual worlds.

Jobs: Game enterprises, advertising agencies, digital media companies, animation companies, architectural offices.
Those with a specialist qualification in the competence area of *audio work* are engaged in independent audio work managerial tasks. They work as supervisors of audio teams, engage in audio planning, offer sound engineering solutions to customers, or record or transfer, file, and edit recordings.

**Jobs:** Sound, music or television studios, television companies, theatres, production companies, advertising or business video enterprises, municipal media workshops.

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**Specialist Qualification in Photography**

Holders of this qualification work in press photography, nature photography, advertising photography or portrait photography.

*Press photographers* are interested in current affairs and are open to new ideas. They are knowledgeable in journalism and aware of the role of images in communication. As press photographers, they also plan and produce photo reportage projects.

**Jobs:** Newspaper and periodical publishers, own enterprise.

*Nature photographers* are knowledgeable in the natural environment and competent in moving about in nature. They respect nature and produce image sets using techniques for landscape, close range, animal, plant or underwater photography.

**Jobs:** Own enterprise.

*Advertising photographers* keep up with the phenomena of the day and are competent in advertising and marketing. They are skilled in using a wide range of photographic equipment and master such fields as industrial, food, lifestyle, product, fashion or interior photography.

**Jobs:** Advertising agencies, own enterprise.

*Portrait photographers* take demanding and high-quality portraits. Their subjects include weddings, children and families.

**Jobs:** Advertising agencies, own enterprise.

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**OPPORTUNITIES FOR FURTHER STUDY**

Vocational qualifications and further and specialist qualifications give the student a general eligibility for further studies at universities of applied sciences and universities. A natural path for further studies for holders of vocational qualifications is a bachelor’s degrees in audiovisual communication at universities of applied sciences. At universities, students can take bachelor’s and master’s degrees in Arts (Aalto University, School of Arts and Design, or University of Lapland, Faculty of Arts and Design). The Finnish Academy of Fine Arts provides university-level education and training in visual arts, in which the students can take bachelor’s and master’s degrees. The degree programmes comprise sculpture, painting, printmaking and time and space arts. Time and space arts include the following orientations: moving image, site- and situation-specific arts and photography.

Pedagogical studies for a vocational teacher give eligibility for further education in the tasks of a vocational teacher.
**THEATRE AND DANCE**

**Dance**
A qualification in Dance (vocational qualification) imparts the competence needed in work as a dancer. The majority of Finnish dancers work on a freelance basis. Professionals in dance also work in dance troupes, theatres, television, the film and entertainment industry, tourism enterprises, the advertising industry and circuses. In recent years, dancers have also worked in such fields as social affairs and health.

Values in the dance sector include determination, commitment and responsibility, including an ability to assume responsibility for one’s own physical and psychological wellbeing, the team, and one’s own work and its results. Values in this field also include continuous development in one’s work. The work of a dancer is physically strenuous, which should be noted by those intending to pursue or pursuing a career in the field.

**VOCATIONAL QUALIFICATIONS**

**Vocational Qualification in Dance**
The vocational qualification consists of a single study programme: study programme/competence area in Dance.

**Title:**
- Dancer

Holders of a Vocational Qualification in Dance have versatile skills as dancers, which they maintain and develop independently. They are cooperative, flexible, reliable, and show initiative. They are able to receive feedback and act upon any feedback received. They discuss their own views and adapt their personal expression to the world of the piece on which they are working and the views of the choreographer or trainer.
Holders of this qualification not only have vocational skills in one dance technique, but they also have a basic competence allowing them to master other techniques and performance styles. They also apply their skills to dance types and styles they are not yet familiar with. The qualification title is Dancer. Dancers prepare dance performances in cooperation with others, practice independently, and dance in performances. They act creatively and constructively in different situations of artistic expression and everyday life. They are independent, cooperative, tolerant and flexible.

Jobs: Dance troupes, theatres, institutes of learning, television, the film and entertainment industry, tourism and advertising enterprises, circuses and various care institutions.

Theatre
There is no specific vocational qualification in the field of theatre. Typical applicants to studies conferring a qualification in theatre include persons who have previously taken vocational, further or specialist studies or qualifications in such fields as Crafts and Design, Audiovisual Communication or other sectors (music, clothing, textile, beauty care, joinery, metal work, upholstery, interior design, surface treatment, construction or electrical engineering).

Further and Specialist Qualifications in Theatre impart the competence needed in various tasks in production technology, set construction, costume making, make-up art and puppet theatre.

FURTHER QUALIFICATIONS

Further Qualification in Theatre
Those with a qualification in the specialisation area of production technology work as stage managers, prompters or property masters. Those with a qualification in the specialisation area of performance technology are engaged in tasks related to light, sound or stage technology. Holders of a qualification in the specialisation area of set construction work with metal or wood, or carry out surface treatment tasks. Those with a qualification in the specialisation area of costume making produce role and special costumes as well as support structures and special effects. Holders of a qualification in the specialisation area of make-up art apply

OPPORTUNITIES FOR FURTHER STUDY

Vocational qualifications and further and specialist qualifications confer on the student a general eligibility for further studies at universities of applied sciences and universities. A natural path for further studies for those having taken a vocational qualification is a qualification in Dance (dance or dance pedagogy) at a university of applied sciences. At a university, students can obtain a bachelor’s or master’s degree in Dance. Pedagogical studies for a vocational teacher give eligibility for further education in the tasks of a vocational teacher.
role and special effects make-up. Those with a qualification in the specialisation area of puppet theatre produce puppets and stages and create a performance.

**Jobs:** Qualification holders may work in production-related and technical tasks of theatre or other programme production, in art, culture, teaching and art education tasks using puppets, or as make-up artists in theatre and other performing arts and the media industry.

