

# JUNIOR ADVERTISING CREATIVE

## LEVEL 3

### APPRENTICESHIP STANDARD

#### HOW LONG DOES IT TAKE?

The expected duration of the programme is

**12-18 months**

followed by End Point Assessment Period

#### WHO WILL THIS PROGRAMME BENEFIT?

Anyone responsible for idea generation and the development and production of inspiring and effective advertising campaigns for clients. This role applies across a range of sectors where there is a creative need for advertising, including advertising agencies, creative departments, and broadcasters. Junior Advertising Creatives can also work in television, radio, newspapers, cinema, social media or other platforms.

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.

#### WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Creativity – idea generation, development, execution and evaluation
- ▶ Understanding the brief
- ▶ Confident communication, including pitch and presentation skills
- ▶ Multimedia storytelling
- ▶ Effective Collaborations – with creative production/post-production teams, clients & colleagues
- ▶ Creative problem solving
- ▶ 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?

Your learning experience is made up of a combination of learning methods to give you an immersive and varied experience and sources to draw from, including:

- ▶ Monthly practical and interactive workshops (typically face to face but can also be delivered remotely)
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Peer to peer learning
- ▶ Progress reviews and mentoring calls/ meetings with development coach
- ▶ Some elements of the programme may also include other methods such as flipped workshops, webinars, e-learning, shadowing, job swaps or exchanges and additional mentoring, if and when relevant.

#### ASSESSMENT AND 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

On successful completion of this programme, learners will have achieved the Level 3 Junior Advertising Creative Apprenticeship Certificate.

