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| First Name: |  |
| Last Name: |  |
| Date: |  |
| Consultant: |  |

Qualification Consultation Questionnaire

General Information on the Qualification Consultation Questionnaire

This questionnaire is aimed at participants in the tekom qualification consultation. It serves to determine individual competencies in technical communication and the current state of a participant's skills and knowledge. It can be the basis for determining an individual's education requirements for further knowledge acquisition or training in order to obtain the tekom certificate “Technical Communicator (tekom)”.

Validity:

Starting January 1, 2017, qualification consultations will only be carried out according to the new Competence Framework. In exceptional cases, assurance must be provided that the exam was taken according to the old system in 2017.

General Information on the Qualification Consultation Questionnaire

You must fill out the questionnaire in full to prepare for the qualification consultation. The main part of the questionnaire is oriented towards the tekom Competence Framework. It is therefore necessary to be familiar with the competency requirements of the individual components to be able to answer these questions accurately.

1. Before completing the main part of the questionnaire, please read the content of each component carefully. The Competence Framework is available to you as an interactive Profiling Tool on our WebPortal at www.tekom.de.

2. Please complete the questionnaire electronically. Since the document is in a write-protected Word form, you can only edit the fields displayed in gray (empty). Please do not attempt any formatting. Attention: If you fill out the document and then unprotect it, some versions of Word will irretrievably delete the data entered.

3. Please print out the “Declaration of Consent under the Data Protection Law”. This must be downloaded separately. Please sign and return it by fax or mail two weeks BEFORE the consultation appointment to:

Gesellschaft für Technische Kommunikation – tekom Deutschland e.V.  
Geschäftsstelle  
Rotebühlstraße 64  
70178 Stuttgart  
GERMANY  
Fax + 49 711 65704-99

# Information on the Consultation

|  |  |
| --- | --- |
| Consultant |  |
| Date of the Consultation |  |
| Place of the Consultation |  |
| Duration of the Consultation |  |

# Information on the Person Receiving Counseling

|  |  |
| --- | --- |
| First Name |  |
| Last Name |  |
| Date of Birth |  |
| tekom Membership Number |  |
| tekom Member Since |  |
| Street (home) |  |
| City (home) |  |
| Phone (home) |  |
| Company Name |  |
| Area of Business (company) |  |
| Street (company) |  |
| Postal Code, City (company) |  |
| Phone (company) |  |
| Email (company) |  |

# Documentation Experience

|  |
| --- |
| What is your reason/motivation for deciding to attend this consultation / take the certification exam? |
| What expectations do you have for the results of the qualification consultation? |
| Do you intend to take the certification exam? |
| What is the occasion / your motive for taking advantage of this consultation / taking the certification exam? Have you completed an apprenticeship/vocational training? Which? Do you have a university degree? From where? Title? |
| My current position / job title is: |
| Do you already work in the area of technical documentation? / Since when and for how many years have you been working in the area of technical documentation? |
| If you have not yet been active in the field of technical communication, what motivates you to go into this area? |
| In which profession did you work before you started working as a technical communicator? |
| How would you assess your technical understanding or your technical knowledge? |
| How would you assess your linguistic competences in general and in your native language in particular? |
| How would you assess your foreign-language competences? |
| What type of training or further education programs related to the field of technical editing have you attended to date? (seminar title, content where appropriate, duration, year) |
| Where do you currently work (employee or self-employed?) and what is the size of the documentation department in which you work? What are the professional skills required in this department (e.g. illustrator, layout person, technical communicator, proofreader, etc.) |
| Are you employed in an executive position with managerial responsibility? If yes: What percent of your working time do you spend on managerial functions and how much on document creation? |
| Which tools do you currently use (last 12 months)? |
| What tools have you used in the past? |
| What type of product-support documentation do you create? (operating instructions, service manuals, ad brochures, etc.) |
| Which project management methods and which cost-controlling procedures are you experienced in? |
| Do you have experience in handling translation projects? |
| How familiar are you with media production: print, CD, extranet? |
| How experienced are you with online documentation? |

Knowledge and Work Experience with Regard to the tekom Qualification Modules

Please note the following when completing the table below:

1. In the tables "Mandatory Areas" and "Elective Areas" below, areas of competence and their groups of topics are listed. These are also listed in the Competence Framework. There, the areas of competence and the groups of topics are described in detail. When filling out the tables below, please consult the Competence Framework or the interactive Profiling Tool. Please be aware, however, that individual areas of competence can appear multiple times, as their groups of topics are distributed in the mandatory and elective areas. Likewise, the order of the areas of competence and groups of topics is, for this reason, not identical in the present questionnaire.

2. For all areas of competence and groups of topics of the mandatory area, please specify the percentage of mastery, at your current level of knowledge, that you have in the areas of competence and groups of topics described in the interactive Profiling Tool. Give a self-assessment of your knowledge (Very basic - Basic - Intermediate - Advanced - Very Advanced) and explain this indication. When giving the indication, note that this is not just about assessing your practical experience in the respective topic area. The qualification levels and the educational objectives of the individual contents (knowledge, comprehension, proficiency and application, reflecting and analyzing) will indicate the competences you will have to have in the relevant subject field. You can likewise display the educational objectives to be mastered as well as the different qualification levels in the interactive Profiling Tool.

3. The self-assessment must be justified in the two explanation columns. Of primary interest is how and where you acquired the relevant knowledge. This may have consisted of seminars or also, perhaps, projects on which you worked. Please provide detailed information on the projects with regard to the respective component. For the sake of clarity, the second explanation column serves only to specify the missing knowledge and skills.

