

Junior Advertising Creative

level 3



Creativity is the lifeblood of the advertising industry. In increasingly competitive global markets, it is the brands with creative, original, engaging advertising that really stand out from the crowd.

This practical work-based programme will help learners develop fresh thinking, brilliant storytelling capabilities and a resilient and open-minded approach by putting creativity, imagination and playfulness at its core. Learners will gain a solid foundational knowledge of the industry including key trends, audience behaviours, emerging platforms, regulations and advertising ethics. This programme also develops the interpersonal skills needed to thrive in the industry, including confident communication and collaboration techniques.

Contents

- ▶ **Creativity – idea generation, problem-solving, development, execution and evaluation**
- ▶ **Understanding the brief**
- ▶ **Confident communication skills, including pitch and presentation skills**
- ▶ **Multimedia storytelling**
- ▶ **Effective Collaborations – with creative production/post-production teams, clients and colleagues**
- ▶ **Industry awareness – including trends, audience behaviours, emerging platforms, regulations and advertising ethics**
- ▶ **Personal effectiveness – including time management, resilience, working under pressure, challenging others and responding to feedback**

Learning Journey

This training programme is based on the [Junior Advertising Creative Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a project with presentation and questions, and a portfolio-based discussion.

On completion of the programme, learners will gain the Level 3 Junior Advertising Creative Apprenticeship Certificate.

Typical training period of

12 months

followed by an End Point
Assessment period of up to

3 months