Middlesex
University
London

BA Digital Design Degree Apprenticeship
Programme Specification

1. Programme title	BA (Honours) Digital Design
2. Awarding institution	Middlesex University
3a. Teaching institution	Middlesex University
3b. Language of study	English
4a. Valid intake dates	September
4b. Mode of study	Full time work-based learning and blended study
5. Details of accreditation by professional/statutory/regulatory	Full time work-based learning and blended study
6. Apprenticeship standard	Level 6 Creative Digital Design Professional
7. Final qualification(s) available	BA (Honours) Digital Design
8. Year effective from	2024/25

9. Criteria for admission to the programme

- Employment in a relevant Creative Digital Design Professional role and sponsored by an employer

- Evidence of the ability to successfully engage with reflective work-based learning based on pre-entry assessment

- Individual employers will be consulted/agree the selection criteria for candidates with the university. Most candidates will have English, Maths at Level 2. Relevant or prior experiential learning (RPL) may also be considered as an alternative.

- Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL

- Evidence of the ability to successfully engage with reflective work-based learning based on pre-entry assessment

10. Aims of the programme

The programme aims to:

- Meet the Creative Digital Design workforce development needs of employers.

- Provide an integrated degree apprenticeship to enable apprentices/students to develop full professional competence with respect to the knowledge, skills, professional behaviours and values specified in the nationally approved Creative Digital Design Professional Degree Apprenticeship Standard.

- To provide an opportunity for Digital Design apprentices/students to gain direct industry experience and produce a portfolio of industry-related creative work.

- To contribute to the professionalisation of the Creative Digital Design sector and to enhance standards of Creative Digital Design practice.

- Demonstrate a critical understanding of working in the creative economy that is informed by theories and debates concerning equity, diversity, inclusivity and sustainability.

11. Programme outcomes*

The programme learning outcomes correspond to the required knowledge, skills and behaviours (KSBs) as specified in the nationally approved Creative Digital Design Professional Degree Apprenticeship Standard at level 6.

A. Knowledge

On completion of this programme the successful student will have knowledge and understanding of:

K1: The broad range of creative processes involved in creative design, and the importance of being aware of all the principal design disciplines including the different perspectives, approaches or schools of thought and theories that underpin them.

K2: The broad range of industry standard creative digital design tools and methods, their strengths and weaknesses and how to apply them.

K3: How to produce and maintain a portfolio of creative digital work.

K4: The audio, visual and verbal conventions through which sounds, images and words take meaning when creating design concepts for online and non-screen-based services and installations.

K5: Contemporary audio, video and film technologies, including motion graphics and voice control systems and how to apply them as part of the digital media authoring process.

K6: How to present compelling pitches and presentations of creative digital design proposals.

K7: How to interpret and work to a design brief to deliver creative digital design solutions.

K8: How to critically analyse, interpret and evaluate complex information and concepts for creative digital design to deliver compelling creative digital designs that achieve a determined business outcome.

K9: The fundamental concepts of digital design/user interface design using front end frameworks and contemporary digital technologies for different digital media platforms.

K10: How to design responsive user centred solutions, including the technical opportunities and restrictions afforded by different platforms, the impact of design on performance and interaction design across a range of media platforms.

K11: The fundamentals of user experience and user research, including user personas: needs, wants, pains, prior experiences, user-centric design, customer journeys, calls to action,

information architecture and navigation, site flow and information foraging: using wireframes to prototype user journeys.

K12: The fundamentals of different digital platform applications including the principles of mobile first design; including when it is, and isn't, relevant, and for multiple responsive breakpoints.

K13: The legal, ethical, regulatory, accessibility and governance frameworks which affect the development of creative design artefacts and applications and how to apply them.

K14: Contemporary methodologies such as agile and open innovation and how to apply them.

K15: The definition and fundamentals of branding; brand strength and positivity, the attributes of effective brands (excellent, different, compelling, authentic), being aware of brand meanings and values, effective brand positioning, visual tone, messaging, editorial voice and brand articulation.

K16: How to keep up to date with emerging platforms, environments and technologies.

K17: How to work with data and apply the creative digital approaches to represent complex data.

K18: The key features of the main UK laws, including Data Protection Act and General Data Protection Regulation (GDPR) and the opportunities and constraints offered by data and what is feasible / needed for the current project / task.

