

Foundation Apprenticeship: Creative and Digital Media

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?

A Foundation Apprenticeship in Creative and Digital Media could be your foot in the door.

Employers are looking for people who understand visual communication for their brands, how to build communities through web and social media platforms and have design and technical skills.

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

What's involved?

Our Foundation Apprenticeships can be completed over one or two years depending on your qualifications when you begin the course.

The National Progression Award 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

- work on a media Project producing a creative and digital item to a given brief.
- gain extended work experience with an industry partner
- develop essential skills for the workplace

You will be assessed on your performance in 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

How is the course delivered?

All of our Foundation Apprenticeships at West Highland College UHI are delivered as Virtual Classes using online technologies, such as Google Hangouts. They are studied in timetabled sessions alongside your other subject choices and will have a college lecturer in virtual attendance during the class.

You could be studying with pupils from other High Schools across Highland region and have the opportunity to collaborate as a team on various projects.

For the work experience part of the course, usually in the second year, you could be working remotely from your school base or a college centre with a creative team in a local business.

What are the entry requirements?

- You must already have three passes at National 5
- You should be capable of working at SCQF Level 6 (the same level as a Higher)
- You will need to have a high level of motivation and commitment to learn



What do I get at the end of it?

- It's the same level of learning as a Higher (SCQF6) but you are assessed as you go, so there's no final exam.
- The work experience placements give technical workplace knowledge, plus confidence, communication and teamwork skills that employers value.
- They count as one of the entry qualifications into colleges and universities across Scotland.
- FA's provide the opportunity to see if it's the right career choice for you

Course progression – what's next?

A Foundation Apprenticeship can give you so many more options...you could:

- Gain entry to the Modern Apprenticeship in Creative and Digital Media at SCQF Level 7
- 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

How do I apply?

- From November, senior phase pupils choose as part of option choices
- You can apply online at www.whc/uhi.ac.uk/schools and select your chosen subject
- You will need to provide a reference from your guidance teacher.

Who do I contact?

Application is online, but you will need to speak to your guidance teacher in the first instance.

www.whc.uhi.ac.uk/schools.

You can also email us directly at schools.whc@uhi.ac.uk

What do previous students say?

"Taking this course has boosted my confidence and helped with my application to University as it set me apart from the competition."



Mairi MacRae from Plockton High School created a suite of profile posters as part of a project whilst on work experience. She created marketing materials for a college open day. They've been used for display and for social media.



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