JGA

Developing Futures

Creative Digital Design Professional BA (Honours)

A Middlesex University
Degree Apprenticeship (Level 6)

Middlesex University London

Creative Digital Design Professional, BA (Honours)

Providing effective and innovative creative digital content, communications and branding is essential for every business sector, from in-house design departments and agencies to finance, retail, technology, government, NGOs and charity sectors.

Developed collaboratively with employers the BA Creative Digital Design Professional Degree Apprenticeship is an opportunity to develop students into skilled, confident digital design professionals who can add innovative creative solutions to today's fast moving digital landscape.

Middlesex University has a long and successful history of offering high calibre Arts and Design education and work-based learning programmes. It is the first university in London and the Southeast to offer the BA Creative Digital Design Professional Degree Apprenticeship.

Enhance your company's creative potential with an apprenticeship

This degree apprenticeship is attractive for upskilling current employees and recruiting apprentices. Those taking part on the course are driven, ambitious employees who can bring real creative diversity and innovative thinking to your company.

This programme develops aspiring or existing creatives into high-calibre, strategic, digital design professionals, skilled content creators and communicators. It has a strong focus on supporting both the learner and the company they work for; aligning course activities to organisational objectives and delivering a return on investment.

Course content

The course provides comprehensive, practical training across the key areas of creative design. This includes:

Creative Design Fundamentals

- Creative digital design principles
- Digital design tools and methods
- Content Production
- Conceptualisation and strategic thinking
- Creative processes and key perspectives

Content creation

- Working to/with briefs including managing client relationships
- Creative project management and innovation

86% of employers said apprenticeships helped them develop skills relevant to their organisation*

Ref: apprenticeships.gov.uk

Professional Development - skills for the workplace

- Strategy and business metrics
- Campaign planning, design and delivery
- Brief and audience
- Pitching and iterating
- Data stories
- Content Production
- Develop an understanding of emerging technology and current design trends.

Creative Project Management

- User-centred and accessible design
- User research and UX (user experience)
- Brand management
- Visualisation of data

Go to full course break down

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Duration of the course

3 years full-time (with options of on campus, hybrid or fully remote study).

Qualification level

This is an opportunity to gain a BA degree from Middlesex University, without the burden of tuition fees or student loan repayments.

Course format

A blend of off and on-the-job training. The programme adopts a learner-centric approach, meaning the specific methods and tasks will be tailored to the needs and goals of the individual apprentices and their employer organisations.

Assessment

Skills, knowledge and understanding will be entirely assessed by coursework.

Cost of training

For employers

Apprenticeship training is funded by Government making it free to levy payers and 95% funded for smaller organisations.

For students

There is no cost to students. They need to earn at least the minimum wage for apprentices, but most companies aim to pay more than this.

Learn more about government funding on the JGA website

"We are committed to putting our students first, by providing them with a creative environment that will prepare them for successful careers in their fields; developing their critical thinking through doing and making."

Middlesex University, Faculty of Arts and Creative Industries

A reputable qualification, delivered by a team of experienced professionals

Dr Tim Riley is Programme Leader of the Creative Digital Design degree apprenticeship and Senior Lecturer of Branding and Digital Media at Middlesex University.

Alongside his teaching and academic experience, Tim worked for 25 years in the creative sector managing creative teams in design agencies, creative services departments and for terrestrial and satellite television companies. During this time, he worked with a variety of high-level corporate, broadcasting and music industry clients and acquired a wide range of skills and knowledge that includes the conceptualisation and production of promotional and branding campaigns, graphic and moving image design across different media platforms.

Tim's knowledge and experience places him in a unique position to understand how industry and academia can partner together.

Entry requirements

- Apprentices must be in full time employment.
- Apprentices must have 5 GCSE's A-C/9-4 including English and maths (or equivalent) and 2 A level passes or an equivalent level 3 qualification.
- Apprentices must be UK residents.

74%

of employers said apprenticeships helped them improve the quality of their product or service*

Ref: apprenticeships.gov.uk

What job role would this programme suit?