4. The examination rules provide that, in the certification exam, you will be tested on the contents of two elective areas (one specification path from elective area 1 and one specification path from elective area 2). For this reason, it is sufficient to give information in this area on only two specification paths (one specification path per elective area) as well as the associated areas of competence and groups of topics. If you are not yet sure which two specification paths you would like to choose in the exam, you can fill out other specification paths. In any event, you are NOT committing to anything for the test.

Mandatory Areas

| **Areas of Competence and Groups of Topics** | **Name of the Area of Competence / Group of Topics** | **Self-Assessment** | **Explanations**  **(How and Where the Knowledge Was Acquired)** | **Explanations**  **(Missing Knowledge)** |
| --- | --- | --- | --- | --- |
| Mandatory Area 1: | Context analysis | | | |
| Topic 1 | Legal and normative requirements | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Legal requirements | | | |
| Description: | The legal requirements placed on an information product affect, among other things, the risks and hazards associated with the product, product safety, duty to instruct or compliance. Only some of the legal requirements and obligations that apply when placing products on the market are a direct result of legal provisions. Court decisions continue to be hugely significant. The legal provisions for information products are derived from the legal provisions for the condition of products and are also designated as the “duty to instruct”.  All the legal requirements that apply to an information product are determined and documented as a result of an analysis. These requirements are stated in concrete terms during the concept development phase. | | | |
| Group of Topics: | Risks and dangers associated with the product | | | |
| Group of Topics: | Product safety | | | |
| Group of Topics: | Duty to instruct | | | |
| Group of Topics: | Legal consequences | | | |
| Group of Topics: | Copyright law and right of use | | | |
| Group of Topics: | Data protection | | | |
| Group of Topics: | Product compliance | | | |
| Group of Topics: | Legal research | | | |
| Group of Topics: | Data and IT security | | | |
| Group of Topics: | Legal requirements placed on Document Management | | | |
| Area of Competence: | Normative requirements | | | |
| Description: | National and supranational standards specify further requirements placed on information products in concrete terms. A standard contains a definition of the requirements placed on technical equipment, components, system modules and technical interfaces, processes and procedures.  Standards do not have any legally binding status because they are produced by private standards bodies rather than by government legislation. They are essentially applied on a voluntary basis. Nevertheless, the application of standards may be made mandatory by legal regulations. The following requirements placed on Technical Documentation as a result of technical standards are liable to constant change at both national and international level.  All the normative requirements that apply to an information product are determined and documented as a result of analyzing applicable standards. These requirements are stated in concrete terms during the concept development phase. | | | |
| Group of Topics: | Standards | | | |
| Group of Topics: | Standardization | | | |
| Group of Topics: | In-house standardization in companies | | | |
| Group of Topics: | Compliance with standards | | | |
| Group of Topics: | Researching information on standards | | | |
| Area of Competence: | Country-specific requirements | | | |
| Description: | Information products for different countries and markets must meet country-specific requirements. These include:   * Technical requirements * Culture-specific aspects of the target group * Legal and normative requirements   Taking these requirements into account in the information product is relevant when it comes to placing the product on the market, product compliance and usability. Information on this can be obtained directly from destination countries, from technical requirements and product specifications, from contracts or by research.  The resulting requirements placed on information products must be taken into account during concept development and be implemented when the product is produced. | | | |
| Area of Competence | Legal and normative requirements | | | |
| **Topic 2** | **Target group and country specifics** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Target groups | | | |
| Description: | Target group descriptions characterize the users of an information product in a given usage situation. Every information product must be easily understandable and usable for its target group. One must know the information product’s target group and its requirements in order to achieve this. The characteristics of the information product can be determined and derived from this starting point.  Relevant features describe target groups and usage situations. Various methodological approaches make it possible to follow a systematic procedure when analyzing target groups and their usage situation.  A target group analysis produces specific guidance on how to develop a product. | | | |
| Group of Topics: | Documentation-relevant target-group characteristics | | | |
| Group of Topics: | Characterization of target groups | | | |
| Group of Topics: | Target group analysis | | | |
| Group of Topics: | Trends in users’ behaviors | | | |
| Area of Competence: | Country-specific requirements | | | |
| Description: | Information products for different countries and markets must meet country-specific requirements. These include:   * Technical requirements * Culture-specific aspects of the target group * Legal and normative requirements   Taking these requirements into account in the information product is relevant when it comes to placing the product on the market, product compliance and usability. Information on this can be obtained directly from destination countries, from technical requirements and product specifications, from contracts or by research.  The resulting requirements placed on information products must be taken into account during concept development and be implemented when the product is produced. | | | |
| Group of Topics: | Culture-specific aspects of the target group | | | |
| Topic 3 | Products, technologies | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Products and technologies | | | |
| Description: | Before developing an information product, the characteristics of the product and the resulting requirements placed on the information product must be determined. Conversely, the information product may result in requirements being placed on the product.  An information product must describe all relevant functions and conditions for users. The product structure and possible versions that must be taken into account in the information product are determined when analyzing the product. The use of a product in every phase of the product’s lifecycle is another aspect of product analysis. The product technology that is used is also investigated and conclusions are drawn regarding its degree of familiarity and the expected knowledge of users. Allowance must be made for possible interactions between the information product and the product. The features of the product, such as a display, have, for instance, an influence on how an information product can be provided.  The results of this process step must be taken into account during concept development and be implemented when the product is produced. | | | |
| Group of Topics: | Product analysis | | | |
| Group of Topics: | Analysis of use of product | | | |
| Group of Topics: | Product features and information product | | | |
| Group of Topics: | Product technology | | | |
| Group of Topics: | Competitor analysis | | | |
| Area of Competence: | Country-specific requirements | | | |
| Description: | Information products for different countries and markets must meet country-specific requirements. These include:   * Technical requirements * Culture-specific aspects of the target group * Legal and normative requirements   Taking these requirements into account in the information product is relevant when it comes to placing the product on the market, product compliance and usability. Information on this can be obtained directly from destination countries, from technical requirements and product specifications, from contracts or by research.  The resulting requirements placed on information products must be taken into account during concept development and be implemented when the product is produced. | | | |
| Group of Topics: | Technical requirements | | | |
| Topic 4 | Media | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Media | | | |
