



APPRENTICESHIP

Digital Content Designer

Level 3

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Apprenticeship Framework

The Level 3 Digital Content Designer Apprenticeship has been designed with employers in Wales to equip employees with the primary digital content design skills that they need to be able to support with identifying, designing, publishing digital content to meet the needs of the organisation and stakeholders. This apprenticeship programme is designed to provide a robust vocational route to obtaining the skills and knowledge required to succeed as a junior digital content designer.

The programme prepares learners for roles such as:

- Junior Web Designer
- Content Creator
- Social Media Creator
- Junior Digital Marketeer

Who is this apprenticeship for?

Level 3 Digital Content Designer Apprenticeship is a comprehensive program designed around the practical skills and knowledge necessary to produce dynamic and engaging digital content that drives and supports organisational goals.

On completion of this apprenticeship you will achieve the following:

- Agored Cymru Level 3 Diploma in Digital Content Designer
- Essential Skills Wales Level 2 in Communication
- Essential Skills Wales Level 2 in Application of Number



Benefits of the apprenticeship programme:

Accelerate Your Career Growth: With the Level 3 Digital Content Designer apprenticeship, you will gain the essential information technology and design skills along with hands on experience to supercharge your developing career in the digital economy.

Industry-Recognised Certification: Upon successful completion of this programme, you'll earn an industry-recognised certification, providing you with a competitive edge in the job market. Employers value the skills and expertise gained through this apprenticeship, opening doors to exciting opportunities.

Practical and Real-World Learning: Our programme emphasises practical, real-world learning. You will practice skills in the workplace collaborating with experienced colleagues and supported by ALS professionals who will guide you through every step of the process.

Tailored Curriculum: Our comprehensive curriculum is designed to meet the digital content design demands of organisations across the Welsh economy and wider. You'll cover essential topics such as designing and developing digital content solutions, use of audio/visual multimedia content, creating digital content and the effective delivery of digital content, information technology security principles.

Experienced and Knowledgeable Advisors: Throughout your apprenticeship, you'll have access to a network of experienced advisors who will provide guidance, coaching, support, and feedback.

Course Delivery

- Typical duration of 21 months.
- Induction session for apprentices and for their line managers.
- One to One tutor coaching and assessment support sessions.
- Supported by self-study online resources.
- 4 Essential skills assessment days. (2 Preparation days and 2 Live Task days) **
- 2 hour long essential skills confirmatory tests. **

***Essential Skills activities are not applicable to apprentices with exemptions.*



Level 3 Diploma in Digital Content Designer

Course Delivery

This programme will primarily be delivered through 1-to-1 sessions with a member of the ALS delivery team, using a mixture of face-to-face and remote learning sessions. An ALS assessor will meet with the learner, either in the workplace or through digital means once a month for approximately two hours to support progress.

Learners will also be set tasks to complete between each visit which are tailored to the different needs of each learner and the workplace activities they are involved with.

Qualification Structure Summary

The Level 3 Diploma in Digital Application Support consists of 7 mandatory units, with a total of 60 credits plus a minimum of 12 credits from the optional units group.

Unit rules of combination.

- Mandatory Units (Learners must achieve all 7 units) – 60 credits.
- Optional units – minimum 12 credits.

What you will learn

This programme is made up of a mixture of mandatory units (these have to be completed by all learners as part of the qualification) and optional units (we will work with you to decide what units are relevant to your role, and your business).

Below is a brief overview of the units available.

Mandatory Units

Unit Title	Level
Audio Software	3
Video Software	3
Design and Develop a Digital Content Solution	3
Create Digital Content	3
Improve Effectiveness of Digital Content Delivery	3
Data-Driven Applications	3
IT & Telecom System Security 2	3

Optional units (12 credits required)

Unit Title	Level	Credits
Website Software	3	5
Analyse Structured Data	3	6
Web Development	3	12
Graphic Design for Small Business (Social Media and Web Sites)	3	3
Computer Coding	3	20

Have any questions about our Level 3 Diploma in Digital Content Designer?

We are here to help. If you have any further questions or enquiries about the main qualification element of the programme, please contact at info@alstraining.org.uk

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Essential Skills Qualifications

When you agree to undertake an apprenticeship, you may be required to complete Essential Skills as part of your Apprenticeship framework.

Essential Skills Wales

The Essential Skills Wales (ESW) will be initially assessed via an online Wales Essential Skills Toolkit (WEST) Assessment. Where a Learner already holds an ESW certificate or equivalent qualification this can provide an exemption and learners will not need to complete that ESW element of the programme. Where a Learner is not exempt an Individual Learning Plan (ILP) will be generated from the initial assessment. The modules delivery will include independent learning via WEST, prior to guided learning sessions preparing the Learner for their assessment. ESWs are assessed via controlled tasks and confirmatory tests for Communication and Number, Digital Literacy is assessed via a controlled task and structured discussion.

Exemptions

If you already hold qualifications, these may be used as 'exemptions' towards your apprenticeship framework. As a result, you will be exempt from achieving that particular Essential Skill, if you wish. This will be discussed with you before you sign up with us, and will also be followed up by your assessor before and during your first visit from us.

Have any questions about Essential Skills?

We are here to help. If you have any further questions or enquiries about Essential Skills element of the programme, please contact info@alstraining.org.uk