

SODA Degree Apprenticeships Creative Digital Design

Line Manager and Mentor Training
July 2024



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This session will be recorded

Agenda

- Introductions
- Degree Apprenticeships & the Standards
- Off-the-job requirement
- Programme structure
 - Y2 and Y3 content
- Line Manager's / Mentors role
- Reviews and e-Portfolio
- Confidentiality
- Questions



Welcome: SODA Apprenticeships Programme Team



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Creative Digital Design Professional Degree Apprenticeship

Qualification: BA (Hons) Creative Digital Design

Duration: 48 months

Delivery Model

- Blended model
- 1 intensive 2-day teaching block on-campus + 2 x 0.5 days online per units
- Interactive Q&A sessions to check workplace application

School of Digital Arts (SODA) in collaboration with **Business School**.



Apprenticeship Standard

As a line manager, it is crucial that you are aware of the **knowledge, skills and behaviours** within the apprenticeship standard and support your apprentice to develop in these areas.

This can involve creating opportunities for them to grow in these areas or helping them to recognise what they are doing in the workplace correlates to a knowledge, skills or behaviour.

Become familiar with the Apprenticeship standards :

[Creative Digital Design Professional \(Integrated Degree\)](#)



The screenshot shows the Institute for Apprenticeships & Technical Education website. The main heading is "CREATIVE DIGITAL DESIGN PROFESSIONAL (INTEGRATED DEGREE)". The page is divided into several sections:

- Overview of the role:** Providing digital design solutions to internal and external clients, across a range of sectors and contexts.
- Details of standard:** Includes an occupation summary and typical job titles (Application designer, Creative artworker, Creative design manager, Creative designer, Creative director, Designer, Digital designer, Interaction designer, Web designer).
- Occupation duties:** A table with three duties, each with performance criteria and KSBS.
- Right-hand sidebar:** Includes status (Approved for delivery), level (6), degree type (Integrated degree), reference (ST0625), version (1.0), date updated (04/02/2022), approved for delivery (3 February 2020), route (Digital), typical duration to gateway (36 months), maximum funding (£2500), EQA provider (Office for Students), and a list of employers involved in creating the standard.

DUTY	CRITERIA FOR MEASURING PERFORMANCE	KSBS
Duty 1 Create impactful and eye catching creative designs related to digital art, digital graphic design, video, online services and installations.	Production of professional-standard artwork that is client-ready in the opinion of a creative director/managing designer and/or withstands peer critique	K1 K2 K3 S1 S2 B1
Duty 2 Apply creativity to all creative digital development projects, including non-screen-based media.	Production of professional-standard artwork that is client-ready in the opinion of a creative director/managing designer and/or withstands peer critique	K4 K5 S3 S4 B1
Duty 3 Develop and deliver compelling digitally enabled creative design solutions to internal and/or external clients across a range of sectors in line with brand guidelines, for a range of different contexts	Understanding of agile principles, methodologies and processes, production of professional-standard	K6 K7 S5 S6 S7 S18 B1 B5


Academic Programme



CDDP UNITS

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)		

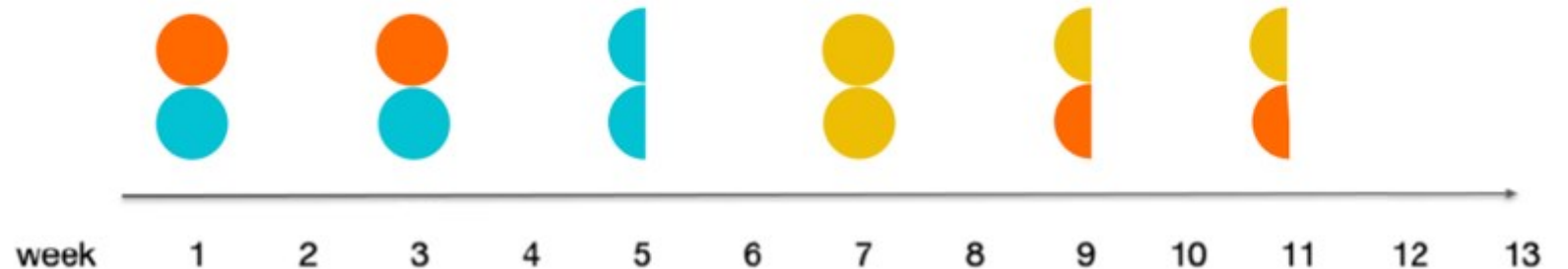
CDDP Delivery Model :

Delivered in a hybrid delivery attendance model of 2/3 classroom lectures and workshops, and 1/3 by online sessions focussed on...