| Description: | Information products can be made available to the user using various media. When creating an information product, a decision must be made as to which types of media are most suitable under the given underlying conditions. Use by the target group, the product that is to be described, how the information product can be displayed on the various output devices and which media standards can be used are all factors that are relevant to this decision.  The results of this process step are used for media planning. | | | |
| Group of Topics: | Types of media | | | |
| Group of Topics: | Publication media and output devices | | | |
| Group of Topics: | Media standards | | | |
| Mandatory Area 2: | Planning | | | |
| Topic 1 | Product lifecycle support and phases of information development | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Product lifecycle support | | | |
| Description | Information products offer the user assistance in various phases of a product’s lifecycle, e.g. installation, commissioning, use, maintenance and disposal.  Distinctions are made between planning the creation of an information product based on product development, product changes and the need to modify an information product without modifying the product.  The content of an information product is inextricably linked to information from other business units, e.g., Development, Marketing, Training and Customer Service. In order to create information products effectively and efficiently, the need to coordinate timings with these other business units must also be taken into account.  Project planning results are used in the next phases. | | | |
| Group of Topics: | Basic principles of product lifecycle | | | |
| Group of Topics: | Dovetailing the development of information products with product development | | | |
| Group of Topics: | Planning information products when products are launched | | | |
| Group of Topics: | Planning information products in the event of product changes | | | |
| Group of Topics: | Planning the correction of information products (without any modifications to the product) | | | |
| Group of Topics: | Dovetailing the development of information products with other business units | | | |
| Topic 2 | Basic principles of information creation planning | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information creation planning | | | |
| Description: | The requirements placed on every information product differ in each project. This is why planning the creation of information for individual detailed tasks must be set up specifically. This includes defining how the process is organized and which resources are needed in order to achieve implementation.  It includes defining how the process is organized, which resources are needed in order to achieve implementation, what knowledge the executing employees must have, which interfaces must be taken into account and which requirements have to be met in order for all the individual substeps in the information development process to run smoothly. The basis of planning is usually provided by empirical values obtained from previous projects. | | | |
| Group of Topics: | Basic principles of information planning | | | |
| Topic 3 | Basic principles of Project Management | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Project Management | | | |
| Description: | Project Management involves organizing, executing and monitoring the information product’s development process and process steps, working tasks and resources.  This is where project details are specified and planned. The required Project Management techniques and tools are also described.  The result of Project Management highlights the scope and effort required for the information product creation project and is implemented in subsequent phases. | | | |
| Group of Topics: | Basic principles of Project Management | | | |
| Area of Competence: | Archiving | | | |
| Description: | All the relevant project information, project results and information products must be archived in order to complete a project. Electronic archiving enables non-modifiable, long-term retention of electronic information. Various concepts and organizational schemes are adopted in order to ensure systematic archiving. Electronic archiving is assisted by various tools, the functions they provide and their components.  All the project results and project-relevant information are archived as a result of this process step. | | | |
| Group of Topics: | Project archiving | | | |
| Mandatory Area 3: | Concept development | | | |
| Topic 1 | Documents and information architecture | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information products | | | |
| Description: | Different information products may differ fundamentally in terms of their characteristics and function. The first task when developing a concept is, at the highest level, to define which type of documentation is involved, which type of information product is being created and what its communicative function is. The product lifecycle is an important starting point for this purpose. For each phase of the product lifecycle, the user needs different information that has to be documented for the user.  The concept for information products defines the features and characteristics of the information products. | | | |
| Group of Topics: | Internal and external documentation | | | |
| Group of Topics: | Types of information products | | | |
| Group of Topics: | Function of information products | | | |
| Area of Competence: | Information architecture | | | |
| Description: | The information architecture specifies which contents are incorporated in the information product with which structure, which function and at what depth. The fundamental principles for the information architecture, such as target group analysis and usage situation, are evident from the context analysis. The way in which other contents are to be integrated, e.g., into supplier’s documentation, must also be defined. Necessary metadata for managing contents must be defined.  The information architecture provides the structural and content-related concept for developing information products. | | | |
| Group of Topics: | Developing the information architecture | | | |
| Group of Topics: | Structuring the information | | | |
| Group of Topics: | Metadata | | | |
| Group of Topics: | Integration concept | | | |
| Area of Competence: | Access | | | |
| Description: | Straightforward, quick access by the user is an essential prerequisite for effective, efficient use of an information product and its contents. This is why, before starting to create an information product, it is necessary to define how such access is to be made possible and what methods and technical options are to be used. It must also be ensured that the information product and its contents can be allocated to the respective product or product function in an error-free manner.  The concept for access defines accessibility and hence the usability of the information product. | | | |
| Group of Topics: | Retrievability of information | | | |
| Group of Topics: | Availability of information products | | | |
| Group of Topics: | Allocation of information to the product | | | |
| Topic 2 | Methods | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Methods | | | |
| Description: | Methods are especially important in order to standardize contents, composition and creation processes. Established methods include, e.g., controlled language, document templates or DTDs. Various technologies and software-supported processes can assist implementation and application.  The particular methods that can be applied for particular information products are defined in the methodological concept.  Information concerning standardization through terminology can be found in the separate description of the support process. | | | |
| Group of Topics: | Standardization methods | | | |
| Topic 3 | Content Management | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information flow | | | |
| Description: | There are various methods of creating an information product efficiently and, in doing so, taking into account the different requirements placed on an information product as well as differences between various information products: Component-based Content Management, Information Management and Document Management.  The concept for the information flow must ensure that content and documents can be easily found and re-used. | | | |
| Group of Topics: | Component-based Content Management and modularization | | | |
| Area of Competence: | Tools for creating content | | | |
| Description: | Special-purpose tools are used for creating contents depending on the media types to be produced and the target formats.  Contents are integrated into an information product in the following media production process phase. | | | |
| Group of Topics: | Component-based Content Management Systems | | | |
| Mandatory Area 4: | Content creation | | | |
