



# Foundation Apprenticeship in Creative and Digital Media

## CREATIVE AND DIGITAL MEDIA

### SCQF Level 6

Calling all storytellers, techies, designers, and creative thinkers! There is a career for you in Scotland's thriving creative industry – whatever your interests. Do you want to learn how to create better media content? Do you have an eye for photography? Interested in becoming a presenter, camera operator or vision mixer? Can you see yourself in a recording studio, radio studio, design, or TV studio? If so, then this area is for you!

### CAREER PATHWAYS

- Film
- TV
- Radio
- Design media

### COURSE DESCRIPTION

This Foundation Apprenticeship covers a wide range of digital skills essential in today's creative economy. 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 towards marketing campaigns, sales channels, and digital marketing. You will learn in a classroom environment, have industry led talks and carry out a work placement with a local employer to undertake the work-based units of the course.

### COURSE CONTENT

#### NPA Elements

- Creative industries: An introduction – Scotland
- Creative industries: Understanding a creative brief
- Media: Understanding the creative process
- Storytelling for the creative industries

#### Work-based Elements

- Work effectively with others in the creative industries

- Ensure responsibility for actions to reduce risks to health and safety
- Communicate using marketing/sales channels
- Use digital and social media in marketing campaigns
- Record audio and video material
- Edit audio and video material

### SKILLS DEVELOPED

- Communication
- Problem solving
- Working with others
- Time management

### ENTRY REQUIREMENTS

- 4 National 5s at grade C or above, one of which must be English
- You must be capable of working at SCQF Level 6 (Higher) in S5
- An excellent attendance record in school

### COURSE DURATION

2 years

### TARGET YEAR GROUP

S5

### ADDED VALUE FOR FUTURE PROGRESSION

Fife College will accept achievement of the FA in Creative and Digital Media as equivalent to a Higher for progression to HNC: Media and Communication, HNC: Sound Production, HNC: Visual Communication and HNC: Television (Screen Production).

UCAS Tariff Points: 42

SCQF Credit Points: 64