



Middlesex
University
London



Degree Apprenticeship

CREATIVE DIGITAL DESIGN PROFESSIONAL

BA (Hons) Digital Design apprenticeship



3 calendar years

SKILLED DIGITAL DESIGNERS:
ESSENTIAL FOR FUTURE INNOVATION

Providing digital design solutions to internal and external clients, across a range of sectors and contexts.

Today, delivering effective and innovative digital content, campaigns, communications, is crucial across all business sectors, from in-house design departments and agencies to finance, retail, technology, government, NGOs and charity sectors. The BA Digital Design apprenticeship offers a unique opportunity to develop apprentices into skilled, confident digital design professionals.

The BA Digital Design apprenticeship is an integrated degree apprenticeship that equips apprentices with the knowledge, skills and behaviours, to provide innovative creative solutions in a rapidly evolving digital landscape. It presents an attractive opportunity for organisations to upskill current employees and recruit new apprentices. By investing in their career development, organisations can enhance their workforce and support ongoing innovation. Furthermore, employers can witness their own apprentices evolve into confident digital design professionals and skilled creative content creators and communicators.

Middlesex University offers apprenticeship training backed by a longstanding history of providing high-quality Arts and Design education and work-based learning programmes. The curriculum is designed to promote incremental, active, on-the-job learning, making the workplace the primary source of education for the programme. Through activities and projects undertaken in the workplace, apprentices will receive support from university tutors, workplace mentors, and peers, allowing them to develop specialist knowledge, skills, and behaviours necessary to succeed as highly skilled Digital Design professionals. The apprenticeship meets the requirements of the nationally approved Degree Apprenticeship Standard¹.

This work-integrated learning approach will include:

- Work based learning
- Specialist workshops and masterclasses
- Peer and/or tutor-led workshops
- Structured, supported online learning
- Workplace mentoring

Successful completion of this Degree Apprenticeship will include:

- A Middlesex University BA (Hons) Digital Design degree
- An Apprenticeship Certificate demonstrating that the national Apprenticeship Standard for full occupational competence as a Creative Digital Design Professional has been met

Course Schedule

This work integrated programme is delivered over 40 weeks per year for 3 calendar years. As this is an integrated degree apprenticeship, end point assessment is conducted through the final negotiated Creative Digital Design project module. Apprentices typically attend three-hour, weekly online classes.

Year 1 - 120 credits			
Professional Development Portfolio 1 15 credits			
Learning & Studying at Work 15 credits	Digital Design Principles and Content Production 30 credits	Conceptualisation and Strategic Thinking 30 credits	Creative Project Management 30 credits
Year 2 - 120 credits			
Professional Development Portfolio 2 15 credits			
Pitching and Iterating 15 credits	Audience, Strategy and Business Metrics 30 credits	Campaign Planning: Design and Delivery 30 credits	Brand Management 30 credits
Year 3 - 120 credits			
Professional Development Portfolio 3 20 credits			
Data Stories 40 credits	Project Management and Innovation 40 credits	Final Negotiated Creative Digital Design Project (End Point Assessment) 20 credits	

"I feel so lucky to be on this course! From the start I was pumped and ready to learn and the journey has been such an eye opener. I can't begin to describe the amount of information and insight that has been shared. You will find these little gems you can use to elevate yourself and your way of thinking. This course has taught me so much already, presenting areas of the industry I would have never thought of exploring."

ALICE HIMFEN
Year 1, BA Digital Design apprenticeship

01. www.instituteforapprenticeships.org/apprenticeship-standards/creative-digital-design-professional-integrated-degree-v1-0

FEES

There is no cost to do a higher or degree apprenticeship for the apprentice/student. They will earn at least the minimum wage for apprentices but many companies pay more than this, particularly for higher and degree apprenticeships. They could potentially earn upwards of £300* per week plus the employer and the government is required to pay the tuition fees, meaning the apprentice won't need a tuition fee loan.

*Information and statistics from GOV.UK.

LEARN MORE

To learn more about Degree Apprenticeships at Middlesex University, please contact:

The Centre for Apprenticeships and Skills Team

Tel: 020 8411 4048

Email: apprenticeship@mdx.ac.uk

For further information please visit:

www.mdx.ac.uk/business

www.mdx.ac.uk/degree-apprenticeships

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