| **Topic 1** | **Content creation and sources** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information sources | | | |
| Description: | Information from in-house company or external sources is needed in order to develop an information product.  It is necessary to know what sources there are and what information they can supply. The reliability of the relevant source and the quality of its information must be estimated.  As a result of this process step, the sources available for acquiring information are known. | | | |
| Group of Topics: | Higher-level information | | | |
| Group of Topics: | Product-specific information | | | |
| Group of Topics: | Internal or external sources | | | |
| Area of Competence: | Acquisition and selection of information | | | |
| Description: | The information that is used as the basis for creating content can be obtained by using various methods. In order to design this effectively and efficiently, an implementation process must be planned and organized and the technologies that are used for this purpose must be made available.  Information thus acquired must be assessed for its relevance and selected accordingly.  This process step produces the information needed for content creation. | | | |
| Group of Topics: | Organizational aspects | | | |
| Group of Topics: | Methods | | | |
| Group of Topics: | Selection of information | | | |
| **Topic 2** | **Text and tables** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Content presentation (text and tables) | | | |
| Description: | The intelligibility, acceptance and fitness for purpose of information products depend largely on the way in which their content is presented. Information products with a consistent look and uniform structure have a positive impact on users and also improve the effectiveness and efficiency with which information can be developed.  Information products can contain various types of media, e.g., graphics or audio.  A design and deployment concept in which the main underlying conditions and targets are defined must be created for each type of media. These definitions are valid for several information products as a rule. An editorial guide is a frequent form of such stipulations.  The content presentation concept defines the design of the information product in terms of media. | | | |
| Group of Topics: | Text design concept | | | |
| Group of Topics: | Table concept | | | |
| Group of Topics: | Layout concept | | | |
| Group of Topics: | Concepts for safety notes and warning messages | | | |
| Area of Competence: | Content creation (text and tables) | | | |
| Description: | The contents of the information product are assembled from the procured, selected information based on the concept development approach adopted. The created contents must take into account the specific requirements imposed by the type of media used. Knowledge concerning information processing and imparting knowledge is taken into account.  The contents for the information product that is to be created are available as a result of content creation. | | | |
| Group of Topics: | Basic principles of information processing and imparting knowledge | | | |
| Group of Topics: | Text creation | | | |
| Group of Topics: | Creating tables | | | |
| Group of Topics: | Creating safety notes and warning messages | | | |
| Area of Competence: | Tools for creating contents (text and tables) | | | |
| Description: | Special-purpose tools are used for creating contents depending on the media types to be produced and the target formats.  Contents are integrated into an information product in the following media production process phase. | | | |
| Group of Topics: | Text editors | | | |
| Group of Topics: | DTP programs | | | |
| Group of Topics: | Tools for generating PDF files | | | |
| Group of Topics: | Help Authoring Tools (HAT) | | | |
| **Topic 3** | **Graphics and images** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Concept: Content presentation (graphics and images) | | | |
| Description: | The intelligibility, acceptance and fitness for purpose of information products depend largely on the way in which their content is presented. Information products with a consistent look and uniform structure have a positive impact on users and also improve the effectiveness and efficiency with which information can be developed.  Information products can contain various types of media, e.g., graphics or audio.  A design and deployment concept in which the main underlying conditions and targets are defined must be created for each type of media. These definitions are valid for several information products as a rule. An editorial guide is a frequent form of such stipulations.  The content presentation concept defines the design of the information product in terms of media. | | | |
| Group of Topics: | Graphics concept | | | |
| Group of Topics: | Image concept | | | |
| Area of Competence: | Content creation (graphics and images) | | | |
| Description: | The contents of the information product are assembled from the procured, selected information based on the concept development approach adopted. The created contents must take into account the specific requirements imposed by the type of media used. Knowledge concerning information processing and imparting knowledge is taken into account.  The contents for the information product that is to be created are available as a result of content creation. | | | |
| Group of Topics: | Creating graphics | | | |
| Group of Topics: | Creating images | | | |
| Area of Competence: | Tools for creating contents (graphics and images) | | | |
| Description: | Special tools are used for the creation of contents, depending on the media types and target formats to be created.  In the following process phase of media production, the contents are integrated in an information product. | | | |
| Group of Topics: | Graphics and image editors | | | |
| Group of Topics: | Tools for recording screenshots and screen sequences | | | |
| **Topic 4** | **Integration and editing** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Integration of content | | | |
| Description: | An information project may comprise content originating from in-house and/or external sources. These contents must be edited and integrated in accordance with logical, content-related conceptual principles in order to achieve consistent presentation.  This process step produces all the contents for the information product in accordance with the requirements and conceptual specifications for media production. | | | |
| Group of Topics: | In-house documentation | | | |
| Group of Topics: | Supplier’s documentation | | | |
| Group of Topics: | Service provider’s documentation | | | |
| Group of Topics: | Certificates and declarations | | | |
| Topic 5 | Quality assurance | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Quality assurance for content of the information product | | | |
| Description: | Created contents must undergo Quality Assurance, e.g., by checking   * Text, presentation and structure, * Content-related and factual correctness, * Compliance with design and editing specifications, * Information’s consistency with the product, * The fact that external contents match the requirements defined from the outset.   Quality Assurance results in approved content suitable for use in the media production process. | | | |
| Group of Topics: | Basic principles of Quality Assurance | | | |
| Group of Topics: | Quality Assurance for text, illustrations and structure | | | |
| Group of Topics: | Checking that content is factually correct | | | |
| Group of Topics: | Supplier’s documentation | | | |
| Group of Topics: | Service provider’s documentation | | | |
| Group of Topics: | Certificates and declarations | | | |
| Group of Topics: | Test | | | |
| Group of Topics: | Approval | | | |
| Topic 6 | Media production for print media | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Print media | | | |
| Description: | Print media in the literal sense are hardcopy printed materials. However, because print production usually requires a PDF file as an intermediate step, here we will deal primarily with creating PDF files. PDF files can be used both for creating printed materials as well as for electronic publication. Depending on the printing technology used, certain requirements must be met during the media production of a printed product.  Aspects of typesetting and layout must be taken into consideration when producing a print medium. When creating a PDF, different parameters must be set depending on the display medium and output device. If the generated PDF file is delivered in electronic form, for instance, aspects such as copy protection and security as well as linking must be taken into account in the document.  This process step produces a PDF file that can be published electronically or non-electronically (e.g., printed). | | | |
| Group of Topics: | Typesetting and layout (DTP) | | | |
| Group of Topics: | PDF generation | | | |