-  Creative Digital Design Fundamentals
-  Introduction to User Experience
-  Graphic Design Fundamentals

-  1 x on campus
-  0.5 x online

As indicated in the image below highlighting taught sessions in Semester 1, apprentices' university-based learning is clustered around specific points alongside further support opportunities.



DATA VISUALISATION & STORYTELLING

- Apprentices will be introduced to and investigate a variety of different data visualisation systems including charts, maps and information graphics. Techniques and processes for analysing, processing, encoding and providing context for data – such as Data Presentation Architecture and Information Architecture – will be explored alongside visual communication techniques from graphic design. Apprentices will develop the ability to interpret, query and to visualise data and complex information and become data storytellers

DIGITAL MEDIA PLATFORMS 1: USER INTERFACE

- In this unit Apprentices will distinguish the different use cases for social media platforms through their origins, current usage and possible future applications. By preparing a variety of assets and measuring their effectiveness, apprentices will investigate the data-driven aspects of modern digital design, as well as analysing the different methods used to communicate with platforms.

DIGITAL MEDIA PLATFORMS 2: AUDIO-VISUAL

- Creative Design includes the successful application of Audio-visual elements as part of the digital design process. Apprentices will prepare and produce combined moving image and audio content through a process of applied theory in a structured workflow. This will include stages from narrative structuring through planning to production and editing.

THE COMMUNICATION OF IDEAS

- This unit explores techniques that can be employed to ensure the effective communication of creative ideas. Apprentices will be introduced to varying ways in which creative ideas can be communicated and pitched effectively to both internal/external audiences and project stakeholders. The unit will be underpinned by presentation practice to enable both experience and confidence to grow

CONCEPT AND PROTOTYPE DEVELOPMENT

- This unit compares the usefulness of different methods and fidelities of digital concept and prototype design while relating the types of discoveries possible with each method to the overall design process. At the same time, apprentices will assess the importance of prototyping and conceptualisation when communicating or co-creating with stakeholders or collaborators.

MANAGING / OPERATING DIGITAL BRANDS

- This unit covers concepts and practices that brands use to establish their relevance and authority through digital channels. Apprentices will learn the utilities of branding and brand equity (incl. building, measuring, leveraging, and managing brand equity). Topics include (but are not limited to) digital marketing and social media management for/of brands.

WORKFLOW PROCESS AND PRACTICE

- In this unit, contrasting examples of digital workflows will be investigated to attune apprentices to the importance of socio-technical assemblages. By exploring historical contexts for the development of digital workflows, we can argue the importance of the digital within design production contexts and explore integrating digital processes and practices into a modern business environment.

PROJECT DESIGN AND DELIVERY

- In this unit, apprentices will learn how to take loose project ideas and develop/interpret them into well-refined design proposals, including well-structured design briefs and project plans. Contemporary methodologies for project design and development such as Agile will be explored and applied. Apprentices will also learn how to deliver compelling presentations and persuasive pitches for their design proposals.

DIGITAL DESIGN GOVERNANCE

- This unit focuses on various issues concerning digital design artefacts. Some of the topics explored include digital/coding bias, ethics, gender, accessibility, regulatory conditions. The area of digital design must include consideration of several legislative and governance factors as well as best practice for the creation of new products. Apprentices lead and govern digital design projects while considering many of these issues and managing government and client expectations.

