SODA Degree Apprenticeships Creative Digital Design

**Line Manager and Mentor Training
July 2024**

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)](#)

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

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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

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.

1 x on campus

0.5 x online

week   1   2   3   4   5   6   7   8   9   10   11   12   13

Creative Digital Design Y2 Semester 1
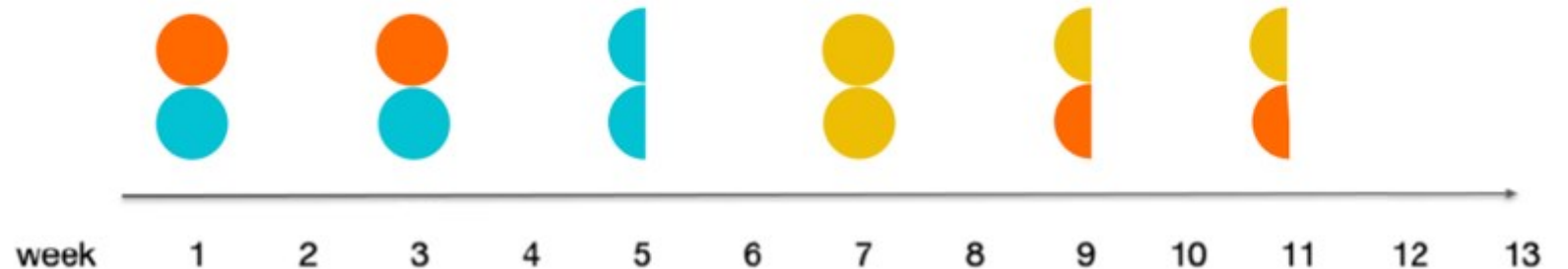
DATA VISUALISATION & STORYTELLING

- 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.

Creative Digital Design Y2 Semester 2

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.

Creative Digital Design Y3 Semester 1

Manchester Metropolitan University

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.

Creative Digital Design Y3 Semester 2

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 enchase 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

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

APPRENTICE

SKILLS COACH

EMPLOYER
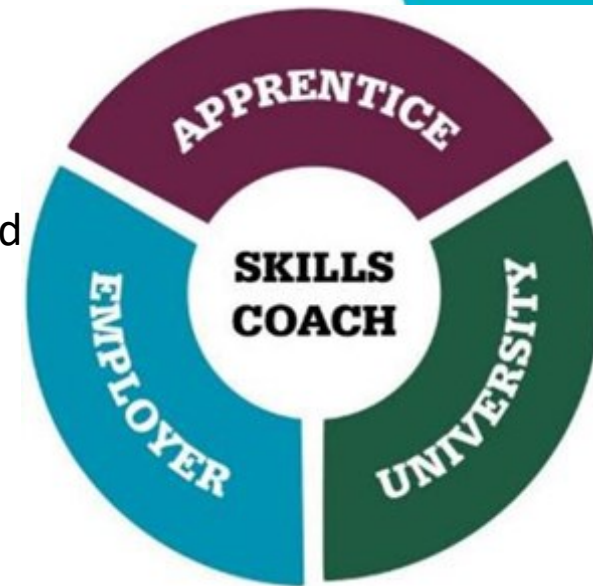
UNIVERSITY

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**
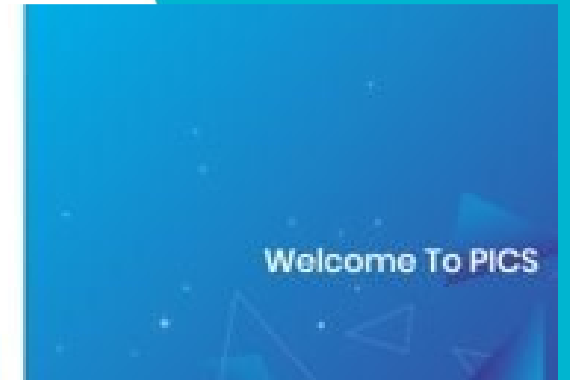
WHAT IS OFF-THE-JOB?

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
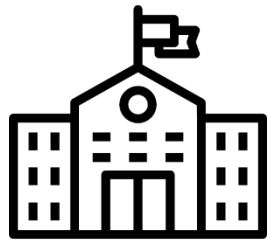
University attendance

Online learning/study

Completing assignments

Reading and research
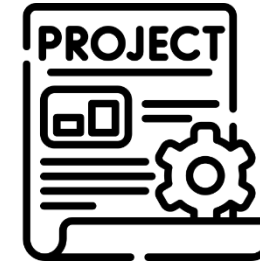
Projects

Shadowing and mentoring

Relevant/ mandatory training

Study skills
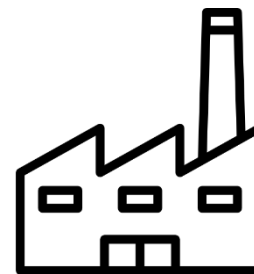
Industry visits
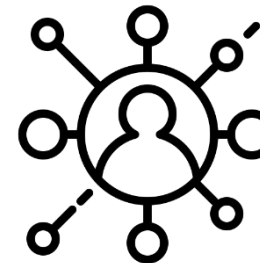
Outreach activities

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

[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

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
Linkedin: Degree Apprenticeships at Manchester Metropolitan University
Facebook: @MMUApprenticeships