Elective Areas

| **Specification Paths, Areas of Competence and Groups of Topics** | **Name of the Area of Competence / Group of Topics** | **Self-Assessment** | **Explanations**  **(How and Where the Knowledge Was Acquired)** | **Explanations**  **(Missing Knowledge)** |
| --- | --- | --- | --- | --- |
| Elective Area 1 | | | | |
| Specification Path 1.1: | Media development | | | |
| Topic 1 | Content presentation (concepts for media presentations) | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Content presentation | | | |
| Description: | The intelligibility, acceptance and fitness for purpose of information products depend largely on the way in which their content is presented. Information products with a consistent look and uniform structure have a positive impact on users and also improve the effectiveness and efficiency with which information can be developed.  Information products can contain various types of media, e.g., graphics or audio.  A design and deployment concept in which the main underlying conditions and targets are defined must be created for each type of media. These definitions are valid for several information products as a rule. An editorial guide is a frequent form of such stipulations.  The content presentation concept defines the design of the information product in terms of media. | | | |
| Group of Topics: | Concepts for animations | | | |
| Group of Topics: | Concepts for films | | | |
| Group of Topics: | Concepts for audio and sensory media | | | |
| Topic 2 | Content creation (media-specific) | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Content creation | | | |
| Description: | The contents of the information product are assembled from the procured, selected information based on the concept development approach adopted. The created contents must take into account the specific requirements imposed by the type of media used. Knowledge concerning information processing and imparting knowledge is taken into account.  The contents for the information product that is to be created are available as a result of content creation. | | | |
| Group of Topics: | Creating animations | | | |
| Group of Topics: | Creating films | | | |
| Group of Topics: | Creating audio and sensory contents | | | |
| Topic 3 | Tools for creating content (media) | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Tools for creating content | | | |
| Description: | Special-purpose tools are used for creating contents depending on the media types to be produced and the target formats.  Contents are integrated into an information product in the following media production process phase. | | | |
| Group of Topics: | Animation software | | | |
| Group of Topics: | Video editors | | | |
| Specification path 1.2: | Language and language management | | | |
| Topic 1 | Internationali-zation and localization | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Internationali-zation and localization | | | |
| Description: | Multilingual development of information products is increasingly gaining importance due to globalization. An information product is usually developed for various countries and must therefore also usually be translated into several target languages. The country-specific requirements and cultural differences that are associated with an information product’s different target markets will have been determined as part of a context analysis. A multilingualism concept and country-specific concepts are derived from this context analysis. Above all, legal requirements and safety-relevant aspects must be taken into consideration.  Concepts for internationalization and localization define cultural and country-specific aspects and, where applicable, country-specific versions of an information product. | | | |
| Group of Topics: | Multilingualism concept | | | |
| Group of Topics: | Country-specific concepts | | | |
| Topic 2 | Terminology management | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Methods | | | |
| Description: | Methods are especially important in order to standardize contents, composition and creation processes. Established methods include, e.g., controlled language, document templates or DTDs. Various technologies and software-supported processes can assist implementation and application.  The particular methods that can be applied for particular information products are defined in the methodological concept.  Information concerning standardization through terminology can be found in the separate description of the support process. | | | |
| Group of Topics: | Terminology | | | |
| Topic 3 | Translation processes | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Methods | | | |
| Description: | Methods are especially important in order to standardize contents, composition and creation processes. Established methods include, e.g., controlled language, document templates or DTDs. Various technologies and software-supported processes can assist implementation and application.  The particular methods that can be applied for particular information products are defined in the methodological concept.  Information concerning standardization through terminology can be found in the separate description of the support process. | | | |
| Group of Topics: | Language technology | | | |
| Area of Competence: | Arranging localization/translation | | | |
| Description: | If contents are intended for different destination markets, the localization and/or translation process is initiated after the content has been developed. The main task is to manage this content so that all country-specific versions of the information product in all the necessary languages are made available at the same time the product is shipped.  Special software tools improve the effectiveness and efficiency of the translation process by, for example, only sending individual content modules for translation, re-using content that has already been translated or automatically performing pre-translation.  The contents are available in the required languages and country-specific versions as a result of this process step. | | | |
| Group of Topics: | Localization | | | |
| Group of Topics: | Software localization | | | |
| Group of Topics: | Translation | | | |
| **Topic 4** | **Using tools** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Tools for creating content | | | |
| Description: | Special-purpose tools are used for creating contents depending on the media types to be produced and the target formats.  Contents are integrated into an information product in the following media production process phase. | | | |
| Group of Topics: | Localization and translation tools | | | |
| Group of Topics: | Linguistic software | | | |
| Specification Path 1.3: | Information, Document and Content Management | | | |
| Topic 1 | Information Management | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information flow | | | |
| Description: | There are various methods of creating an information product efficiently and, in doing so, taking into account the different requirements placed on an information product as well as differences between various information products: Component-based Content Management, Information Management and Document Management.  The concept for the information flow must ensure that content and documents can be easily found and re-used. | | | |
| Group of Topics: | Information Management | | | |
| **Topic 2** | **Document Management** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information flow | | | |
