

# Creative Digital Design Professional

Degree Apprenticeship



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[mmu.ac.uk/apprenticeships](http://mmu.ac.uk/apprenticeships)

# Award-winning Degree Apprenticeships

Manchester Metropolitan University is one of the most popular universities in the UK, currently educating over 39,000 students. The University takes its responsibility for creating work-ready graduates very seriously and maintains close industry and business links.

Our Degree Apprenticeships are practice focused. They equip our apprentices with the skills to ensure they are ready to take on the industrial challenges of tomorrow and make their mark. We develop our programmes in partnership with employers, to meet the needs of industry and individuals.

As pioneers of degree apprenticeships, we have become industry leaders, allowing us to build unrivalled partnerships with some of the UK's largest employers and innovative small and medium-sized enterprises (SMEs).



**2,400**  
apprentices  
on 18 programmes

**Leading university  
provider**  
of degree apprenticeships

RateMyApprenticeship  
Awards 2019 - 2023

**92%**

**1st or 2.1 degrees  
in 2021**

**130+**

**apprentices  
recognised  
at regional and  
national awards**

**Winner**  
**University  
of the Year**  
Multicultural Apprenticeship  
Awards 2022 and 2023

**600+**  
**Employer  
partners**

★ **Rated** ★  
**'Outstanding'**  
by Ofsted 2022

**Training Provider  
of the Year**  
North West Apprenticeship  
Awards 2023

# About the programme

Accelerate the progression of your highest performing employees, or introduce bright and enthusiastic new talent, with the Creative Digital Design Professional Degree Apprenticeship.

Graduates will be fully equipped for creative digital design roles across a range of businesses, from online platforms and agencies, to finance, architecture, education, and journalism. They will be prepared for the challenges of operating in a rapidly changing digital world, benefiting from real-world best practice and innovative academic thinking.

Developed collaboratively with employers, this four-year programme has been created to meet the increasing demand for creative design talent in this exciting field. It is suitable for existing employees, who might be progressing from a Level 3 qualification in graphic design, content production, advertising or marketing, or new recruits and college leavers who wish to develop as creative digital design professionals.

## The qualification

Upon successful completion of the programme, participants will achieve a BA (Hons) Creative Digital Design, and a Creative Digital Design Professional Level 6 apprenticeship.

## Employer benefits

Apprentices develop knowledge and skills directly relevant to your business. Projects will allow students to find solutions to real-life business challenges and add value to their employers' operations. Additional benefits include:

- A package of study and work that attracts and retains enthusiastic and talented employees in this rapidly developing area of skills shortages.
- The opportunity to 'grow your own' talent instilling your business culture and working practices from an early stage.
- The opportunity for your current employees to develop their skills and obtain an honours degree in creative digital design.
- Utilise government funding to prepare new and current staff for a significant future within your organisation.

## Core skills, knowledge and behaviours

On successful completion of the programme, apprentices will have developed a core set of skills, knowledge and behaviour, including:

### Skills

- Apply creative design processes to all creative digital development projects.
- Create designs using industry standard methods.
- Create production-ready digital media.
- Communicate design concepts and solutions to team members, designers, brand managers, product leads, marketing directors, commercial and sales.
- Keep abreast of industry developments, creative trends and innovations.
- Collaborate between team members, clients and work with a range of stakeholders.



- Review and build accessibility requirements into all interactive creative digital media solutions.
- Lead and manage end-to-end creative digital design projects.

### Knowledge

- The broad range of creative processes involved in creative design, and the importance of being aware of all the principal design disciplines.
- The broad range of industry standard creative digital design tools and methods.
- How to interpret and work to a design brief to deliver creative digital design solutions.
- The fundamentals of user experience and user research, including user personas.
- The fundamentals of different digital platform applications including the principles of user-centred design, user experience, mobile first design and emerging technologies.

- The definition and fundamentals of branding; brand strength and positivity, the attributes of effective brands, being aware of brand meanings and values, etc.
- How to undertake real world 3D digital capture and process 3D data.
- The fundamentals, origins, application and potential of contemporary immersive technologies.

### Behaviours

- A passion for creating content for creative and digital media.
- A strong work ethic and commitment to meet the standards required.
- Support for others in developing an appropriate balance of leadership and technical skills.
- Recognition and compliance with equality and diversity in the workplace.
- Demonstrate resilience, accountability and flexibility especially when managing difficult situations.

