

JUNIOR ADVERTISING CREATIVE

LEVEL 3

APPRENTICESHIP STANDARD

This training programme is based on the Junior Advertising Creative Apprenticeship Standard, so it's important that you familiarise yourself with it and the knowledge, skills and behaviours that it covers. You can find a copy of the standard [here](#).

HOW LONG DOES IT TAKE?

Typical training period of

12 months

followed by an End Point Assessment period of up to

3 months

SUMMARY

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.

WHAT DOES THE CONTENT LOOK LIKE?

- ▶ 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

WHAT DOES IT INVOLVE?

To provide an immersive and varied experience, the learning journey is made up of various teaching and learning methods including:

- ▶ Practical and interactive workshops
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ Other methods such as flipped workshops, webinars and peer to peer learning, if and when relevant.

ASSESSMENT & QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

The End Point Assessment for this programme consists of two components:

- ▶ Project, including slide deck, presentation and questions
- ▶ Professional discussion, underpinned by a portfolio of evidence

Upon successful completion of this programme, delegates will have created a portfolio of work and achieved the Level 3 Junior Advertising Creative Apprenticeship Certificate.

