SKILLS FOR LIFE
SKILLS BOOTCAMPS

ca creativealliance

FREE
INTENSIVE
COURSES

# SKILLS BOOTCAMPS

**Are you?**

- 19 years or older
- Based in the Midlands or London
- Looking to start or change your career
- Have the right to work in the UK
- Not in full-time education
- Have not completed another Skills Bootcamp in the last year

APPLY

Funded by
Department for Education

matrix™
quality standard for information advice and guidance services

Ofsted
Good Provider

# WHAT ARE SKILLS BOOTCAMPS?

Skills Bootcamps are free, flexible, intensive 8-week courses that give people the opportunity to up sector specific skills. **You also receive a fast-track to an interview with an employer.**

## ABOUT CREATIVE ALLIANCE

Hi! We are an organisation that specialises in Creative, Digital and Marketing training.
As an Ofsted GOOD provider, you will be in a high quality training environment, learning from industry professionals AND qualified educators.

## FREE TRAINING

Skills Bootcamps are provided at **NO COST** for learner who meet the eligibility criteria and are accepted by a Skills Bootcamps provider.

## ARE SKILLS BOOTCAMPS FOR YOU?

**The training is not an advanced course.**
It is a professional standard that will give you the fundamentals to start your career.

### ① REGISTER FOR INTEREST

*Go* to the Creative Alliance Skills Bootcamps webpage and go to the specific Bootcamp that you are interested in.

*Click* on APPLY NOW and fill the required information.

### ② FILL APPLICATION FORM

*Click* on NEXT, and you'll be directed to the application form.

You will receive a confirmation email for your registration and application submission once completed.

*Please: check your spam folder as well.*

### ③ SCREENING CALL

In due time, our recruitment team will get in touch with you and hold an eligibility interview over a phone call.

This is to ensure that you meet the criteria for the course as set by the Government.

### ④ SUCCESS CONFIRMATION

Finally, once the Skills Bootcamp team has reviewed all applications, you will be informed if your application was successful.

This is usually around one week before the start date for the course.

## SKILLS BOOTCAMPS IN

# DIGITAL DESIGN

### 12 MAR ⟶ 03 MAY

### APPLY

This comprehensive program brings together the best of both worlds: the principles of design and the cutting-edge tools and technologies of the digital realm!

Gain hands-on experience in: graphic design, user experience (UX) design, image manipulation, vectors, and much more.

### WHAT YOU LEARN

- Image manipulation and collage
- Illustration, vectors and logo design
- UX & UI
- Typography
- Video

### WHAT YOU WILL DO

1. Work on building your portfolio.
2. A tailored CV to get you ready for a role in digital or design.

### CERTIFICATE
Receive a certificate of accomplishment on completion of the Skills Bootcamp.

### DEDICATED TUTOR
Learn from an Industrial Professional AND qualified educator.

### JOB INTERVIEW
Guaranteed job interview during the course.

---

**WEEK 1**

Introduction to working in the creative industries.

Course Introduction: *Individual Learning Plan & Taster Activity*

Brand Awareness

CV Development

Research and Ideation

Roles in the Industry

**WEEK 2**

Presentation Skills - Team Culture

Principles of Visual Design & Employer Briefs

Graphic Design Essentials: Image

Graphic Design Essentials: Illustration

Interview Techniques / Where to Find Work

**WEEK 3**

Advanced Job Applications Techniques

Graphic Design Essentials: Practical

Graphic Design Essentials: Practical

Working on Portfolio

Meet the Employers

**WEEK 4**

Mid-Point Review: *Individual Reviews + Recruitment*

Video: Pre-Production & Planning

Video: Sourcing and Filming

Video: Pre-Editing Basics

Working on Portfolio

Portfolio Development

**WEEK 5**

Working in Teams

User Experience Design: Introduction

User Experience Design: Wireframing

User Interface Design Principles

Working on Portfolio

**WEEK 6**

Guided Portfolio Development

CV Reviews

**WEEK 7**

Portfolio Presentations

Portfolio Presentations

**WEEK 8**

Working in Teams

Next Steps & Progression: *Individual Action Plan Session*

Progress Review & Evaluations: *Exit Forms & Final KSB*

Placement & Interviews

This programme includes **AFTERCARE SESSIONS** to help with your CV, looking at your network, improving your job applications and building a portfolio.

