



# FOUNDATION APPRENTICESHIP CREATIVE AND DIGITAL MEDIA

**(2 YEAR)**

**FOUNDATION APPRENTICESHIPS** are work-based qualifications for senior phase pupils. They combine the best of academic and vocational learning in one single qualification.

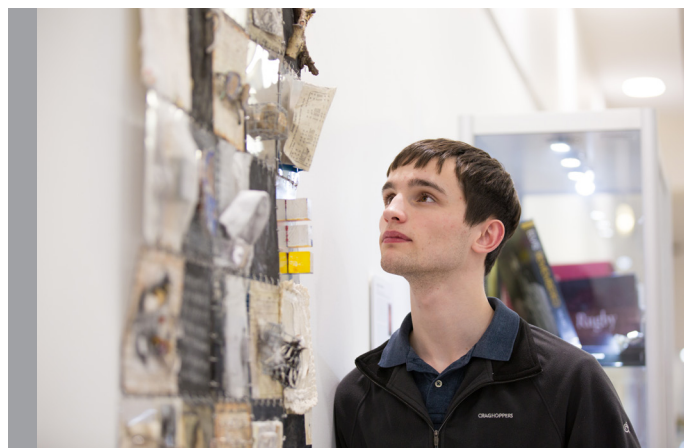
## **ARE YOU CREATIVE AND INTERESTED IN A CAREER IN FILM, TV, RADIO, COMPUTER GAMING OR ONLINE MEDIA?**

This Foundation Apprenticeship is an exciting opportunity to develop skills that are valued by employers within a fast growing and diverse sector.

Employers are looking for people who understand visual communications and understand how to build communications through the web and social media platforms, have design or technical skills, but are also multi-skilled and adaptable.

## **GET HANDS ON EXPERIENCE AND SKILLS THAT EMPLOYERS WANT AND MAKE YOUR CV STAND OUT!**

This Foundation Apprenticeship offers you an exciting opportunity to gain invaluable practical work experience and industry recognised qualifications. Working in partnership with local employers, you will gain a unique insight into the sector helping you to make a more informed decision about your future career and study options.



## **ENTRY REQUIREMENTS**

Three passes at National 5.

You should be capable of working at SCQF Level 6 (the same level as a Higher)

You should enjoy working in a fast-paced environment, be able to work in teams and on your own, customer-focussed and able to solve problems.

You will be able to demonstrate an understanding of the sector and have an interest in working in it.



University of the  
Highlands and Islands  
Inverness College

[INVERNESS.UHI.AC.UK/FOR-SCHOOLS](http://INVERNESS.UHI.AC.UK/FOR-SCHOOLS)

## PROGRESSION ROUTES

Possible progression routes include:

- Modern Apprenticeship in Creative and Digital Media
- HND Visual Communication
- BA (Hons) Visual Communication and Design

## COURSE CONTENT

### National Progression Award in Creative and Digital Media: Technologies, Processes and Practices

- Creative Industries: an introduction – Scotland
- Creative Industries: understanding a creative brief
- Media: understanding the creative process
- Storytelling for the creative industries

### Diploma in Creative and Digital Media

- Work effectively with others in the creative industries
- Ensure your own actions reduce risks to health and safety
- Communicating using digital marketing/sales channels
- Use digital and social media in marketing campaigns

### Industry challenge project

## HOW IS THE QUALIFICATION DELIVERED?

This is a 2 year programme. The first year you will attend Inverness College UHI every Friday throughout term time. In the second year you will complete your work placement with an employer.

## HEALTH AND SAFETY

All pupils will be given a full induction at the start of the programme.



## START DATE

in line with timetable changeover in June 2020

## TIMES IN COLLEGE

9.00am to 3.30 pm

## HOW TO APPLY

**All pupils wishing to apply should talk to their Guidance Teacher in the first instance. They will show you how you can apply online. Remember, there are limited places so get your application in as soon as you can.**

Each application will be considered on a case by case basis supported by a satisfactory reference and interview.

## WANT TO KNOW MORE?

Please contact:  
[schools.ic@uhi.ac.uk](mailto:schools.ic@uhi.ac.uk)  
01463 273264



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