Apprenticeship in Digital Content Development

Overview

The Apprenticeship in Digital Content Development is comprised of qualifications and learning that will provide Apprentices with the skills and knowledge required to become competent in their chosen job role. The Apprenticeship includes a balance of content in technical, business and interpersonal areas designed to ensure Apprentices have an appropriate set of skills to operate in today's digital content job roles.

Digital content professionals need technical skills in design, coding and multimedia editing, as well as using a mix of technology tools and platforms for reviewing and enhancing website performance and effectiveness using digital analytics. They also need an understanding of web architectures, UX, hosting and security. They work closely alongside both IT and Marketing professionals.

The Apprenticeship programme is designed both for new entrants and to provide progression and re-skilling routes for existing IT and Marketing professionals. Apprentices can work in areas such as:

- o Digital content creation and editing
- o Social Media
- o Search engine optimisation
- o Web analytics
- o General web design and development

The Apprenticeship in Digital Content Development is delivered over a period of 18 months.

The Apprenticeship in Digital Content Development contains the following components:
- o Level 3 Diploma in Digital Content Development
- o Essential Skills Wales in Application of Number Level 2
- o Essential Skills Wales in Communication Level 2
- o Essential Skills Wales in Digital Literacy Level 2

Level 3 Diploma in Digital Content Management
Learners will must achieve 72 credits via completing the units as follows:

Mandatory Group A

Title	Level	Credit Value
Audio Software	3	4
Video Software	3	4
Design and Develop a Digital Content Solution	3	12
Create Digital Content	3	10
Improve Effectiveness of Digital Content Delivery	3	10
Data-Driven Applications	3	12
IT and Telecom System Security 2	3	8

Group B

Title	Level	Credit Value
Creating an Event Driven Computer Program	3	12
Creating an Object Oriented Computer Program	3	12
Creating a Procedural Computer Program	3	12
Analyse Structured Data	3	6

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