# SKILLS BOOTCAMPS IN
# DIGITAL MARKETING

**12 MAR → 01 MAY**

**APPLY**

This course will help you understand how to build an effective digital marketing plan to ensure that your business can be seen by customers. With nearly all of the UK online, Digital Marketing has become a necessity for any kind of business.

## WHAT YOU LEARN
- How to develop brand awareness and online presence.
- Build skills to implement an effective social media strategy.
- Become familiar with Digital Marketing channels and trends.
- Understand the use of engaging content.

## WHAT YOU WILL DO
1. Plan and create a Digital Marketing strategy.
2. Learn how to pitch your plans and ideas.
3. Create a portfolio to support job applications.

### CERTIFICATE
Receive a certificate of accomplishment on completion of the Skills Bootcamp.

### DEDICATED TUTOR
Learn from an Industrial Professional AND qualified educator.

### JOB INTERVIEW
Guaranteed job interview during the course.

# SESSIONS

### WEEK 1
Introduction to working in the creative industries.
Course Introduction: *Individual Learning Plan & Taster Activity*
Marketing for Business
CV Development
Brand Awareness
Roles in the Industry
Presentation Skills - Team Culture

### WEEK 2
Marketing Plans & Employer Briefs
Understanding Brand Tone of Voice
Audience Analysis & Customer Personas
Interview Techniques / Where to Find Work

### WEEK 3
Advanced Job Applications Techniques
Content Type & Creator Tools - Part 1
Content Type & Creator Tools - Part 2
Social Media Campaign Generation
Meet the Employers
Working on Portfolio: *Create Canva Ad Mock-ups*

### WEEK 4
Mid-Point Review: *Individual Reviews + Recruitment*
Data Analytics
SEO & Keywords
Copywriting For SEO (Blogs)
Working on Portfolio: *Create a Blog*

### WEEK 5
Portfolio Development
Email Marketing Theory
Email Marketing Theory: Mailchimp
Evaluation of Success (KPIs)
Working on Portfolio: *eMail Marketing and Plan Finalisation*

### WEEK 6
Guided Portfolio Development
CV Reviews

### WEEK 7
Portfolio Presentations
Portfolio Presentations

### WEEK 8
Working in Teams
Next Steps & Progression: *Individual Action Plan Session*
Progress Review & Evaluations: *Exit Forms & Final KSB*
Placement & Interviews

This programme includes **AFTERCARE SESSIONS** to help with your CV, looking at your network, improving your job applications and building a portfolio.

# SKILLS BOOTCAMPS IN

# FILM PRODUCTION

## 29 APR → 18 JUN

**APPLY**

Passionate about making films and being part of one of the most exciting industries in the world.

With a blend of online and in-person training and learn the basic skills of making a film and the understand what it takes to put a professional shoot together.

## WHAT YOU LEARN

- How to use cameras and achieve professional framing of shots.
- How to operate sound equipment and capture different sounds.
- Editing with professional software.
- About the industry and how the sector operates.

## WHAT YOU WILL DO

1. Plan and develop ideas to create a film.
2. Practical sessions to shoot and edit your own film.
3. Create a portfolio to support job applications.

### CERTIFICATE
Receive a certificate of accomplishment on completion of the Skills Bootcamp.

### DEDICATED TUTOR
Learn from an Industrial Professional AND qualified educator.

### JOB INTERVIEW
Guaranteed job interview during the course.

## SESSIONS

**WEEK 1**

Introduction to working in the creative industries.