| Description: | There are various methods of creating an information product efficiently and, in doing so, taking into account the different requirements placed on an information product as well as differences between various information products: Component-based Content Management, Information Management and Document Management.  The concept for the information flow must ensure that content and documents can be easily found and re-used. | | | |
| Group of Topics: | Document Management | | | |
| Topic 3 | Archiving | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Archiving | | | |
| Description: | All the relevant project information, project results and information products must be archived in order to complete a project. Electronic archiving enables non-modifiable, long-term retention of electronic information. Various concepts and organizational schemes are adopted in order to ensure systematic archiving. Electronic archiving is assisted by various tools, the functions they provide and their components.  All the project results and project-relevant information are archived as a result of this process step. | | | |
| Group of Topics: | Archiving management and organization | | | |
| Group of Topics: | Basic technical principles of archiving | | | |
| Topic 4 | Component Content Management | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Tools for creating content | | | |
| Description: | Special-purpose tools are used for creating contents depending on the media types to be produced and the target formats.  Contents are integrated into an information product in the following media production process phase. | | | |
| Group of Topics: | Component Content Management Systems (CCMS) | | | |
| Elective Area 2 | | | | |
| Specification Path 2.1: | Special media concepts | | | |
| Topic 1 | Media concept and design | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Content presentation | | | |
| Description: | The intelligibility, acceptance and fitness for purpose of information products depend largely on the way in which their content is presented. Information products with a consistent look and uniform structure have a positive impact on users and also improve the effectiveness and efficiency with which information can be developed.  Information products can contain various types of media, e.g., graphics or audio.  A design and deployment concept in which the main underlying conditions and targets are defined must be created for each type of media. These definitions are valid for several information products as a rule. An editorial guide is a frequent form of such stipulations.  The content presentation concept defines the design of the information product in terms of media. | | | |
| Group of Topics: | Media concept | | | |
| Group of Topics: | Media design | | | |
| **Topic 2** | **Interaction and navigation** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Content presentation | | | |
| Description: | The intelligibility, acceptance and fitness for purpose of information products depend largely on the way in which their content is presented. Information products with a consistent look and uniform structure have a positive impact on users and also improve the effectiveness and efficiency with which information can be developed.  Information products can contain various types of media, e.g., graphics or audio.  A design and deployment concept in which the main underlying conditions and targets are defined must be created for each type of media. These definitions are valid for several information products as a rule. An editorial guide is a frequent form of such stipulations.  The content presentation concept defines the design of the information product in terms of media. | | | |
| Group of Topics: | Concepts for interaction and navigation | | | |
| Topic 3 | Accessibility | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Access | | | |
| Description: | Straightforward, quick access by the user is an essential prerequisite for effective, efficient use of an information product and its contents. This is why, before starting to create an information product, it is necessary to define how such access is to be made possible and what methods and technical options are to be used. It must also be ensured that the information product and its contents can be allocated to the respective product or product function in an error-free manner.  The concept for access defines accessibility and hence the usability of the information product. | | | |
| Group of Topics: | Accessibility concept | | | |
| Specification Path 2.2: | Media production and delivery | | | |
| Topic 1 | Media production | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Electronic media | | | |
| Description: | Different electronic output devices place different requirements on information products. This must be taken into account at an early stage when information products are produced.  Metadata makes it possible to meet specific requirements and allows variant-controlled production. In contrast to print media, in the case of electronic media such as the Internet, PCs and all mobile applications, it is possible to produce, transfer and record contents simultaneously.  The information product is available in an electronic version that the output device can use for display purposes as a result of this process step. | | | |
| Group of Topics: | Output devices | | | |
| Group of Topics: | Metadata | | | |
| **Topic 2** | **Publication and distribution** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Printing | | | |
| Description: | Various parameters must be specified for printing, e.g., paper qualities or formats. There are various methods and various manual processes for printing.  The distribution of a printed product must also take into account certain aspects of the packaging and assignment of information products to the product. This is especially important if there are different variants of the information product, e.g., country-specific.  The information product is available in printed form as a result of this process step. | | | |
| Group of Topics: | Manufacturing process | | | |
| Group of Topics: | Packaging and delivery | | | |
| Area of Competence: | Delivery of electronic media | | | |
| Description: | When publishing information products using electronic media, the processes for integrating the electronic contents into the actual product or into the final output device are especially crucial. Aspects of information logistics must also be taken into account. This is why it is necessary to organize the processes through which and the principles on which information is distributed and how updating processes will run. The media used for storing the information product themselves entail specific requirements.  The information product is made available to the user in the product or by an electronic output device as a result of this process step. | | | |
| Group of Topics: | Integration into products or output devices | | | |
| Group of Topics: | Storage media | | | |
| Group of Topics: | Information logistics | | | |
| Topic 3 | Quality Control for delivery and distribution | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Quality Control for delivery and distribution | | | |
