

SODA & CDDP PROGRAMME PRINCIPLES

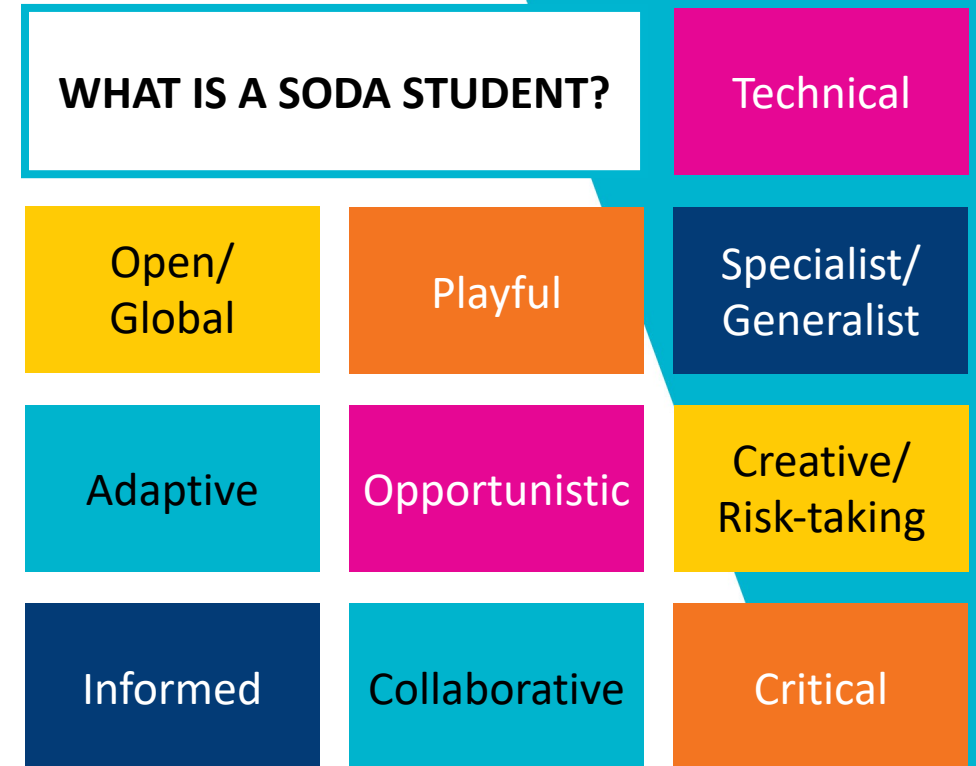
The Principals of the programme pedagogy are:

- Theory
- Context
- Practice

Represented in each year of study

And this is informed by the 4 pillars of a SODA student:

- Expertise
- Creative
- Collaborative
- Practical



CDDP UNIT TITLES



YEAR 1	Creative Digital Design Fundamentals	Graphic Design Fundamentals	Introduction to User Experience
	Accessible Design	Platform Production Fundamentals	Visual Identity & Branding
YEAR 2	Data Visualisation and Storytelling	Digital Media Platforms 1 - User Interface	Digital Media Platforms 2 - Audio-visual
	The Communication of Ideas	Concept and Prototype Development	Managing/Operating Digital Brands
YEAR 3	Workflow, Process and Practice	Project Design and Delivery	Digital Design Governance
	Emerging Platforms and Technologies - 3D	Digital Media Platforms 3 - Immersive	Technology and Design Emerging Practice
YEAR 4	Production Planning and Management	Synoptic Project: Define and Design (30 credit)	CDDDA Synoptic project: Do and review (20 credit)
	Design Leadership and Strategy		
	Career Development and Portfolio (10 credit)		

ASSESSMENTS

In Year 1 Apprentices will:

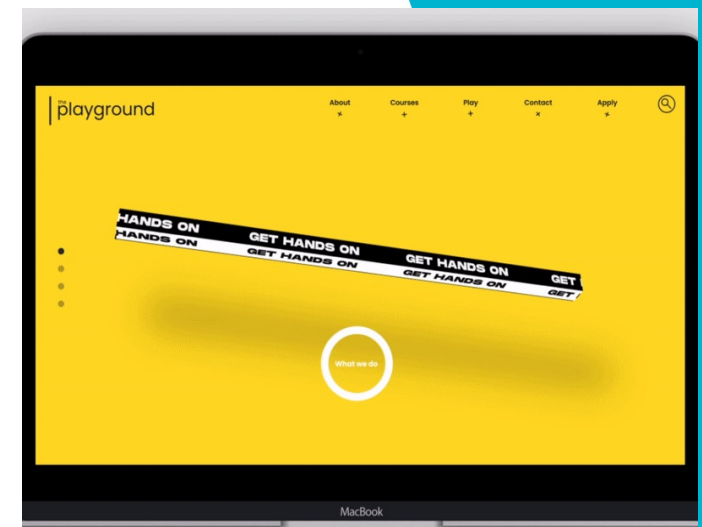
- Write reports, reviews and rationales
- Build prototypes and portfolios of design artefacts
- Produce User Interfaces and Data Visualisations

Overall:

Apprentices will be assessed using diverse techniques inc.:

- written communication
- interactive prototypes and digital products
- Blogs
- Pitches & Presentations

This allows them to be assessed on skills vital the workplace.



DELIVERY

CDDP is a blended delivery programme.

12 days per year are taught in the brand new, bespoke and innovative SODA facility.

12 half day sessions are online and they can be experienced in the workplace / studio

