



FOUNDATION APPRENTICESHIP IN CREATIVE AND DIGITAL MEDIA

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SCQF Level 6

CAREER PATHWAYS

- Film
- TV
- Radio
- Publishing
- Design Media

COURSE DESCRIPTION

The Foundation Apprenticeship (FA) covers a wide range of digital skills, essential in today's creative economy. You will study digital media sectors, creative business models and communication and presentation skills. You will learn about the creative process, how to create content incorporating audio/visual skills, software packages and journalistic written content. You will also study the use of social media toward marketing campaigns, sales channels, and digital marketing and engage with employers gaining workplace experience.

COURSE CONTENT

The course includes a variety of exciting topics with many practical skills being developed. Some of the topics include:

- Creative industries: an introduction – Scotland
- Creative industries: understanding a creative brief
- Media: understanding the creative process storytelling – (content creation – written, blog, journalism, audio, visual)
- Convergence: digital media sectors and audiences
- Creative business communication skills
- Presenting ideas creative thinking and analysis including research skills, leading to final project

SKILLS DEVELOPED

You will develop creative skills, understand technology applications, presentation skills, developing professional folios of work and exhibition work. This course will also develop your soft skills, Core Skills, and vocational skills. It will also help you to develop knowledge and skills for learning and life which are reflected in the four capacities of Curriculum for Excellence.

ENTRY REQUIREMENTS

Three National 5s at A or B including English plus one from either Media, Photography, Music technology, Music, a Science subject, Maths, Computer Science, or Art and Design, plus one other.

TARGET YEAR GROUP

S5

PROGRESSION PATHWAYS

FAs are accepted by colleges and universities as part of their entry requirements. For full details, check out apprenticeships.scot.

Fife College will accept achievement of the FA in Creative and Digital Media as equivalent to a Higher for progression to HND: Creative Industries: Radio, HND: Sound Production, or HNC: Screen Production (Subject to Approval)
OR

Fife College will accept achievement of this course along with two National 5s for entry onto the National Certificate: Creative Industries: Broadcast Media at SCQF Level 6.

Insight Tariff Points: 427
SCQF Credit Points: 64