**EMERGING
PLATFORMS &
TECHNOLOGIES:
3D**

- Digital 3D techniques and technologies form the basis of a range of emerging platforms including Augmented and Extended Reality as well as bridging the gap between physical and virtual worlds through 3D print and capture. In this unit, these underpinning techniques and technologies will be introduced together with how 3D environments can be created, manipulated and applied. Apprentices will explore the main processes involved in the design and creation of 3D assets including navigation, modelling, texturing, lighting, rendering and basic animation.

**DIGITAL MEDIA
PLATFORMS 3:
IMMERSIVE**

- This unit explores features an in-depth exploration of immersive design, involving the conceptualisation, planning and designing of immersive experiences. Apprentices develop a spatial mindset, learn the difference between kinematic versus physics-based interactions and gain familiarity with VUI (Voice UI) technologies.

**TECHNOLOGY AND
DESIGN EMERGING
PRACTICE**

- Artificial intelligence (AI) and voice interfaces are some of the many recent emerging technologies. This unit explores the novel ways that digital designers exploit emerging technologies to enhance the human experience. Apprentices will explore and appraise the interaction between technology and design and how this can support and foster innovation.

Programme assessments

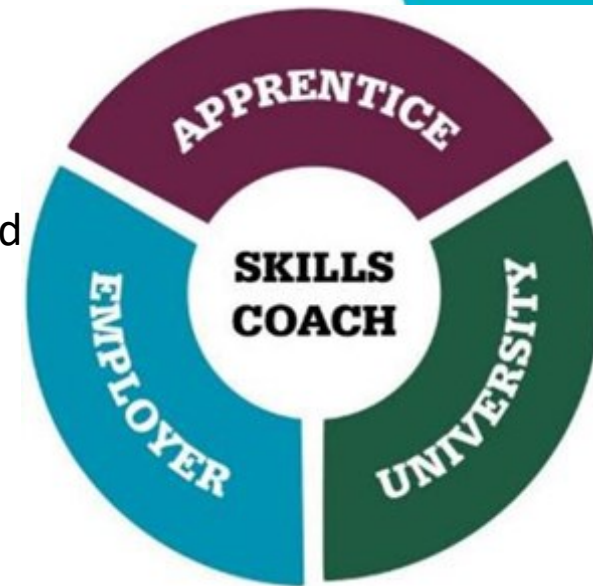
- Practical application of ideas
- Nothing in the abstract, relies on real-world situations for work-based learning
- Proposals, essays, designs, content creation, reports, portfolios, videos
- Line Manager Assignment Overview

Unit name	Graphic Design Fundamentals
Unit code	TJ4Z1050
Other connected units:	
Visual Identity and Branding	
The Communication of Ideas	
Line manager synopsis:	
Unit overview:	<p>This unit explores the fundamental theories, principles and methods of graphic design practice including the use of image, typography, colour, hierarchy, scale, grids and composition within digital design layouts. Apprentices will undertake research within the field of design and related areas of visual culture and explore the introduced concepts via the production of practical digitally produced design work as supported by tutor and peer/industry critique.</p> <p>An example of a graphic design output from within the apprentice's organisation will be selected on the understanding that there are aspects that can be improved. Apprentices will annotate the existing design while considering how it performs against what have been established as fundamental design principles. Following this process, a redesign process will take place using a rationale that is drawn from the apprentice's background reading and understanding of successful and functional graphic design.</p> <p>An example submission might consist of an overview of company email communications that are intended to keep customers up to date with an ongoing transaction. Following the apprentice's detailed critique of the current email format, it may be found that the hierarchy of information is flawed: that it seemingly prioritises detail that is not immediately required by the user. Additionally, it may be argued – with support from research – that a graphic device could better illustrate where the customer is in terms of completing the transaction. The apprentice will then look to demonstrate an improved version complete with notes that highlight and explain the changes.</p>
Content covered:	<p>Session 1 The underpinning principles of graphic design and how we can evaluate a designed product. Design terminology and definitions. Analysing our own organisations' graphic design materials.</p> <p>Session 1 Key movements and schools of design including a historical perspective. Referencing.</p> <p>Session 3 Redesigns: overview of previous projects. Changing culture through design.</p> <p>Session 3 Writing about design. Assessment support.</p>
Learning outcomes:	<p>LO1 Locate and analyse a diverse range of research material relating standard methods graphic design practice (K1, K2).</p> <p>LO2 Formulate a variety of creative responses which utilise fundamental graphic design theories, principles and methods (K1, K2, S2).</p> <p>LO3 Produce a portfolio of relevant finished digital design artefacts (S9).</p>

