



# APPRENTICESHIPS FOR SENIOR CREATIVES



For more information scan the QR code or contact the team via [sales@jga-group.co.uk](mailto:sales@jga-group.co.uk) or 020 8426 2666



## Duration: 22 months

JGA Group has partnered with one of the world's leading schools for creatives, The School of Communication Arts 2.0 to deliver this degree-level Senior Creative Professional apprenticeship.

The broad purpose of the Senior Creative Professional is to develop strategic campaigns, or one-off pieces of communication, that meet a client brief.

This degree-level apprenticeship supports participants in honing these key skills and becoming the creative leads of the future. The programme ensures a comprehensive journey from foundational skills to professional mastery in creativity, strategy, campaign development and evaluation. It is designed to integrate with daily job activities, enabling apprentices to reinforce new learnings and provide immediate value to their employers.

This course is based on the Advertising Creative apprenticeship standard.

## Delivery Model

The full course runs for 22 months during which apprentices write and manage at least 12 briefs. Masterclasses and workshops are conducted by industry professionals, covering a wide range of subjects from strategy and creativity to client relations and media planning. The sessions, designed to progressively develop apprentices' knowledge and skills, take place each week for half a day.

'Life coaches' help each learner unlock their IKIGAI, a Japanese concept meaning "a reason for being" or "a reason to live". Apprentices meet their coach each month.

Apprentices receive a VR headset to attend immersive classes and workshops. Although not mandatory, this innovative approach allows apprentices to experience a classroom setting from anywhere, making learning flexible, fun and interactive.

# SENIOR CREATIVE PROFESSIONAL

[www.jga-group.com/apprenticeships](http://www.jga-group.com/apprenticeships)

### Month 1-5

#### **Creative Foundations and Self-Expression**

The course starts by building creative fundamentals and time management skills. The curriculum covers diverse topics like performance poetry, silent movies, and comedy, while introducing art, copy and strategy.

This is followed by developing your campaign ideas by integrating the creativity techniques learned so far.

### Month 6-10

#### **Advanced Craft and Campaign Development**

This period deepens the focus on campaign execution, visual thinking, and topical media opportunities.

Apprentices refine their own campaigns exploring audio and animation techniques. Additionally, they learn semiotics, statistics, and language skills and tackle more complex campaign briefs.

Apprentices get to choose a specialisation area in approx. month 10.

### Month 11-15

#### **Mastering Strategy and Collaboration**

This section dives into more strategic areas like award-winning strategies, behavioural economics, and partnership briefs. Apprentices refine their craft in storyboarding, brand platforms, and advanced art direction while working on more of their own campaigns.

Career guidance and final preparations for portfolio development start becoming key focuses.

### Month 16-19

#### **Portfolio Development and Assessment Preparation**

The final stage concentrates on portfolio building and perfecting creative outputs.

Mastery workshops and portfolio reviews guide learners as they complete their last own campaigns.

The quarter ends with final assessments, reflections, and preparations for entering gateway for EPA.

### Month 20-22

#### **End Point Assessment**

**Professional discussion underpinned by a portfolio of evidence**

A 90 minute structured two way conversation with an independent assessor. The apprentice can refer to and illustrate their answers with evidence from a portfolio.

The portfolio will typically contain 25 discrete pieces of evidence, mapped against the relevant KSBs. It will also show that work has been entered for industry award(s), either individually or as part of a team.

#### **Project with presentation and questioning**

The apprentice completes a significant, defined piece of work that shows how they:

- Respond to a creative brief
- Interpret information
- Present their findings

They will create a project output / artefact and prepare and deliver a presentation about the work to an independent assessor. This will be followed by questioning from the assessor. The presentation with questions lasts 50 minutes.