K19: How to undertake real world 3D digital capture and process 3D data.

K20: The principles, controls and workflow inherent in building, texturing, animating and rendering 3D models, including XYZ Space, scaling and transforms, and the range of uses in the real world (e.g. Architecture, Construction, Games, Immersive, Automotive, Aerospace, Medical, Space etc.).

K21: The fundamentals, origins, application and potential of contemporary immersive technologies, such as AR (Augmented Reality), VR (Virtual Reality and XR (Mixed Reality), including psychology aspects of 3D environments, and the uses in the real world (including Internet of Things, Architecture, Construction, Games, Retail, Automotive, Aerospace, Medical etc.).

Teaching/learning methods

Apprentices/students gain knowledge and understanding through a blended learning and teaching approach in the context of off-the-job training, including:

- Induction and review of progress workshops
- Computer based individual and group exercises
- Peer learning sets
- Structured diagnostic exercises and activities supported by briefing notes
- Completion of learning journal
- One-to-one coaching
- Work-based learning
- Formative feedback on work from tutors through blended approaches including: face to face, via email, webcam, MyLearning discussion boards and workshops
- Student-led interaction via online discussion forums including MyLearning

- Self-directed learning facilitated by programme and module handbooks, MyLearning and other learning materials
- Assessment methods

Students' knowledge and understanding is assessed by:

The programme adopts a learner-centric approach, which means that specific methods and tasks will be discussed and agreed with the students and with prospective employers to meet individual professional development and/or organisational development needs.

Assessment methods

Apprentices'/students' cognitive and practical skills are assessed by:

- Professional Development Portfolio of Creative Digital Work.
- Delivery of Creative Digital Designs in variety of media formats and platforms
- Online 360 Feedback
- Work-based projects
- Demonstration and Application of Contemporary Methodologies
- Communication of design concepts and solutions
- Professional Development Plan
- Customer/Stakeholder Research
- Pitches of Creative Digital Design proposals
- Presentations of Creative Digital Design proposals
- Creative Design Sales Pitches to Clients
- Panel Interview
- Creative Digital Design Project proposal

B. Skills

On completion of this programme the successful student will be able to:

S1: Apply creative design processes to all creative digital development projects, including online services and installations and non-screen-based media, producing designs compelling to customers/users and to leverage the multitude of digital touch points including, but limited to; mobile, tablet, laptop, desktop, wearable, consoles and cars.

S2: Create designs using industry standard methods; Typography, Digital Art, Video and Special Effects, Rendering, Animation, 3D Graphics and Digital Photography.

S3: Create eye-catching creative design concepts and prototypes for presentation to clients using industry standard tools and advanced methods to address design problems set by clients.

S4: Create 'production' ready digital media assets including, but not limited to designs, style guides, animations, videos, story boards, images, audio to achieve a determined business outcome.

S5: Select, refine, adapt and apply industry standard contemporary creative digital design technologies, and working with data to develop creative design solutions. Apply and leverage data e.g., personalisation, behavioural, location, weather, in design concepts and solutions.

S6: Communicate design concepts and solutions to team members, designers, brand managers, product leads, marketing directors, commercial and sales in a strong and compelling manner, evaluating the outputs and methods used and their implications.

S7: Use design concept digital art to deliver creative design sales pitches to clients.

S8: Brief and work with third parties such as photographers, model makers, agencies and data professionals.

S9: Produce and maintain a portfolio of creative digital work.

S10: Keep abreast of industry developments, creative trends and innovations, knowing what's emerging, and when and when to act to make cost effective use of new and emerging tools and technologies.

S11: Input into market/user research and UX briefs and work with their outputs.

S12: Collaborate between team members, clients and working with a range of stakeholders including market researchers, user experience professionals, user researchers, developers, photographers, model makers, brand managers, product leads, marketing directors, commercial, sales and communication specialists.

S13: Review and build accessibility requirements into all interactive creative digital media solutions.

S14: Work effectively both individually and collaboratively as part of a multidisciplinary team, with methodologies such as agile, building and maintaining positive relationships with team members, clients and other stakeholders.

S15: Lead and manage end to end creative digital design projects in line with governance policies, meeting deadlines and managing client expectations for different environments, including agile.

