

# SKILLS BOOTCAMPS IN SESSIONS SCHEDULE

## DIGITAL DESIGN

12 MAR → 03 MAY

[APPLY](#)

### WEEK 1

Introduction to working in the creative industries.	<b>12•MAR•24</b> 10am - 1pm
Course Introduction: <i>Individual Learning Plan &amp; Taster Activity</i>	<b>12•MAR•24</b> 2pm - 5pm
Brand Awareness	<b>14•MAR•24</b> 10am - 1pm
CV Development	<b>14•MAR•24</b> 2pm - 5pm
Research and Ideation	<b>15•MAR•24</b> 10am - 1pm
Roles in the Industry	<b>15•MAR•24</b> 2pm - 5pm

### WEEK 2

Presentation Skills - Team Culture	<b>18•MAR•24</b> 10am - 5pm
Principles of Visual Design & Employer Briefs	<b>21•MAR•24</b> 10am - 1pm
Graphic Design Essentials: Image	<b>21•MAR•24</b> 2pm - 5pm
Graphic Design Essentials: Illustration	<b>22•MAR•24</b> 10am - 1pm
Interview Techniques / Where to Find Work	<b>22•MAR•24</b> 2pm - 5pm

### WEEK 3

Advanced Job Applications Techniques	<b>25•MAR•24</b> 1pm - 3pm
Graphic Design Essentials: Practical	<b>27•MAR•24</b> 10am - 1pm
Graphic Design Essentials: Practical	<b>27•MAR•24</b> 2pm - 5pm
Working on Portfolio	<b>28•MAR•24</b> 10am - 1pm
Meet the Employers	<b>28•MAR•24</b> 2pm - 5pm

### WEEK 4

Mid-Point Review: <i>Individual Reviews + Recruitment</i>	<b>02•APR•24</b> 10am - 5pm
Video: Pre-Production & Planning	<b>03•APR•24</b> 10am - 1pm
Video: Sourcing and Filming	<b>03•APR•24</b> 2pm - 5pm
Video: Pre-Editing Basics	<b>04•APR•24</b> 10am - 1pm
Working on Portfolio	<b>04•APR•24</b> 2pm - 5pm
Portfolio Development	<b>05•APR•24</b> 10am - 5pm

### WEEK 5

Working in Teams	<b>08•APR•24</b> 10am - 5pm
User Experience Design: Introduction	<b>11•APR•24</b> 10am - 1pm
User Experience Design: Wireframing	<b>11•APR•24</b> 2pm - 5pm
User Interface Design Principles	<b>12•APR•24</b> 10am - 1pm
Working on Portfolio	<b>12•APR•24</b> 2pm - 5pm

### WEEK 6

Guided Portfolio Development	<b>18•APR•24</b> 10am - 5pm
CV Reviews	<b>19•APR•24</b> 10am - 5pm

### WEEK 7

Portfolio Presentations	<b>26•APR•24</b> 10am - 1pm
Portfolio Presentations	<b>26•APR•24</b> 2pm - 5pm

### WEEK 8

Working in Teams	<b>29•APR•24</b> 10am - 5pm
Next Steps & Progression: <i>Individual Action Plan Session</i>	<b>03•MAY•24</b> 10am - 1pm
Progress Review & Evaluations: <i>Exit Forms &amp; Final KSB</i>	<b>03•MAY•24</b> 2pm - 5pm
Placement & Interviews	<b>TBD</b> TBD

# SKILLS BOOTCAMPS IN SESSIONS SCHEDULE

# DIGITAL MARKETING

12 MAR → 01 MAY

[APPLY](#)

## WEEK 1

Introduction to working in the creative industries.	<b>12•MAR•24</b> 10am - 1pm
Course Introduction: <i>Individual Learning Plan &amp; Taster Activity</i>	<b>12•MAR•24</b> 2pm - 5pm
Marketing for Business	<b>13•MAR•24</b> 10am - 1pm
CV Development	<b>13•MAR•24</b> 2pm - 5pm
Brand Awareness	<b>14•MAR•24</b> 10am - 1pm
Roles in the Industry	<b>14•MAR•24</b> 2pm - 5pm
Presentations Skills - Team Culture	<b>18•MAR•24</b> 10am - 5pm

## WEEK 2

Marketing Plans & Employer Briefs	<b>19•MAR•24</b> 10am - 1pm
Understanding Brand Tone of Voice	<b>19•MAR•24</b> 2pm - 5pm
Audience Analysis & Customer Personas	<b>20•MAR•24</b> 10am - 1pm
Interview Techniques / Where to Find Work	<b>20•MAR•24</b> 2pm - 5pm

## WEEK 3

Advanced Job Applications Techniques	<b>25•MAR•24</b> 1pm - 3pm
Content Type & Creator Tools - Part 1	<b>26•MAR•24</b> 10am - 1pm
Content Type & Creator Tools - Part 2	<b>26•MAR•24</b> 2pm - 5pm
Social Media Campaign Generation	<b>27•MAR•24</b> 10am - 1pm
Meet the Employers	<b>27•MAR•24</b> 2pm - 5pm
Working on Portfolio: <i>Create Canva Ad Mock-ups</i>	<b>28•MAR•24</b> 2pm - 5pm

