

Digital Creatives

Core technical qualification

Cambridge Technicals Level 3 - IT

What will you be learning?

It's brand new for September – a 'hands on' Pathway that's focused on the creative skills needed for today's booming digital economy, such as making apps, games and websites.

It's called 'Digital Creatives' to reflect the new range of skills now needed in business, where you need the imagination to innovate with fresh ideas as well as the technical skills to bring them to life.

So this Pathway is open to anyone who wants extra time and space to get to grips with the latest industry software and work with professional partners to develop the skillset that can open doors to digital careers, whether for jobs, apprenticeships or degrees.

Methods of assessment

We will do five units:

- Three will be wholly **practical** and focused on specific creative projects, such as designing an **app**, or making a **prototype game** or developing a **responsive website**.
- Each practical project will then be initially assessed internally, so you can track your progress through the course, without the stress of everything relying on final exams!
- The other two units are **exams**, although we space them out so you only do one per year, leaving plenty of time for you to get your head around 'theory' topics, such as cybersecurity or how the 'Cloud' really works.

What are lessons like?

- Our lessons will be varied, challenging and creative, with a strong focus on developing a professional approach to practical projects, such as working to 'Briefs' set by professional partners that mirror what really happens in industry.
 - So don't worry about taking long notes, writing essays, or watching lots of PowerPoints!
 - We'll be upgrading to the latest creative software from Adobe, such as Illustrator, Photoshop and InDesign, plus industry-strength tools such as Unity, the games
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engine, as well as online tools, such as Invision for app prototypes and Lucid Charts for wireframe designs.

- So lessons will be all about developing creative ideas and then executing them to professional standards.

How will we work with employers and the community?

We have a growing network of links with professional partners in the South Lakes, which is a hotbed for the digital economy, with lots of local businesses who offer services from graphic design, to apps and websites plus animation, motion graphics and animation.

So for the practical units, we'll have partners who could be involved in several ways:

- They will set a creative **Brief** for a project that lays down their requirements while leaving room for you to come-up with your own imaginative solutions.
- They will come into school for **meetings** where you develop the confidence and skills to pitch your ideas and explain your solutions
- They will offer constructive **feedback** so you can see how to gradually improve your work to standards that match the 'real world'.

Where can this pathway lead?

This course gives you a double boost – you could go straight into the workplace, or college, or get points for a university application.

- With **jobs**, our professional partners will tell you about the huge number of opportunities that are available locally for digital creatives with the right skills.
- With **degrees**, many universities now offer courses that offer this same mix of imagination plus technical skills for creative roles, such as advertising, film & TV.