| Description: | Before the information product is delivered to the user and published, it needs to be checked for quality one more time. This Quality Assurance primarily concerns the quality of media production and the publication of the information product, not its quality in terms of content. In doing so, the fact that quality requirements and criteria for various electronic media and output devices differ from those for non-electronic media and output devices must be taken into account. Even after the information product has been delivered, its publication must be continuously checked and tested.  The information product can finally be published and distributed following this Quality Assurance. | | | |
| Group of Topics: | Quality Control for print media | | | |
| Group of Topics: | Quality Control for electronic media | | | |
| Group of Topics: | Quality Control for information products in output devices | | | |
| Group of Topics: | Continuously monitoring the information product | | | |
| Specification Path 2.3: | Programming methods and automation | | | |
| Topic 1 | Programming methods | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Methods | | | |
| Description: | Methods are especially important in order to standardize contents, composition and creation processes. Established methods include, e.g., controlled language, document templates or DTDs. Various technologies and software-supported processes can assist implementation and application.  The particular methods that can be applied for particular information products are defined in the methodological concept.  Information concerning standardization through terminology can be found in the separate description of the support process. | | | |
| Group of Topics: | Markup languages | | | |
| Group of Topics: | Intelligent content delivery | | | |
| Group of Topics: | Automation methods | | | |
| **Topic 2** | **Automated processes** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Automation and programming | | | |
| Description: | Automation processes can be used in order to simplify the production of media and speed it up. This is done by special-purpose programs. Here too, metadata plays an important role.  Automated processes or programmed electronic media are available as a result of this process step. | | | |
| Group of Topics: | Print media | | | |
| Group of Topics: | Electronic output devices | | | |
| Group of Topics: | Programming | | | |
| Specification Path 2.4: | Planning | | | |
| Topic 1 | Information creation planning | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Information creation planning | | | |
| Description: | The requirements placed on every information product differ in each project. This is why planning the creation of information for individual detailed tasks must be set up specifically. This includes defining how the process is organized and which resources are needed in order to achieve implementation.  It includes defining how the process is organized, which resources are needed in order to achieve implementation, what knowledge the executing employees must have, which interfaces must be taken into account and which requirements have to be met in order for all the individual substeps in the information development process to run smoothly. The basis of planning is usually provided by empirical values obtained from previous projects.  The entire information development process (time, tasks, contents and workflow) is devised in advance during information creation planning. | | | |
| Group of Topics: | Content planning | | | |
| Group of Topics: | Implementation planning | | | |
| Group of Topics: | Creation planning | | | |
| Group of Topics: | Information procurement planning | | | |
| **Topic 2** | **Project Management** | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Project Management | | | |
| Description: | Project Management involves organizing, executing and monitoring the information product’s development process and process steps, working tasks and resources.  This is where project details are specified and planned. The required Project Management techniques and tools are also described.  The result of Project Management highlights the scope and effort required for the information product creation project and is implemented in subsequent phases. | | | |
| Group of Topics: | Project planning | | | |
| Group of Topics: | Project execution and controlling | | | |
| Group of Topics: | Project reporting | | | |
| Group of Topics: | Project Management tools and techniques | | | |
| Specification Path 2.5: | Observation and feedback evaluation | | | |
| Topic 1 | Feedback | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Feedback | | | |
| Description: | Feedback includes all statements by various users concerning the information product. Feedback sources can be in-house or outside the company. Systematic processes can be introduced in order to obtain feedback. In contrast to when an information product is evaluated in a targeted manner, e.g., using a questionnaire, feedback is usually non-systematic and unstructured. This is why the meaningfulness and relevance of feedback must always be questioned.  Feedback provides information that can be analyzed during context analyses with regard to scope for improving the information product. | | | |
| Group of Topics: | Sources of feedback | | | |
| Group of Topics: | Analysis of feedback | | | |
| Topic 2 | Evaluation | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Evaluation | | | |
| Description: | The information product is evaluated systematically. This produces knowledge that can be used in order to determine possible ways of improving information products and responding to new or changed requirements. There are various methods of obtaining evaluation, e.g., surveys or tests. The use of a particular method depends on the relevant objective and the issues being investigated by the evaluation.  Evaluation results provide information that can be analyzed during context analyses with regard to scope for improving the information product. | | | |
| Group of Topics: | Usability methods | | | |
| Group of Topics: | Customer and user surveys | | | |
| Group of Topics: | User observation and self-test | | | |
| Group of Topics: | Tests and reports | | | |
| Topic 3 | Web monitoring | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Web monitoring | | | |
| Description: | Targeted web monitoring can be used to gather information regarding how the information product is used. In contrast to other observation processes, information is not actively obtained from users, rather from the Internet and is used to draw conclusions about usage behavior and user acceptance. This is made possible by collecting web statistics, for example.  Web monitoring results provide information that can be analyzed during context analyses with regard to scope for improving the information product. | | | |
| Group of Topics: | Social media and Internet feedback | | | |
| Group of Topics: | Web statistics | | | |
| Topic 4 | Results of observation of information product | Very basic  Basic  Intermediate  Advanced  Very Advanced |  |  |
| Area of Competence: | Results of observation of information product | | | |
| Description: | As part of the context analysis, the way in which information products that have already been successfully developed and placed on the market and what scope there is for potential improvements are investigated. The results of monitoring the market for the information product must therefore be analyzed and taken into account when planning, designing and creating new information products. | | | |
| Group of Topics: | Analysis of observation of the information product | | | |
| Group of Topics: | Continuous improvement process | | | |