# Creating a supportive environment

In order to create an environment where apprentices will be able to achieve successful outcomes, both academically and within their organisations, the University has put in place a wide range of support.

## Apprentices

### Dedicated skills coach

A dedicated Skills Coach will conduct termly reviews with the apprentice and workplace line manager, advise on University regulations and procedures, and provide pastoral support.

### Personal learning plan

Where additional learning support requirements are identified, they will be met through a Personal Learning Plan.

### University services

Full access to University services – including disability services, wellbeing, the library, IT services and sports facilities.

### Online study environment

Our programme is designed to support learners from all across England. Study materials can be accessed 24/7 via our online study environment, Moodle. Microsoft Teams and our Moodle environment, enable apprentices to access reading lists, download journal articles, contribute to online discussion groups, email tutors, listen to podcasts and submit assignments.

### University library

The main University library is located on the All Saints Campus and is open 24/7 during the academic year.

The Library provides access to a wide range of books, texts, journals, and business information and statistics. It also runs a number of workshops for mature students on study and research skills.

Many of the Library's resources are available online. For example, apprentices can search the library catalogue, renew and reserve books, and download journal articles and research resources.

## Employers, line managers and mentors

### Apprenticeships team support

The Manchester Met Apprenticeships Team is available to support employers throughout the apprenticeships process, including:

- Holding meetings with staff and managers to understand operational challenges and training needs.
- A dedicated account manager, providing a strategic point of contact with the University.
- Working in partnership to tailor content and delivery.
- Sending regular reports of apprentice progress.

### Progress reviews

Line managers and mentors are supported through regular progress reviews to set, monitor and evaluate objectives and targets.



**The work that we do on the creative team aligns really well with my course, so I'm very lucky that when I get an assignment, I can usually apply it directly to a work project. If there isn't a suitable project going on, I'm able to suggest or implement something that would benefit the business but also meets the requirements of my assignment.**



In my first year as a degree apprentice, the development conversations I'd been having with my line manager and Manchester Met skills coach in review meetings led to defined targets. This enabled me to put a business case forward based on meeting those development targets.

I was successful in securing a promotion to Junior Digital Designer during my second year on the apprenticeship, which has been fantastic recognition of my work and achievements so far. I'm on the path to the career I want in a company I'm proud to work for, and none of that would have been possible without the degree apprenticeship.

**Alicia-Mae McCarron,**  
Creative Digital Design Degree Apprentice,  
COUCH Health

# Delivery and structure

This industry-driven and government-supported programme has been developed to address a skills shortage in areas of digital transformation.

The programme is delivered in an exciting new digital arts facility, amidst a dynamic cluster of established and emerging creative industries and communities.

## Delivery

Designed in response to employer and apprentice demand for flexible online and face-to-face teaching, this programme is taught through a blended delivery model. There will be 18 days of teaching per year, which is three days per unit, plus extra online touchpoints.

In a 12 week period, three units will be conducted with only two units running concurrently. At the start, there is an intensive two-day teaching block on campus which covers both units. This gives apprentices a solid introduction to the subjects and to the tutors, as well as giving them the opportunity to exchange ideas with their peers. There is then a further day of teaching and assignment support delivered online in half days, plus online interactive Q&A sessions to help with application of learning for the workplace and assignments.

Apprentices will be assigned a Skills Coach who will guide them to effectively embed their learning into their organisation's marketing operations.

This programme is based in our ground-breaking School of Digital Arts (SODA). The new £35 million SODA building has been supported by Government to help develop the creative digital and tech talent needs of the UK economy, and support Greater Manchester's growth as a digital and media hub.

## Assessment

Assessments measure apprentices' progress and reflect their learning on each unit. A varied assessment pattern gives apprentices the opportunity to utilise technologies and create outputs, providing added value to their organisational context.

All knowledge, skills and behaviours (KSBs) of the Apprenticeship Standard have been mapped to units throughout the programme.

Apprentices use an ePortfolio to construct an evidential record of professional development demonstrating clear evidence of critical reflective practice, learning on the programme and action planning for future developments.

Wherever possible, the University will endeavour to negotiate assessments so that they blend the requirements of the University and the needs of employers. These assessments allow apprentices to rapidly bring their learning into a relevant workplace context and add value for employers.

## End-point assessment (EPA)

The comprehensive, project-based end-point assessment will comprise of two parts:

- The completion of a work-based project which answers a real-world creative digital design brief, and a presentation with a Q&A session
- A professional discussion to explore how the apprentice has developed the Knowledge, Skills and Behaviours of the Apprenticeship Standard. This discussion is underpinned by ePortfolio which evidences these standards.