S16: Deliver well-designed, high quality creative digital solutions including prototyping skills within organisational brand guidelines.

S17: Design interactive artefacts using industry standard immersive technology techniques.

S18: Be able to plan and undertake own development and life-long learning to keep abreast of emerging technologies and techniques to review how these are best.

Teaching/learning methods

Apprentices/students learn cognitive and practical skills through a blended learning and teaching approach including:

- Induction and review of progress workshops
- Computer based individual and group exercises
- Peer learning sets
- Structured diagnostic exercises and activities supported by briefing notes
- Completion of learning journal

- One-to-one coaching
- Work-based learning
- Formative feedback on work from tutors through blended approaches including: face to face, via email, webcam, MyLearning discussion boards and workshops
- Student-led interaction via online discussion forums including MyLearning
- Self-directed learning facilitated by programme and module handbooks, MyLearning and other learning materials

The programme adopts a learner-centric approach, which means that specific methods and tasks will be discussed and agreed with the students and with prospective employers to meet individual professional development and/or organisational development needs.

Assessment methods

Apprentices'/students' cognitive and practical skills are assessed by:

- Professional Development Portfolio of Creative Digital Work.
- Delivery of Creative Digital Designs in variety of media formats and platforms
- Online 360 Feedback
- Work-based projects
- Demonstration and Application of Contemporary Methodologies
- Communication of design concepts and solutions
- Professional Development Plan
- Customer/Stakeholder Research
- Pitches of Creative Digital Design proposals
- Presentations of Creative Digital Design proposals
- Creative Design Sales Pitches to Clients
- Panel Interview
- Creative Digital Design Project proposal

C. Behaviour

B1: A passion for creating content for creative and digital media.

B2: A strong work ethic and commitment to meet the standards required.

B3: Support for others in developing an appropriate balance of leadership and technical skills.

B4: Recognition and compliance with equality and diversity in the workplace.

B5: Demonstrates resilience, accountability and flexibility especially when managing difficult situations.

Teaching/learning methods

Apprentices/students learn professional behaviours and values through a blended learning and teaching approach including:

- Induction and review of progress workshops

- Computer based individual and group exercises

- Peer learning sets

- Structured diagnostic exercises and activities supported by briefing notes

- Completion of learning journal

- One-to-one coaching

- Work-based learning

- Formative feedback on work from tutors through blended approaches including: face to face, via email, webcam, MyLearning discussion boards and workshops

- Student-led interaction via online discussion forums including MyLearning

- Self-directed learning facilitated by programme and module handbooks, MyLearning and other learning materials

The programme adopts a learner-centric approach, which means that specific methods and tasks will be discussed and agreed with the students and also with prospective employers to meet individual professional development and/or organisational development needs.

Assessment methods

Apprentices'/students' cognitive and practical skills are assessed by:

- Professional Development Portfolio of Creative Digital Work.
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12. Programme structure (levels, modules, credits and progression requirements)

Level 4: Year 1 – 120 credits

-    Professional Development Portfolio 1 – 20 credits

-    Learning and Studying at Work – 20 credits

-    Creative Design Fundamentals (4 x 20 credits):

- Creative Digital Design Principles – 20 credits
- Content Production – 20 credits (duty 1)
- Conceptualisation and Strategic Thinking – 20 credits (duty 2)
- Creative Project Management – 20 credits (duty 3)

Level 5: Year 2 – 120 credits

- Professional Development Portfolio 2 – 20 credits
- Pitching and Iterating – 20 credits (duty 4)
- Brief and Audience – 20 credits (duty 6)
- Strategy and business metrics – 20 credits (duty 5)
- Campaign Planning: Design and Delivery – 20 credits (duty 7)
- Brand Management – 20 credits (duty 8)

Level 6: Year 3 – 120 credits

- Professional Development Portfolio 3 – 20 credits
- Data Stories – 40 credits (duty 9)
- Project Management and Innovation – 40 credits (duty 10)
- Final Negotiated Creative Digital Design Project (End Point Assessment) – 20 credits

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12.2 Levels and modules

Level 4

COMPULSORY

Students must take all of the following:

- Professional Development Portfolio 1
- Learning & Studying at Work
- Creative Design Fundamentals – x4