## WEEK 4

Mid-Point Review: <i>Individual Reviews + Recruitment</i>	<b>02•APR•24</b> 10am - 5pm
Data Analytics	<b>03•APR•24</b> 10am - 1pm
SEO & Keywords	<b>03•APR•24</b> 2pm - 5pm
Copywriting For SEO (Blogs)	<b>04•APR•24</b> 10am - 1pm
Working on Portfolio: <i>Create a Blog</i>	<b>04•APR•24</b> 2pm - 5pm

## WEEK 5

Portfolio Development	<b>08•APR•24</b> 10am - 5pm
Email Marketing Theory	<b>09•APR•24</b> 10am - 1pm
Email Marketing Theory: Mailchimp	<b>09•APR•24</b> 2pm - 5pm
Evaluation of Success (KPIs)	<b>10•APR•24</b> 10am - 1pm
Working on Portfolio: <i>eMail Marketing and Plan Finalisation</i>	<b>10•APR•24</b> 2pm - 5pm

## WEEK 6

Guided Portfolio Development	<b>16•APR•24</b> 10am - 5pm
CV Reviews	<b>17•APR•24</b> 2pm - 5pm

## WEEK 7

Portfolio Presentations	<b>23•APR•24</b> 10am - 1pm
Portfolio Presentations	<b>23•APR•24</b> 2pm - 5pm

## WEEK 8

Working in Teams	<b>29•APR•24</b> 10am - 5pm
Next Steps & Progression: <i>Individual Action Plan Session</i>	<b>01•MAY•24</b> 10am - 1pm
Progress Review & Evaluations: <i>Exit Forms &amp; Final KSB</i>	<b>01•MAY•24</b> 2pm - 5pm
Placement & Interviews	<b>TBD</b> TBD

# SKILLS BOOTCAMPS IN SESSIONS SCHEDULE

# GAME DEVELOPMENT

08 APR → 23 AUG

[APPLY](#)

## WEEK 1

Introduction to Skills Bootcamp	08•APR•24 10am - 1pm
What's game development and is it for you?	08•APR•24 2pm - 5pm
Developer roles and how they work together	09•APR•24 10am - 1pm
Development phases and process	09•APR•24 2pm - 5pm
Business of Games: <i>models, roles, relationships &amp; responsibilities</i>	10•APR•24 10am - 1pm
What happens to a game when it's finished?	10•APR•24 2pm - 5pm

## WEEK 2

History of Games	15•APR•24 10am - 5pm
Where do ideas come from?	16•APR•24 10am - 1pm
How does an idea become a game idea?	16•APR•24 2am - 5pm
Games Production: the development cycle	17•APR•24 10am - 1pm
Business and marketing plan: <i>define USPs</i>	17•APR•24 2pm - 5pm

## WEEK 3 CHOICE 1: DESIGN

Concept Documents & Mood Boards	22•APR•24 10am - 1pm
Game Bibles	22•APR•24 2pm - 5pm
Lore and Setting: crafting believable worlds	23•APR•24 10am - 1pm
Typical sections in a design document	23•APR•24 2pm - 5pm
Fleshing out an idea into a workable design	24•APR•24 10am - 1pm
Making everything fit together	24•APR•24 2pm - 5pm

## WEEK 3 CHOICE 2: PROGRAMMING

Working with artists and designers	22•APR•24 10am - 1pm
Coding standards, writing clean code	22•APR•24 2pm - 5pm
The architecture of a typical game	23•APR•24 10am - 1pm
Designing and building useable systems	23•APR•24 2pm - 5pm
User experience: <i>refining code to make better games</i>	24•APR•24 10am - 1pm
Debugging tactics & working with bug databases	24•APR•24 2pm - 5pm

## WEEK 3 CHOICE 3: ART

Building a mood board	22•APR•24 10am - 1pm
Using concept art: <i>to design the look and feel of a game</i>	22•APR•24 2pm - 5pm
From concept to asset: <i>model construction and stylisation</i>	23•APR•24 10am - 1pm
Calculating needs of the game: <i>scale, material sizes, etc.</i>	23•APR•24 2pm - 5pm
Environmental art and world building	24•APR•24 10am - 1pm
Characters, creatures and animation	24•APR•24 2pm - 5pm

## WEEK 4

Building a Team	29•APR•24 10am - 1pm
Deciding Scope	29•APR•24 2pm - 5pm
Creating Milestones & Building a Schedule	30•APR•24 10am - 1pm
How to meet milestones and finish your game	30•APR•24 2pm - 5pm
Project concept introduction: <i>outline, assets &amp; design template</i>	01•MAY•24 10am - 1pm
Guided project planning	01•MAY•24 2pm - 5pm

## WEEKS 5-16

Video Game Development: Making your game **W/C 04•JUN•24**

This schedule is still under development, dates are subject to change. You will be notified about final dates before the start of this Skills Bootcamp.