Course Introduction: *Individual Learning Plan & Taster Activity*

Production Workflow and Funding

CV Development

Job Roles

Understanding Audiences

**WEEK 2**

Presentation Skills - Team Culture

Employer Brief

Idea Generation Techniques

Branding

Interview Techniques / Where to Find Work

**WEEK 3**

Advanced Job Applications Techniques

Planning / Pre-production / Legal Considerations

Scriptwriting and Storyboards

Practical: Video Ideas Generation / Pre-production

Meet the Employers

Filming on Location

**WEEK 4**

Mid-Point Review: *Individual Reviews + Recruitment*

Camera Setups and Software

Microphones and Audio Recording

Practical: Video Shoot

Practical: Video Shoot

**WEEK 5**

Portfolio Development

Video Editing Basics

Video Editing Advanced - Graphics / Sound / Colour

Audience Impact and Data

Working on Video Edit and Exporting

**WEEK 6**

Guided Portfolio Development

CV Reviews

**WEEK 7**

Portfolio Presentations

Portfolio Presentations

**WEEK 8**

Working in Teams

Next Steps & Progression: *Individual Action Plan Session*

Progress Review & Evaluations: *Exit Forms & Final KSB*

Placement & Interviews

This programme includes **AFTERCARE SESSIONS** to help with your CV, looking at your network, improving your job applications and building a portfolio.

# SKILLS BOOTCAMPS IN

# VIDEO GAME DEVELOPMENT

## 08 APR ⟶ 23 AUG

**APPLY**

Get into a career in the video games industry! In this course you will work in a team to make a Video Game and learn applicable skills of design, programming, art, audio and project management.

In week 3, you will be split into teams and then dive into a specialism within Game Development.

## WHAT YOU LEARN

- How to develop a video game.
- About the roles in game production.
- The foundations of what makes a Video Game.
- Specialised instruction for: Design, Programming, Art and Production.

## WHAT YOU WILL DO

1. Develop a Video Game.
2. Build up your portfolio.
3. Present yourself in the industry in a professional manner.

### CERTIFICATE
Receive a certificate of accomplishment on completion of the Skills Bootcamp.

### DEDICATED TUTOR
Learn from an Industrial Professional AND qualified educator.

### JOB INTERVIEW
Guaranteed job interview during the course.

# SESSIONS

## WEEK 1
- Introduction to the Skills Bootcamp
- What's Game Development and Is It For You?
- Developer Roles and How They Work Together
- Development Phases and Process
- Business of Games: *Models, roles, relationships & responsibilities*
- What Happens to a Game When it's Finished?

## WEEK 2
- History of Games
- Where Do Ideas Come From?
- How Long Does an Idea Become a Game Idea?
- Games Production: *The Development Cycle*
- Business & Marketing Plan: *Define USPs, use to inform design pillars*

## WEEK 3 CHOICE 1: DESIGN
- Concept Documents & Mood Boards: *What, Why and how*
- Game Bibles
- Lore and Setting: *Crafting believable worlds*
- Typical Sections in a Design Document
- Fleshing Out an Idea Into a Workable Design
- Making Everything Fit Together

## WEEK 3 CHOICE 2: PROGRAMMING
- Working with Artists and Designers
- Coding Standards, Writing Clean Code
- The Architecture of a Typical Game
- Designing and Building Useable Systems
- User Experience: *Refining Code to Make Better Games*
- Debugging Tactics & Working with Bug Databases

## WEEK 3 CHOICE 3: ART
- Building a Mood Board
- Concept Art: *Design the Look & Feel of a Game*
- From Concept to Asset: *Model Construction and Stylisation*
- The Needs of a Game: *polycounts, scale, material size and complexity*
- Environmental Art and World Building
- Characters, Creatures and Animation

## WEEK 4
- Building a Team
- Deciding Scope
- Creating Milestones & Building a Schedule
- How to Meet Milestones and Finish your Game
- Project Concept Introduction: *outline, assets and design template*
- Guided Project Planning

This programme includes **AFTERCARE SESSIONS** to help with your CV, looking at your network, improving your job applications and building a portfolio.

## WEEKS 5-16
Video Game Development: Making your game

4

# AFTERCARE SESSIONS

"Every course has a 5-week aftercare programme that has been designed to give you the best opportunity to find a role in this sector."

We are currently defining these sessions but here is a peek at the value we are aiming to provide you as part of the courses!

