

Digital Art and Media



Subject Area	Art & Design
Course Type	School Leavers
Study Level	Level 1
Delivery Mode	Full-time
Duration	1 Academic Year
Start Date	September 2025
Course Code	PA000785

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Course Summary

This course helps you learn the basics of art and design. It's great if you want to be an artist or work in a creative job one day. You will learn how to make art in different ways, like drawing, painting, taking photos, and using computers to design things. The course will help you become more creative and show your ideas through pictures. You'll also learn how to work safely with art tools and in a studio.

What You Will Learn

- **Art and Design Basics:** Learn how to make your own art and understand design rules.
- **Being Creative:** Use your imagination to make fun and interesting artwork.
- **Working with Different Tools:** Try out drawing, painting, digital art, and photography.
- **Showing Ideas with Pictures:** Learn how to tell stories or share messages using your art.
- **Staying Safe:** Understand how to use tools and materials safely while you work.

Modules

The course is divided into several modules, each focusing on different aspects of art and design:

Essential Unit: Developing a Personal Progression Plan: This unit helps you plan and develop your personal and professional goals in the creative industries.

Optional Units (choose one)

- **Creating an Art Image:** Learn various techniques to create compelling art images.
- **Creating a 3D Art Object:** Gain practical experience in creating three-dimensional art objects.
- **Presenting an Image Using a Camera:** Understand the basics of photography and how to present images effectively.
- **Designing a Product:** Learn the process of designing products from concept to creation.
- **Planning and Marketing an Exhibition:** Understand the logistics and marketing strategies involved in organising art exhibitions.
- **Creating a Mood Board:** Develop mood boards to visually communicate ideas and concepts.
- **Creating an Artefact Using Clay:** Gain hands-on experience in creating clay artefacts.
- **Creating Prints:** Learn various printmaking techniques and how to create prints.

Work Experience

You will complete 30 hours of relevant work experience. This includes working with the National Citizens Service (NCS) programme, which helps you develop key employment skills and behaviours needed for progression to work. This experience is valuable for gaining practical insights and improving your employability in the sports sector.

Progression

Completing the Level 1 Digital Art and Media course can open doors to various career opportunities in the creative industries. This course can be the starting point for a career in art and design, such as:

- **Graphic Designer:** Creating visual content for various media.
- **Illustrator:** Producing illustrations for books, magazines, and other publications.

- **Photographer:** Capturing images for various purposes, including commercial and artistic projects.
- **Other Creative Careers:** Opportunities in digital design, animation, and more.

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