Learner Support

Skills Coach Support

- Each apprentice is assigned a dedicated Skills Coach who conducts quarterly tripartite reviews with their apprentice and their line manager to monitor progress and set workplace and KSB related targets
- Point of contact for apprentice and line manager
- Pastoral support and guidance (e.g. Evidenced Extensions and referrals) and encouragement
- Support and preparation for end-point assessment
- Support the development of the apprentice's portfolio
- Lead professional development and skills workshops



Review 1

Sept - Dec



Review 2

Jan - March



Review 3

March - June



Review 4

June - August

Line Manager's role

- Re-enforce University attendance policy
- Give direction to assignment briefs
- Regular one-to-ones with apprentice – give constructive feedback
- Encourage them to network and access expertise within the organisation to develop skills and behaviours
- Be conscious of their assignment deadlines & attendance days
- Read assignments before submission and check that it does not breach your confidentiality policy
- Attend tri-partite reviews with your apprentice and their Skills Coach
- Where possible not approve annual leave during on campus time.



Above all, the line manager should be ready to expose the Apprentice to new experiences in the workplace that will allow them to put practice and develop their emerging Knowledge, Skills and Behaviours

E-Portfolio

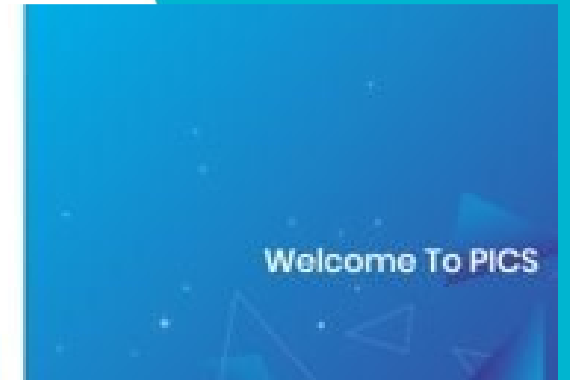
All Degree Apprenticeship programmes at Manchester Metropolitan University make use of an E-Portfolio

You can view:

- Portfolio progress
- Review Skills Scans
- Review evidence
- Read and sign-off reviews
- Monitor Off The Job progress

Line Managers will have been sent log-in information and a user guide

If you have any issues using the system, or any issues with your login credentials please contact telapprenticeship@mmu.ac.uk



WHAT IS OFF-THE-JOB?

The Education and Skills Funding Agency has determined any apprentice must undertake at least **6 hours per week** of off-the-job (OTJ) training during their apprenticeship.

OTJ is defined as

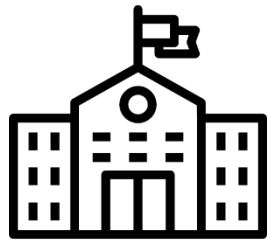
*“ training received by the Apprentice, **during the Apprentice’s regular working hours**, for the purposes of achieving their apprenticeship.*

It needs to be directly relevant to the Apprenticeship Standard teaching new knowledge, skills and behaviours required to reach competence in the particular occupation”



Can be delivered **flexibly**.
For example: as a part of each day,
one day per week, one week out
of five or as block release

