

Creative and digital media sector in Scotland

- It's estimated that Creative Industries contributes £76.9bn to the UK economy each year
- One third of tech companies say talent shortages are preventing their expansion
- A vast array of job roles are needed ranging from purely creative to more technical and data driven responsibilities
- Positive changes in TV commissioning deliver more and more hours of content for TV which are originated and produced in Scotland
- Demand for content for computer games is being driven by wider access to mobile platforms
- The impact of e-commerce and online marketing is creating an increasing demand for digital creative media skills
- The sector needs more individuals with the skills to operate across many different platforms and be able to identify and seize business opportunities for content creation which will, in turn, create financial success.

How and where will I study?

These courses comprise a combination of college taught sessions in school, college based work and Video Conference sessions with college tutors. Work placements will be organised and monitored by West Highland College UHI and will be chosen on an individual basis.

Entry requirements

Four to five passes at National 5 level with A, B or C band passes, ideally including English and/or Graphic Communications.

How to apply

You will need to fill in an application form which you can **get from your guidance teacher** or from the schools section on our website:



www.whc.uhi.ac.uk/schools

West Highland College UHI is a Company limited by guarantee (SC153921) with charitable status (SC024193)



University of the
Highlands and Islands
West Highland College

Oilthigh na Gàidhealtachd
agus nan Eilean
Colaiste na Gàidhealtachd an Iar

Foundation Apprenticeship in Creative and Digital Media



**AVAILABLE in
all our partner
HIGH SCHOOLS***

*Subject to demand

www.whc.uhi.ac.uk/schools

Ideal for S5-S6
pupils with an
interest in the
Creative Industries
such as film, TV,
gaming, publishing,
or online media

Why choose a Foundation Apprenticeship?

You study for a Foundation Apprenticeship, usually over two years*, usually starting in fifth year with your Highers and National 5s.

The difference is, you spend time away from school, with the college and with an employer, so you get real, practical work experience.

- ✓ Get a qualification that employers recognise and the skills you need to start a career in that industry
- ✓ Open up your options after school
- ✓ Work on real projects with an employer to give you a chance to try out a career and see if it's right for you
- ✓ Get a qualification that will strengthen your application for further study if that's what you choose

Why Choose Creative and Digital Media

Do you love being creative? Have you thought about working in film, TV, radio, publishing, games or online media? The creative industries in Scotland combine technical skills, design, and storytelling. A Foundation Apprenticeship in Creative and Digital Media could be your foot in the door.

It's no longer enough for companies and brands to send one way messages to customers or audiences. Modern markets now interact with brands in a multi-way conversation with those brands and with each other. Employers are looking for people who understand visual communication and who understand how to build communities through web and social media platforms and have design or technical skills but are also multi-skilled and adaptable.

A Foundation Apprenticeship in Creative and Digital Media helps you discover what a career in the creative industries would be like - and if it's right for you – while you're still at school. You'll try out creative roles, shadow experienced professionals, or do a special project. You'll build the practical skills and experience you need to do the job well.

Foundation Apprenticeships are recognised by more and more Scottish Universities including:

- Abertay University
- Heriot Watt University
- Robert Gordon University
- University of Aberdeen
- University of Dundee
- University of Glasgow
- University of the Highlands and Islands
- University of Stirling

** May be completed in a shorter time under certain circumstances and dependent upon suitable entry requirements.*

What will I study?

The National Progression Award in year one will include units in:

- Creative industries: an introduction - Scotland
- Storytelling for the creative industries
- Understanding the creative process
- Understanding a creative brief

You will also participate in a Media Project during which you will showcase your understanding of the creative process by producing a creative and digital item to meet with a given brief.

You will also undertake work-based learning, mostly in year 2 (6th year of school) during which you will attend an extended work experience with an industry partner equivalent to a day a week. During that time you will develop essential skills for the workplace and be assessed on your performance against the following units:

- Present Ideas and Information to Others in the Creative Industries
- Work Effectively with Others in the Creative Industries
- Develop Own Professional Practice in the Creative Industries
- Work with Digital Media
- Manage and Market Yourself as a Freelancer in the Creative Industries
- Ensure Your Own Actions Reduce Risks to Health and Safety

You will be assessed through projects and assignments.

Where could it take me?

- ✓ Gain entry to the Modern Apprenticeship in Creative and Digital Media at SCQF Level 7
- ✓ Or, progress to a Modern Apprenticeship in Creative and Cultural or Digital Applications at SCQF Level 6
- ✓ Move on to an HNC, HND or degree study in a related subject
- ✓ Start work in the industry or become a freelancer...some of the key roles in this sector are:

- > Graphic Designer
- > Web Designer
- > Animation
- > Set builder
- > Games artist
- > Art Director
- > Photographer
- > Video Producer
- > Textile technologist
- > Script editor
- > App designer
- > Broadcast engineer