

## 🔍 CASE STUDY 4

### Gaining Industry Insight: Foundation Apprenticeship in Creative & Digital Media at Moray College

#### Partners

Moray College UHI, Moray Council, Developing the Young Workforce, local employers, eight schools in Moray

#### Focus

Learners gain insight into the world of work together with an industry recognised qualification while they are still at school

#### Success factors:

- DYW partnership and industry networking
- Learners accessing the world of work
- Gaining industry insight
- Testing out a given job role in a real-life setting
- Delivering industry relevant knowledge and skills
- Developing confidence and communication skills
- An industry recognised qualification

➤ “Working with the students on this Foundation Apprenticeship has been both challenging and humbling. The pupils have been on a journey, developing their creative skills within the safety of Out of the Darkness Theatre Company. It has been a pleasure working with both the pupils and the staff. The presentation at the end of year one was so powerful that I cried.”

Gillian Ballantyne, Foundation  
Apprenticeship Co-Ordinator



➤ “The Foundation Apprenticeship in Creative and Digital Media has been delivered as a joint venture between Out of the Darkness Theatre Company and Moray College UHI. The pupils spend their first year in the Theatre Company and have had an incredible insight and opportunity to develop skills which will support them in their future career pathways. Moving into second year, the pupils will utilise the skills that they have learned to bring a fresh and exciting perspective to a variety of companies throughout Moray.”

Garry Rendall, Head of Curriculum  
Creative & Digital Media

➤ “Foundation Apprenticeships support young people gain the skills and knowledge that make them stand out from the crowd. If they are completing college or UCAS applications or preparing their CVs, then everything they have done in a Foundation Apprenticeship is relevant and will stand them in good stead moving forward.”

Jackie Andrews, Head of Business Skills,  
Foundation Apprenticeship

### Work based learning

The exceptionally high standard of work produced on the apprenticeships is evidenced in the media project completed by Year 1 pupils.

Foundation apprentice Ciaran Hawley (Year 2, Creative & Digital Media) explains the benefits of the experience for him:

➤ ‘I have enjoyed being able to work on different media projects including the ODTG animal farm website. There have been many things that have gone well, like working on the website as the entire group was able to coordinate times to work on each page. I have also learned new ways to make short films and work with others to create group projects’.

Several of our graduate C&DM FAs are now studying associated subjects in Moray and beyond with a view to continuing in this field. The benefit of the FA is that it allows students to develop a wide range of skills enabling them to make informed choices for their future.

Freya Daggert (Year 1, Creative and Digital Media) produced the impactful summary below of her foundation apprentice experience.