  1. Creative Digital Design Principles
  2. Content Production
  3. Conceptualisation and Strategic Thinking
  4. Creative Project Management

OPTIONAL

N/A

PROGRESSION REQUIREMENTS

Successful completion of all level 4 modules (provision for exit awards)

Level 5

COMPULSORY

Students must take all of the following:

- Professional Development Portfolio 2
- Pitching and Iterating
- Brief and Audience
- Strategy and business metrics
- Campaign Planning: Design and Delivery
- Brand Management

OPTIONAL

N/A

PROGRESSION REQUIREMENTS

Successful completion of all level 5 modules (provision for exit awards)

Level 6

COMPULSORY

Students must take all of the following:

- Professional Development Portfolio 3
- Data Stories
- Project Management and Innovation
- Final Negotiated Creative Digital Design Project (End Point Assessment)

OPTIONAL

N/A

PROGRESSION REQUIREMENTS

Successful completion of all level 6 modules.

12.3 Non-compensatable modules	
Module level	**Module code**
4,5,6	All modules are non-compensatable

13. Information about assessment regulations
Middlesex University assessment regulations: All modules will be assessed in accordance with standard Middlesex University procedures and regulations see http://www.mdx.ac.uk/about-us/policies/university-regulations. All assessment for all modules will be based on coursework alone and will be graded accordingly. The grades

for these modules will determine the bachelor's degree classification (1st Class Honours, Second Class Honours Upper, Second Class Honours Lower- or Third-Class Honours).

Digital Design Degree Apprenticeship Assessment Plan
This programme complies with the nationally approved integrated Degree Apprenticeship Assessment Plan, which can be found at:
https://www.instituteforapprenticeships.org/media/4726/st0625_creative-digital-design-professional_assessment-plan-for-publication_-l6_amended-st0-number.pdf

As an integrated Degree Apprenticeship there is no requirement for a separate End-point Assessment (EPA) to complete the apprenticeship. The requirements for EPA are built into the final stage modules of the bachelor's degree programme.

The end-point assessment is specifically designed to test the professional competence of the apprentice to undertake the Digital Creative Design Professional job role. The gateway requirement to being able to take the integrated EPA is:

- Completion of all the programme modules

- Successful completion of the module assessments

- Completion of the Learning Journal with 'sign-off' from the Workplace Coach

- Achievement of English and Mathematics at level 2 if not achieved prior to the apprenticeship.

The integrated EPA will comprise of the following two components:

1. A Final Work Based Project

2. A Panel Interview

The combination of the final work-based project and the panel interview will fully test that the apprentice meets all requirements of the standard.

14. Placement opportunities, requirements and support

Not applicable. As a work-based learning Degree Apprenticeship programme, the apprentices/students will be engaged in work and workplace throughout the programme.

15. Future careers / progression

The programme is specifically designed to prepare apprentices to be fully competent to undertake the role of Creative Digital Design Professional on completion of both the bachelor's degree qualification and the apprenticeship.

16. Particular support for learning (if applicable)

Support for learning for individuals undertaking this joint programme will include the following:

From Middlesex University

- Programme and module induction

- Support from Programme and Module Leaders/Tutors

- Programme and Module Handbooks

- Support through the University's UniHub, MyLearning and other on-line learning technologies

- e-Assessment resources such as Turnitin

- Middlesex University Libraries: http://www.mdx.ac.uk/life-at-middlesex/facilities/libraries

- Middlesex University Academic and Learning Support Services: http://www.mdx.ac.uk/life-at-middlesex/support-services/academic-support

- Middlesex University Disability and dyslexia service: http://www.mdx.ac.uk/life-at-middlesex/support-services/disability-support

From the Workplace

As a Degree Apprenticeship and work-based programme of study, learning will also be supported in the workplace by identified Workplace Coach to:

- Review progress and other professional learning or skill needs and record in the online Learning Journal

- Provide constructive feedback, with suggestions on how to make improvements in professional learning

- Support the identification of work-based projects and activities that can contribute to achieving programme and apprenticeship outcomes.