**SPECIALIST QUALIFICATIONS**

**Specialist Qualification in Theatre**
Holders of a specialist qualification have supervisory and project management skills. Those having completed the specialisation area of performance technology plan and supervise tasks related to light, sound or stage technology. Those with a qualification in the specialisation area of set realisation design sets, manage the construction process and organise set construction from setting up to dismantling and storage. Holders of a qualification in the specialisation area of costume realisation interpret costume sketches and organise the production of costumes. Holders of a qualification in the specialisation area of make-up art design make-up, draw up work plans and pricing, and apply versatile special effects and role make-up.

**Jobs:** Qualification holders may work in production-related and technical tasks of theatres or other programme production, in art, culture, teaching and art education tasks using puppets, or as make-up artists in theatre and other performing arts and the media industry.

**OPPORTUNITIES FOR FURTHER STUDY**
Opportunities for further studies in the field of theatre are offered by universities of applied sciences focusing on culture in the form of bachelor’s degrees in Media, Crafts and Design, and Industrial Design. Students may take third-level studies at the Theatre Academy offering bachelor’s and master’s degrees in Theatre (study programme in Lighting and Sound Design) and at the Aalto University School of Art and Design, which offers master’s and bachelor’s degrees in Arts (study programmes in Scenography and Costume Design and study programme in Motion Picture, Television and Production Design: directing, cinematography, screenwriting, film editing, film and television producing, sound recording and sound design, or documentary filmmaking). In the Faculty of Art and Design of the University of Lapland, students can take a master’s or bachelor’s degree in Arts specialising in Audiovisual Media Culture (use of visual and audiovisual media in artistic, expression and communication tasks, such as video expression and multimedia).
Qualifications in music impart a competence in music sector tasks. Jobs in this field are offered by orchestras, institutes of musical education, congregations and military bands. They are also provided by groups and booking agents. The majority of musicians operate on a freelance basis and work for several employers in short-term employment relationships. Professionals in music are also employed as entrepreneurs. For those working in the music sector, it is important to be dedicated and cooperative. In each work phase, professionals in the field are required to master the working methods and tools, knowledge of the background of the programme to be performed, and practices of the performance setting as well as organisation and interaction skills.

VOCATIONAL QUALIFICATIONS

Vocational Qualification in Music
Holders of a Vocational Qualification in Music express themselves clearly and in a manner that inspires confidence, they market their skills and take the customer's views into consideration when carrying out their tasks. They aim for a high quality and aesthetic effect in their work. In addition to basic information technology tools, they also use specialist applications relevant to their tasks.

Titles:
• Musician
• Music Technologist
• Piano Tuner

Musicians play an instrument or sing as required by their tasks and others taking part in the performance, interacting with the audience and other performers. Musicians maintain and assess the service needs of their instruments.

Jobs: Symphony orchestras and groups, congregations, military bands, booking agents, own enterprise.
**Music Technologists** plan, prepare and implement studio projects or sound reproduction tasks. They plan task implementation following the wishes of customers and musicians and look after the practical arrangements following generally applicable agreements in the industry. As musicians, they play an instrument or sing as required by the tasks and the other performers.

**Jobs:** Groups, sound reproduction enterprises, studios, booking agents, own enterprise.

**Piano Tuners** maintain and tune pianos. Piano Tuners determine the tuning status of an instrument and select appropriate working methods and techniques to achieve the required tuning range for the instrument.

**Jobs:** Music and piano tuning companies, own enterprise.

**FURTHER QUALIFICATIONS**

**Further Qualification in Popular Music Production**

Holders of the qualification work either as booking agents, recording producers, sound engineers or songwriter-producers. Popular music production refers to activities combining production tasks relevant to popular music and performing, recording and distributing popular music. Popular music production mainly involves business activities where the shared vocational skills are an ability to act in and understand the music industry, work independently, network and find employment.

**Jobs:** Popular music production as producers, recording producers, sound engineers, songwriters; booking agents; in studios, clubs, various music industry enterprises, own enterprise.

**OPPORTUNITIES FOR FURTHER STUDY**

Vocational qualifications and further and specialist qualifications confer the student a general eligibility for further studies at universities of applied sciences and universities. A natural path of further studies for holders of vocational qualifications is Bachelor’s degrees in Music from universities of applied sciences (Musician or Music Pedagogues). At the Sibelius Academy, students can take a bachelor's or master's degree in Music. Pedagogical studies for a vocational teacher give eligibility for further education in the tasks of a vocational teacher.
A vocational qualification in circus arts imparts competence in various tasks as a circus artist. Holders of the qualification work flexibly in the continuously developing performance forums available to professionals in circus arts, applying their competence in circus arts in varying working life situations. Circus arts provide experiences that are of a high technical and expressive quality. The field offers both national and international work opportunities.

VOCA TIONAL QUALIFICATIONS

Vocational Qualification in Circus Arts
The vocational qualification comprises a single study programme: study programme/competence area in Circus Arts.

Title:
• Circus Artist

A Circus Artist having completed this qualification provides experiences that are of a high technical and expressive quality. They plan and implement a circus act of at least three minutes in duration, and they have an idea of their own competitiveness in both national and international forums.

Jobs: Those working in circus arts engage in a variety of tasks employed by others, as members of a production team or as self-employed entrepreneurs.
OPPORTUNITIES FOR FURTHER STUDY

Opportunities for further studies in circus arts are offered by universities of applied sciences, studies in the field of culture, such as performing arts, and the Theatre Academy. In this international field, it is also possible to pursue further studies overseas, for example, in Sweden, Central Europe or Canada.

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