# Summary of the Qualification Consultation Session

# Remarks on the Self-Assessment and External Assessment of the Participant’s Knowledge and Skills in Technical Communication

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| **Mandatory Area 1: Context Analysis** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Legal and normative requirements |  |  |  |  |  |  |
| Topic 2 | Target group and country specifics |  |  |  |  |  |  |
| Topic 3 | Products, technologies |  |  |  |  |  |  |
| Topic 4 | Media |  |  |  |  |  |  |

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| **Mandatory Area 2: Planning** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Product lifecycle support and phases of information development |  |  |  |  |  |  |
| Topic 2 | Basic principles of information creation planning |  |  |  |  |  |  |
| Topic 3 | Basic principles of Project Management |  |  |  |  |  |  |

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| **Mandatory Area 3: Concept Development** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Documents and information architecture |  |  |  |  |  |  |
| Topic 2 | Methods |  |  |  |  |  |  |
| Topic 3 | Content Management |  |  |  |  |  |  |

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| **Mandatory Area 4: Content Creation** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Content creation and sources |  |  |  |  |  |  |
| Topic 2 | Text and tables |  |  |  |  |  |  |
| Topic 3 | Graphics and images |  |  |  |  |  |  |
| Topic 4 | Integration and editing |  |  |  |  |  |  |
| Topic 5: | Quality assurance |  |  |  |  |  |  |
| Topic 6 | Media production for print media |  |  |  |  |  |  |

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| **Elective Area 1** | | | | | | | |
| **SpecificationPpath 1.1: Media Development** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Content presentation (concepts for media presentations) |  |  |  |  |  |  |
| Topic 2 | Content creation (media-specific) |  |  |  |  |  |  |
| Topic 3 | Tools for creating content (media) |  |  |  |  |  |  |

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| **Specification Path 1.2: Language and Language Management** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Internationali-zation and localization |  |  |  |  |  |  |
| Topic 2 | Terminology management |  |  |  |  |  |  |
| Topic 3 | Translation processes |  |  |  |  |  |  |
| Topic 4 | Using tools |  |  |  |  |  |  |

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| **Specification Path 1.3: Information, Document and Content Management** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Information Management |  |  |  |  |  |  |
| Topic 2 | Document Management |  |  |  |  |  |  |
| Topic 3 | Component Content Management |  |  |  |  |  |  |

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| **Elective area 2** | | | | | | | |
| **Specification Path 2.1: Special Media Concepts** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Media concept and design |  |  |  |  |  |  |
| Topic 2 | Interaction and navigation |  |  |  |  |  |  |
| Topic 3 | Accessibility |  |  |  |  |  |  |

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| **Specification Path 2.2: Media Production and Delivery** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Media production |  |  |  |  |  |  |
| Topic 2 | Publication and distribution |  |  |  |  |  |  |
| Topic 3 | Quality Control for delivery and distribution |  |  |  |  |  |  |

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| **Specification Path 2.3: Programming Methods and Automation** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Programming methods |  |  |  |  |  |  |
| Topic 2 | Automated processes |  |  |  |  |  |  |

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| **Specification Path 2.4: Planning** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Information creation planning |  |  |  |  |  |  |
| Topic 2 | Project Management |  |  |  |  |  |  |

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| **Specification path 2.5: Observation and Feedback Evaluation** | | | | | | | |
| Topic | Titel | Very Basic | Basic | Intermediate | Advanced | Very Advanced | Comments, if applicable |
| Topic 1 | Feedback |  |  |  |  |  |  |
| Topic 2 | Evaluation |  |  |  |  |  |  |
| Topic 3 | Web monitoring |  |  |  |  |  |  |
| Topic 4 | Results of observation of information product |  |  |  |  |  |  |

# Further Remarks on the Consultation Participant’s Self-Assessment and on the Counselor’s External Assessment of the Knowledge Level of the Consultation Participant in Technical Communication

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# Interest in the Following Specification Paths

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| Elective Area 1 | Content creation | |
| Specification Path 1.1 | Media development |  |
| Specification Path 1.2 | Language and language management |  |
| Specification Path 1.3 | Information, Document and Content Management |  |
| Elective area 2 | | |
| Specification path 2.1 | Special media concepts |  |
| Specification path 2.2 | Media production and delivery |  |
| Specification path 2.3 | Programming methods and automation |  |
| Specification path 2.4 | Planning |  |
| Specification path 2.5 | Observation and feedback evaluation |  |

# Previous Experience Due to Occupational Background

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| --- | --- |
| Very low |  |
| Low |  |
| Medium |  |
| High |  |
| Very high |  |

# Interest in Certification

|  |  |
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| Very Low |  |
| Low |  |
| Medium |  |
| High |  |
| Very High |  |

# Recommended Training

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| Self-study (only for participants with occupational experience and comprehensive previous knowledge) |  |
| In-service training (ideal for participants with occupational experience and intermediate previous knowledge, or participants without occupational experience and advanced previous knowledge in various areas) |  |
| Full-time training (for participants without occupational experience and intermediate or basic previous knowledge) |  |

# Further Remarks on the Consultation Interview

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