




Knowledgeable & Expert Learner

- Learning how to create digital products based on a client's requirements.
- Learning how to design a digital product to suit the needs of a specific audience.



Confident Communicator

- Learning how convey a meaning using appropriate digital artifacts, such as images and text, and suitable design techniques.
- Developing the ability to articulate and justify design decisions.



Future Ready Learner

- Developing expertise in digital design software such as Creative Suite, and cloud technologies, such as digital storage.
- Understanding legislation relating to the digital media sector, including Copyright, Designs and Patents.



Committed Community Contributor

- Developing an awareness of the impact of digital products and how they can affect behaviours in society.