17. HECoS code (or other relevant coding system)	101361 Creative arts and Design
18. Relevant QAA subject benchmark group(s)	• QAA – Higher Education in Apprenticeships Characteristics Statement (August 2019) • QAA – Subject Benchmark Statement: Art and Design (August 2020)

19. Reference points
• Education and Skills Funding Agency (ESFA) – Apprenticeship Funding Rules (main providers) (July 2021)   • Home Office – Prevent Duty Guidance for Higher Education Institutions in England and Wales (April 2021)   • Institute for Apprenticeships and Technical Education (IfATE) – Creative Digital Design Professional apprenticeship standard / assessment plan (February 2020)   • Middlesex University – Academic Policy Statement APS11 (July 2020)   • Middlesex University – Learning Quality and Enhancement Handbook (LQEH) (2021)   • Middlesex University – Regulations (2020/2021)   • Ofsted – Education Inspection Framework (EIF) (April 2021)   • QAA – UK Quality Code for Higher Education (May 2018)   • SEEC – Credit Level Descriptors for Higher Education (2016)

20. Other information
The Middlesex University regulations for appeals and complaints apply to this programme and the award of the BA (Hons) degree qualifications: see http://www.mdx.ac.uk/about-us/policies/university-regulations

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for *BA (Hons) Digital Design*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

A. Knowledge

K1 - The broad range of creative processes involved in creative design, and the importance of being aware of all the principal design disciplines including the different perspectives, approaches or schools of thought and theories that underpin them.

K2 - The broad range of industry standard creative digital design tools and methods, their strengths and weaknesses and how to apply them.

K3 - How to produce and maintain a portfolio of creative digital work.

K4 - The audio, visual and verbal conventions through which sounds, images and words take meaning when creating design concepts for online and non-screen-based services and installations.

K5 - Contemporary audio, video and film technologies, including motion graphics and voice control systems and how to apply them as part of the digital media authoring process.

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K12 - The fundamentals of different digital platform applications including the principles of mobile first design; including when it is, and isn't, relevant, and for multiple responsive breakpoints

K13 - The legal, ethical, regulatory, accessibility and governance frameworks which affect the development of creative design artefacts and applications and how to apply them.

K14 - Contemporary methodologies such as agile and open innovation and how to apply them.

K15 - The definition and fundamentals of branding; brand strength and positivity, the attributes of effective brands (excellent, different, compelling, authentic), being aware of brand meanings and values, effective brand positioning, visual tone, messaging, editorial voice and brand articulation.

K16 - How to keep up to date with emerging platforms, environments and technologies.

K17 - How to work with data and apply the creative digital approaches to represent complex data.

K18 - The key features of the main UK laws, including Data Protection Act and General Data Protection Regulation (GDPR) and the opportunities and constraints offered by data and what is feasible / needed for the current project / task.

K19 - How to undertake real world 3D digital capture and process 3D data.

K20 - The principles, controls and workflow inherent in building, texturing, animating and rendering 3D models, including XYZ Space, scaling and transforms, and the range of uses in the real world (e.g. Architecture, Construction, Games, Immersive, Automotive, Aerospace, Medical, Space etc.).

K21 - The fundamentals, origins, application and potential of contemporary immersive technologies, such as AR (Augmented Reality), VR (Virtual Reality and XR (Mixed Reality), including psychology aspects of 3D environments, and the uses in the real world (including Internet of Things, Architecture, Construction, Games, Retail, Automotive, Aerospace, Medical etc.).

B. Skills

S1 - Apply creative design processes to all creative digital development projects, including online services and installations and non-screen-based media, producing designs compelling to customers / users and to leverage the multitude of digital touch points including, but limited to; mobile, tablet, laptop, desktop, wearable, consoles and cars.

S2 - Create designs using industry standard methods; Typography, Digital Art, Video and Special Effects, Rendering, Animation, 3D Graphics and Digital Photography.

S3 - Create eye-catching creative design concepts and prototypes for presentation to clients using industry standard tools and advanced methods to address design problems set by clients.

S4 - Create 'production' ready digital media assets including, but not limited to designs, style guides, animations, videos, story boards, images, audio to achieve a determined business outcome.

S5 - Select, refine, adapt and apply industry standard contemporary creative digital design technologies, and working with data to develop creative design solutions. Apply and leverage data e.g. personalisation, behavioural, location, weather, in design concepts and solutions.

