



Department  
for Work &  
Pensions



**WORK  
SKILLS**

## SKILLS FOR CREATIVE DIGITAL DESIGN

### COURSE SUMMARY:

There is a growing demand for creative people in this industry with good design skills. This course will introduce you to the many ways design is used in business and the range of jobs from graphic design to window display, to packaging design to creating websites. Develop your design skills using different media such as software to create, manipulate and edit your own work. You will learn how to present and promote your work and investigate suitable jobs in this sector.

### ENTRY REQUIREMENTS:

- Learners will have some experience and confidence in drawing and using IT, and a willingness to join in group discussion and activities



**AWARD:**  
Accredited by Realise  
Futures at Level 1

### WHAT WILL YOU DO ON THIS COURSE?

- ✓ **Develop your** own digital designs and creative skills
- ✓ **Identify the** different job roles within this sector
- ✓ **Undertake research** and comment on different examples of product design
- ✓ **Select a** product design, packaging or company identity and record your thoughts
- ✓ **Use software** to develop your own product design
- ✓ **Consider a** colour scheme, letter style and appropriate images
- ✓ **Investigate copyright** rules and costs
- ✓ **Use market** research to assess your work and know how to improve your design
- ✓ **Present your** final product to others for feedback
- ✓ **Identify promotional** opportunities such as social media

### PROGRESSION FROM THIS COURSE:

- UCS provides courses such as BA Graphic Design and BA Animation, Games Art & Design to meet the demands of the industry which learners could progress onto.
- Alternatively, explore volunteering/work experience within this sector.



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