GOOD EXAMPLES OF OTJ TIME



University
attendance



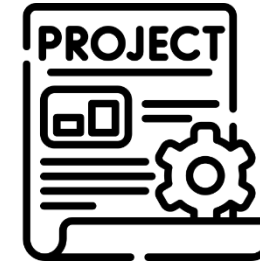
Online
learning/study



Completing
assignments



Reading and
research



Projects



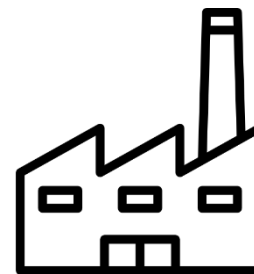
Shadowing and
mentoring



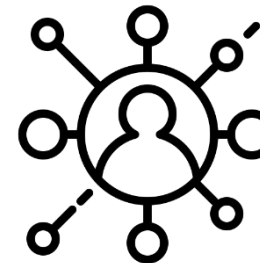
Relevant/
mandatory
training



Study skills



Industry visits



Outreach
activities

TIPS

- **Get comfortable with the Standard and KBSs**
- **Ensure good communication**
 - Arrange regular one-to-ones to monitor progress.
 - Make sure apprentices tell you when reviews are scheduled and any deadlines they are working to. Recognise pinch-points early.
- **Share your expertise**
 - Talk to them about shadowing and other work-based development opportunities.
 - Facilitate learning in other areas of the organisation.
- **Work hand-in-hand with Skills Coach**
 - Ensure your apprentice accesses the support available.

Communication

Support material – Employer Resource Pages



Welcome to Manchester Met's degree apprenticeship employer resources pages. You will find general information below, as well as links to course-specific documentation. We also have a dedicated brochure page. Please contact your Apprenticeship Development Manager, email apprenticeships-employer@mmu.ac.uk, or call (+44) 0161 247 3720 (9:00am - 4pm Monday to Friday) if you have any further questions.

KEY DOCUMENTS	▼
COURSE-SPECIFIC RESOURCE PAGES	▼
APPRENTICESHIP OFF-THE-JOB GUIDANCE	▼
E-PORTFOLIO GUIDE AND HOW TO GAIN ACCESS	▼
END-POINT ASSESSMENT (EPA)	▼
SAFEGUARDING ADVICE	▼

[Employer Resource Area landing page](#)
[CDDP Specific Information for Managers](#)

SUPPORT AT MANCHESTER MET

Disability Advisers

- Assess student need
- Draw up appropriate personal learning plans
- Facilitate applications for Disabled Students' Allowances
- Work with academic depts. to ensure support requirements are met

Academic and Study Skills Tutors

- One-to-one study skills support
- Academic and study skills workshops/webinars/online support
- Bespoke, in-curricular sessions for programmes
- Support for students with specific learning difficulties

Student Wellbeing Advisers

- Professional wellbeing support for students with low to moderate mental health and anxiety issues
- A triage service to identify students who need more specialist support
- A proactive approach to wellbeing
- Support for students with specific learning difficulties

Student Experience Officers

Support the development of learning communities by:

- Organising induction activities
- Helping with student societies
- Developing and maintaining peer mentoring and social media platforms
- Promoting student surveys

Student Hub Services Student Advisors

Non-academic related queries including:

- Student finance and Met Card queries
- Exceptional factors claims support
- Support for student engagement
- Personal emergency evacuation plans
- Referral to specialist services

Counsellors and Mental Health Advisers

- One-to-one and group-based counselling
- Management of students with high risk and complex mental health conditions
- Liaison with NHS and other external therapeutic providers

Identify great projects. Share & celebrate your apprentices



Degree apprenticeships

Outstanding success

"Since embarking on this programme, I have found myself more frequently thinking as a designer would, asking more questions and looking at the intention behind designs. The exercises we have done in class have challenged me to be more innovative."