S6 - Communicate design concepts and solutions to team members, designers, brand managers, product leads, marketing directors, commercial and sales in a strong and compelling manner, evaluating the outputs and methods used and their implications.

S7 - Use design concept digital art to deliver creative design sales pitches to clients.

S8 - Brief and work with third parties such as photographers, model makers, agencies and data professionals.

S9 - Produce and maintain a portfolio of creative digital work.

S10 - Keep abreast of industry developments, creative trends and innovations, knowing what's emerging, and when and when to act to make cost effective use of new and emerging tools and technologies.

S11 - Input into market/user research and UX briefs and work with their outputs.

S12 - Collaborate between team members, clients and working with a range of stakeholders including market researchers, user experience professionals, user researchers, developers, photographers, model makers, brand managers, product leads, marketing directors, commercial, sales and communication specialists.

S13 - Review and build accessibility requirements into all interactive creative digital media solutions.

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S15 - Lead and manage end to end creative digital design projects in line with governance policies, meeting deadlines and managing client expectations for different environments, including agile.

S16 - Deliver well-designed, high quality creative digital solutions including prototyping skills within organisational brand guidelines.

S17 - Design interactive artefacts using industry standard immersive technology techniques.

S18 - Be able to plan and undertake own development and life-long learning to keep abreast of emerging technologies and techniques to review how these are best.

C. Behaviours

B1 - A passion for creating content for creative and digital media.

B2 - A strong work ethic and commitment to meet the standards required.

B3 - Support for others in developing an appropriate balance of leadership and technical skills.

B4 - Recognition and compliance with equality and diversity in the workplace.

B5 - Demonstrates resilience, accountability and flexibility especially when managing difficult situations.

Programme outcomes																				
K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15	K16	K17	K18	K19	K20	K21
Highest level achieved by all graduates																				
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Programme outcomes																						
S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	B1	B2	B3	B4	B5
Highest level achieved by all graduates																						
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Knowledge

Module Title	Module Code by Level	K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	K11	K12	K13	K14	K15	K16	K17	K18	K19	K20	K21
Professional Development Portfolio 1	CDP1001	X		X																		
Learning & Studying at Work	CDP1002	X		X																		
Creative Digital Design Principles	CDP1003	X	X	X																		
Content Production	CDP1004	X	X	X																		
Conceptualisation and Strategic Thinking	CDP1005				X	X																
Creative Project Management	CDP1006						X	X														
Professional Development Portfolio 2	CDP2001	X		X																		
Pitching and Iterating	CDP2002							X														
Brief and Audience	CDP2003											X	X	X								
Strategy and Business Metrics	CDP2004								X	X	X											
Campaign Planning: Design and Delivery	CDP2005														X							
Brand Management	CDP2006															X	X	X				
Professional Development Portfolio 3	CDP3001	X		X																		
Data Stories	CDP3002														X				X	X		
Project Management and Innovation	CDP3003																			X	X	X
Final Negotiated Creative Digital Design Project (End Point Assessment)	CDP3004	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Skills and Behaviours

Module Title	Module Code by Level	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	B1	B2	B3	B4	B5
Professional Development Portfolio 1	CDP1001	X								X										X				
Learning & Studying at Work	CDP1002	X								X										X				
Creative Digital Design Principles	CDP1003	X	X																	X				
Content Production	CDP1004	X	X																	X				
Conceptualisation and Strategic Thinking	CDP1005			X	X															X				
Creative Project Management	CDP1006					X	X	X											X	X				X
Professional Development Portfolio 2	CDP2001	X								X										X				
Pitching and Iterating	CDP2002							X												X	X			X
Brief and Audience	CDP2003											X	X	X				X				X	X	
Strategy and business metrics	CDP2004								X	X	X									X	X			
Campaign Planning:	CDP2005							X					X		X	X				X	X	X	X	X

Module	Code	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Design and Delivery																								
Brand Management	CDP2006							X								X	X					X		X
Professional Development Portfolio 3	CDP3001	X							X										X					
Data Stories	CDP3002					X												X			X			X
Project Management and Innovation	CDP3003									X							X	X	X	X		X		
Final Negotiated Creative Digital Design Project (End Point Assessment)	CDP3004	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X