**WEEK 1**

Job Market Orientation & Goal Setting

Introduction to Effective Job Applications

**WEEK 2**

Building a Professional LinkedIn Profile

Portfolio Development

**WEEK 3**

Advanced Job Applications Techniques

**WEEK 4**

Effective Networking Strategies

**WEEK 5**

Interview Skills Workshop

# SKILLS

## 2024-2025

## FOR LIFE

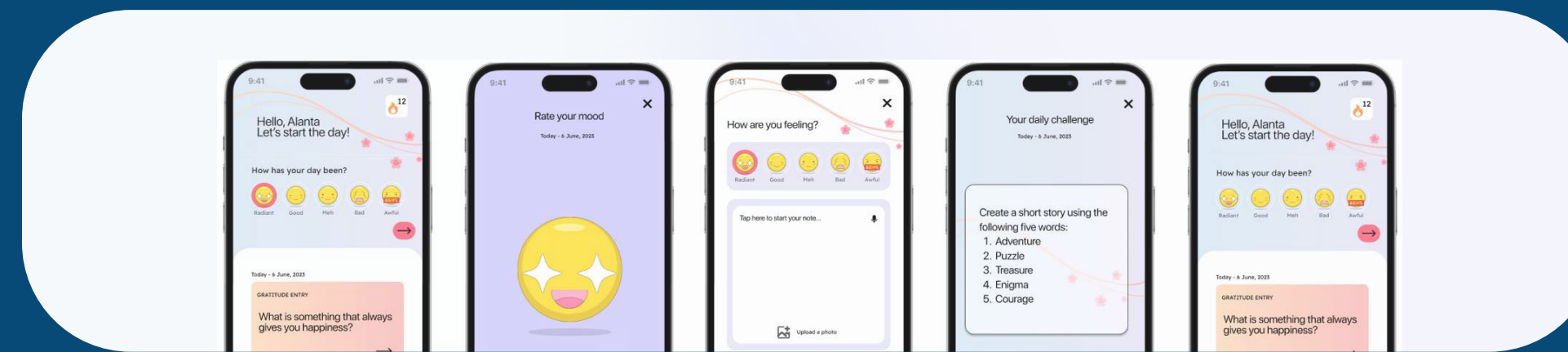work created by Skills Bootcamps alumni

**START TODAY**

**CONTACT US**
Need more information?
Reach out through:

info@creativealliance.org.uk
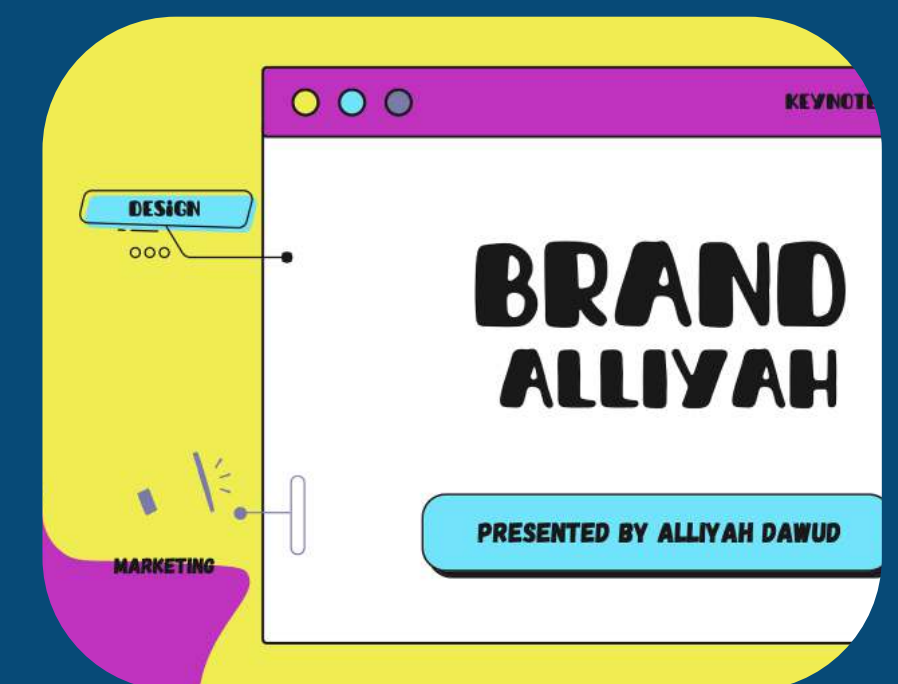0121 7530049

Also, check out our Skills Bootcamps Webpage

APPLY

Another Man

BRAND ALLIYAH
DESIGN
MARKETING
KEYNOTE
PRESENTED BY ALLIYAH DAWUD