

# Creative & Digital Media

Foundation Apprenticeship

Aberdeenshire  
COUNCIL



FOUNDATION  
APPRENTICESHIPS



Over the next year you will experience a work placement and learn about...

Understanding a Creative Brief

1

Creative Storytelling for Industries

2

Communicating via Digital Marketing

3



4

Effective Social Media Communication

5

Designing a Media Project

6

Working with Digital Companies

## A Student's View

A Foundation Apprenticeship lets employers know that you have skills and knowledge suitable for working in a creative & digital media workplace

Many of these skills are required in any job you will apply for.

To achieve your qualification you will complete

- A work placement
- Regular class based assessments
- A creative project
- **University & Higher equivalent qualification**