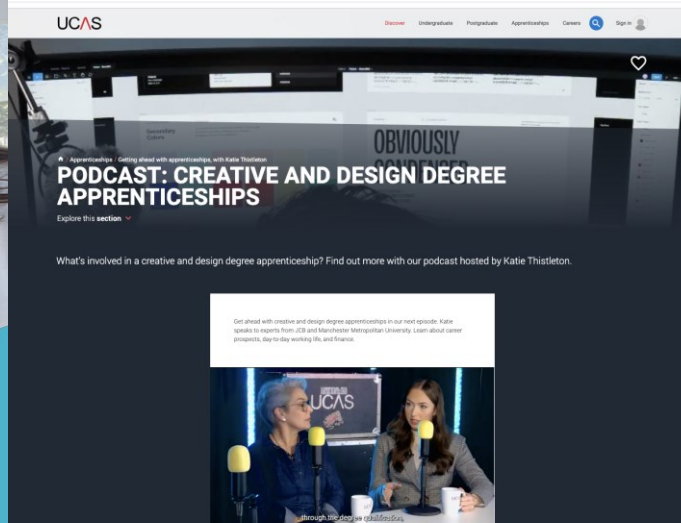
"THE PROGRAMME HAS REALLY HELPED BUILD UP MY CONFIDENCE WITHIN THE WORKPLACE. I FEEL LIKE I NOW HAVE A LEVEL OF EXPERTISE WHERE I CAN OFFER VALUE TO MY TEAM."

I feel optimistic about the position I will be in at the end of my 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."

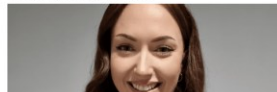
Abigail Abrahams
Creative Digital Design Professional Degree Apprentice
Christie's



Creative Digital Design Professional Degree Apprenticeship
Find out more about the programme [here](#)



Featuring our expert panel



Sarah Parks: Graphic design degree apprentice at JCB



Coral Grainger: Apprenticeship development manager at Manchester Metropolitan University



Degree Apprenticeships at Manchester Metropolitan U...

3,504 followers
4mo · 🌐

👋 As a Digital User Experience (UX) degree apprentice at [Auto Trader UK](#), Eniya has been given the opportunity to collaborate with designers and developers to bring her designs to life.

🗨️ "That's never happened before."

Watch her video 📺

<http://ow.ly/6Tla50ObXk9>



👍❤️👍 73

11 comments · 6 reposts

👤 Like 🗨️ Comment 🔄 Repost ➦ Send



Eniya Ali · 1st
Product Design Apprentice at Auto Trader UK
4mo · 🌐



AJ Bell
32,651 followers
6mo · Edited · 🌐

This week's spotlight is on [Amy Pridding](#), Digital UX Apprentice and recent winner of Apprentice of the Year, Tech, Digital and Creative at the North West Apprenticeship Awards.



SPOTLIGHT

Amy Pridding

Why did you choose an apprenticeship at AJ Bell?
I've chosen AJ Bell because I've been included in the Top 100 Best Companies to Work for year after year, which is something that is important to me as a happy employee. I also feel that the apprenticeship is an effective one, only this but they are very limited to apprentices, with a dedicated Apprenticeship Team and programmes that have been running successfully for years.



What have you enjoyed most about the apprenticeship?
I've thoroughly enjoyed this apprenticeship, especially the social and cultural side of it. I've also been given several opportunities to represent AJ Bell, I was recently featured in a podcast for International Women's Day talking about my experiences working in tech and representing Manchester Metropolitan University by meeting with the Minister of Higher and Further Education.

What do you get up to away from work?
I'm a huge Formula 1 fan, I love watching the races when they're on at the weekend. I'm also lucky enough to go to the 24h Grand Prix this year, I got to see all the drivers and watch my favourite race in person. I am planning to go to the Garmin Grand Prix next year. I'm also very close to my family, especially my Nan, and love seeing her all on the weekends.



Apply now
met.ac.uk/group/careers

Recap and questions

- Understand the **CDDP standards** to help your apprentice identify opportunities for development and application of knowledge in the workplace.
- Help your apprentices to identify **suitable workplace activity**.
- Meet with your apprentice regularly to offer support, **monitor progress** and help to build strong workplace connections.
- Get in touch if there are any issues: apprenticeships@mmu.ac.uk



QUESTIONS



Email: apprenticeships@mmu.ac.uk

Twitter: [@MMUApprentice](https://twitter.com/MMUApprentice)

LinkedIn: Degree Apprenticeships at Manchester
Metropolitan University

Facebook: [@MMUApprenticeships](https://www.facebook.com/MMUApprenticeships)