



APPRENTICESHIP

Digital Content Designer

Level 4

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Apprenticeship Framework

The Level 4 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 identify, design, publish and manage engaging 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 digital content designer.

The programme prepares learners for roles such as:

- Web designer
- Content Manager
- Social Media Creator
- Digital Marketeer

Who is this apprenticeship for?

This programme is for candidates who are engaged in designing and managing digital content and have a good level of experience and/or knowledge of the sector or those progressing from a relevant prior qualification. E.g. IT related A-level or a Level 3 apprenticeship in a related IT discipline.

On completion of this apprenticeship you will achieve the following:

- Agored Cymru Level 4 Diploma in Digital Content Designer
- Level 2 Essential Skill in Application of Number
- Level 2 Essential Skill in Communication



Benefits of the apprenticeship programme:

Accelerate Your Career Growth: With the Level 4 Digital Content Designer Apprenticeship, you will fast-track your career by gaining invaluable hands-on experience alongside theoretical knowledge. You will be equipped with the tools to excel as a content designer across a range of platforms and make a difference in your organisation.

Industry-Recognised Certification: Upon successful completion of this programme, you will earn a prestigious 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 a classroom environment and be able to apply within your workplace, collaborating with experienced colleagues who will guide you through every step of the process.

Tailored Curriculum: Our comprehensive curriculum is designed to meet the demands of the software development sector. You'll cover essential topics such as modelling and designing content, developing multimedia content, making content for social media, optimisation of digital content, managing content design projects from start to finish.

Experienced and Knowledgeable Advisors: Throughout your apprenticeship, you'll have access to a network of experienced advisors who will provide guidance, support, and feedback. Learn from industry experts with a wealth of knowledge and experience across the digital sector.

Course Delivery

- Typical duration of 24 months.
- Induction session for apprentices and for their line managers.
- 15x full day core technical skills and knowledge workshops.
- Additional workshops to support optional unit choices.
- Supported by self-study online resources.
- One to One tutor coaching and assessment support sessions
- 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 4 Diploma in Digital Content Designer

Course Delivery

This element of the programme will be delivered through blended learning with learners attending full day knowledge and technical skills workshops delivered either face to face or virtually using Microsoft Teams across the 24-month duration of the programme.

Additional development and assessment support will be provided through regular 1-to-1 sessions with a member of the ALS delivery team. An ALS assessor will meet with the learner, either in the workplace or through digital means. (for example, Microsoft Teams) to provide coaching, advice and assessment support.

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 4 Diploma in Digital Content Designer consists of 8 mandatory units, with a total of 97 credits plus optional units with a minimum of 30 credits.

Unit rules of combination.

- Mandatory Units (Learners must achieve all 8 units) – 97 credits.
- Optional units – minimum 30 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).

A brief overview of these units is below.

Mandatory Units	
Unit Title	Level
Principles of Information Governance and Assurance	3
Model and Design Digital Content	4
Manage a Digital Content Development Project	4
Develop Interactive Multimedia Digital Content	4
Create Data-Driven Applications	4
Develop Digital Content for Social Media Channels	4
Optimise the Effectiveness of Digital Content Delivery	4
Set Up Secure Payment Systems for E-Commerce	4

Optional Units (minimum 30 credits required)		
Unit Title	Level	Credits
Software Design	4	10
Analyse Structured Data	3	6
User Centred Development (UX)	3	7
Web Development	4	15
Data Analysis	3	11
Computer Coding	3	20

Have any questions about our Level 4 Digital Content Designer Apprenticeship?

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