Students will typically be working in a role such as:

- Digital designers
- Creative designers
- Creative artworkers
- Creative design managers
- Creative directors
- Interaction designers
- Web designers

Benefits of the degree apprenticeship

Benefits for apprentices

- An affordable way to study and learn. No student debt to repay and a salary from your employer
- Achieve a degree that is highly relevant to the creative design industry
- Gain valuable experience while building your commercial design portfolio
- Get hands-on experience and develop both your technical and soft employability skills
- Access practical wisdom and guidance from your workplace mentor

Benefits for employers

- Upskill current employees or attract new recruits
- Gain employees skilled in designing and producing digital content and communications
- Gain confident creative digital design professionals who can work across a range of projects and support your stakeholders
- Benefit from Government funding to train and upskill your team

78% of employers said apprenticeships helped them improve productivity*

Ref: apprenticeships.gov.uk

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Get in touch

Please contact us for support and guidance. We really look forward to speaking with you.

sales@jga-group.co.uk
020 8426 2666
www.jga-group.com

The JGA Group's Awards

AAC Creative and Design Apprenticeship Provider of the Year 2023

West London Business Awards Provider of the Year 2023

The Queen's Award for Enterprise (promoting opportunity) 2021

BAME Apprenticeship Awards 2020

Middlesex University London

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Course Content

Year 1

Professional Development Portfolio 1

The aim of this module is to help you reflect on your continuing practice as an apprentice in order to be able to assess and evaluate the experience in your workplace.

Creative Project Management

The aim of this module is to offer you an in-depth exploration of managing end-to-end creative digital design projects for a range of different contexts and environments using methodologies and processes.

Conceptualisation and Strategic Thinking

The aim of this module is for you to develop conceptualisation and strategic thinking skills and apply creativity to all creative digital development projects, including non-screen-based media.

Content Production

The aim of this module is for you to create impactful and eye-catching creative designs related to digital art, digital graphic design, video, online services and installations.

Creative Digital Design Principles

This module aims to prepare apprentices with knowledge of the key skills required for successful work-based study in higher education and basic concepts of employment and subject area of study.

Learning & Studying at Work

The aim of this module is to introduce you to the fundamentals of creative digital design and help you develop an understanding of a broad range of creative processes.

Year 2

Professional Development Portfolio 2

Continuing from the year 1 portfolio, the purpose of this module is to ensure that you re-establish the purpose and direction of your development needs and learning opportunities to enable the formulation of a personal action plan for progression into year 3 and end point assessment.

Brand Management

The aim of this module is for you to effectively lead the communication of design concepts to stakeholders articulating how brand considerations influenced ideation and execution.

Campaign Planning: Design and Delivery

The aim of this module is for you to demonstrate an understanding of the life cycle of a campaign project from brief through concept, creative articulation, refinement/iteration and delivery, including familiarity of market-standard design management software.

Strategy and Business Metrics

In this module, you will create digital design solutions for a broad range of media including online services, installations and contribute to strategy around creative direction.

Brief and Audience

The aim of this module is for you to learn to interpret client briefs to create and deliver powerful ideas.

Pitching and Iterating

The aim of this module is for you to create mock-ups, visualisations and/or prototypes of design concepts and communicate these through pitches and presentations gaining agreement to develop these into final design solutions.

Year 3

Professional Development Portfolio 3

Continuing from the year 1 and 2, the purpose of this module is for the you to continue to gather evidence about and consider your workplace as a site of learning.

Project Management and Innovation

The aim of this module is for you to identify opportunities for complex and compelling data stories and how to present them through creative digital channels.

Data Stories

The aim of this module is for you to propose an innovative creative project that uses current and emerging media and technology such as 3D space, immersive technologies and artificial intelligence, etc.

Final Negotiated Creative Digital Design Project

The purpose of this module is for you to develop, produce and deliver a work-based creative digital design project that includes all the knowledge, skills and behaviours you have learnt throughout the programme for presentation at the end-point assessment.