This EPA will signify the completion of not only the degree, but the overall programme.

## Award-winning provision

Manchester Met was awarded 'Digital Apprenticeship Provider of the Year' at the AAC Apprenticeship Awards 2023. The award recognises the University's high level of engagement with employers and apprentices – particularly in the way the provision from the University adapts to meet employer requirements. Manchester Met has also been named the top university for degree apprenticeships by RateMyApprenticeship in 2019-2022.

Creative Digital Design Professional is the fourth digital apprenticeship offered by Manchester Met. Our Digital and Technology Solutions Degree, Masters Apprenticeships and Digital User Experience Professional Degree Apprenticeship have been awarded Tech Industry Gold accreditation for their relevance to industry and employer talent requirements.



**The experience so far has really helped build my confidence within the workplace. I feel like I now have a level of expertise where I can offer value to my team, and I am enjoying the new responsibilities. The exercises we have done in class have challenged me to be more innovative. In addition to this, I have also widened my knowledge of design overall, from history and theories to best practices and design platforms.**

I feel optimistic about the position I will be in at the end of my degree apprenticeship. Not only will I be fully qualified for a creative director role, but I will also have completed many years of valuable work experience within a well-known luxury business.

**Abigail Abrahams,**  
Creative Digital Design Degree Apprentice,  
Christie's

# Programme content

Developing in-demand skills in creative digital design.

## Year 1

- Creative Digital Design Fundamentals
- Introduction to User Experience
- Graphic Design Fundamentals
- Accessible Design
- Platform Production Fundamentals
- Visual Identity and Branding

## Year 2

- Digital Media Platforms 1 – User Interface
- Data Visualisation and Storytelling
- Digital Media Platforms 2 – Audiovisual
- The Communication of Ideas
- Managing and Operating Digital Brands
- Concept and Prototype Development

## 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
- Design Leadership and Strategy
- Career Development and Portfolio
- Creative Digital Design Synoptic Project: Define and Design
- Creative Digital Design Synoptic Project: Do and Review

# Application information

This programme is designed with professionals in mind, and this is reflected in our entry requirements. All applicants need to be employed with a supporting organisation in order to be eligible.

We welcome applicants who meet the following criteria:

## Entry requirements

Candidates for the Creative Digital Design Professional Degree Apprenticeship should have a minimum of 104 points at A2 (grades BCC) or an equivalent, e.g. BTEC DMM.

We also welcome applicants who have fully completed and passed the apprenticeships listed below:

- Level 3 Junior Content Producer Apprenticeship
- Level 3 Junior Advertising Creative

We will individually evaluate candidates who do not meet these requirements but have workplace experience.

The Creative Digital Design Professional Degree Apprenticeship will build on the knowledge and skills gained at Level 3 to ensure successful apprentices understand new digital tools of production, emerging technologies, and production management.

## Level 2 English and Maths requirements

It is a condition of apprenticeship funding, at any level, that all applicants are able to evidence GCSE English Language and Maths passes at grade A\*-C/9-4 or commit to completing Functional Skills Level 2, in addition to the programme. If required, this is provided at no additional cost.

## How to apply

Once an employer has confirmed that they will support their apprentice(s) in an appropriate job role, we will issue an application pack to interested applicants which includes the necessary forms and guidance.

The application form enables us to build up a picture of the candidate, their experience and the knowledge and skill areas they are looking to develop.

## Employer next steps

If you would like to discuss how this programme could work for your organisation, or if you have any further questions, please contact our dedicated Apprenticeships Team.

**E:** [apprenticeships-employer@mmu.ac.uk](mailto:apprenticeships-employer@mmu.ac.uk)

**T:** 0161 247 3720



## Get in touch

Our growing portfolio of undergraduate and postgraduate apprenticeships include programmes in the following areas:

- digital and technology
- digital marketing, creative design and UX
- health and social care
- leadership, management and HR
- retail

If you think one of our programmes could work for your organisation, please get in touch. We will be happy to provide further information and guide you through the next steps.

### Contact us:

#### Apprenticeships team

E: [apprenticeships-employer@mmu.ac.uk](mailto:apprenticeships-employer@mmu.ac.uk)

T: 0161 247 3720

W: [mmu.ac.uk/apprenticeships](http://mmu.ac.uk/apprenticeships)

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