



# Creative & Business Innovation Skills for the Modern Workplace Level 3

## Course Overview

This professional development course is designed to upskill staff with a blend of creative technologies, digital design, business fundamentals, and strategic thinking. Participants will gain hands-on experience with tools and techniques that support innovation, entrepreneurship, and digital literacy—key skills for today’s evolving work environments.

## Who is this course for?

- Staff seeking to enhance their digital and creative confidence within the Creative and Cultural sector.
- Teams involved in innovation, outreach, or business development
- Educators and facilitators supporting enterprise or STEAM learning
- Anyone interested in practical, hands-on upskilling

## Learning Outcomes

By the end of the course, participants will be able to:

- Use digital tools for design, branding, and communication
- Understand and apply business research and modelling techniques
- Navigate intellectual property and protect creative work
- Create physical and digital prototypes using maker technologies
- Develop and implement social media strategies for engagement

## Course Modules

## 1. Research & Business Intelligence

- Introduction to databases and how they support decision-making
- Using IBISWorld and British Standards Online for market and compliance research
- Evaluating credible sources for business planning

## 2. Intellectual Property & Legal Awareness

- Understanding Copyright, Trademarks, Trade Secrets, and Registered Designs
- Protecting creative and commercial ideas
- Real-world examples and case studies

## 3. Business Modelling & Setup

- Introduction to the Business Model Canvas
- Steps to legally set up a business
- Exploring business types and structures

## 4. Social Media & Branding

- Developing a digital presence
- Social media strategy and content planning
- Using Canva to create branded visuals

## 5. Digital Design: Raster & Vector Imaging

- Understanding image types and when to use them
- Creating vector graphics for print and digital use
- Tools: Adobe Illustrator, Inkscape, Canva

## 6. Maker Skills & Prototyping

- Laser Cutting: File prep, safety, and materials
- Dye Sublimation Printing: Designing for heat transfer
- 3D Modelling: Using Tinkercad or Fusion 360 for prototyping
- Soldering Electronics: Building simple circuits
- LEGO Coding: Introduction to robotics and logic
- Stamp Making: Personalised branding tools
- Screen Printing: Creating posters and merchandise

## Course Format



- Duration: (flexible delivery, 13 weeks)
- Mode: In-person or blended (with access to maker equipment)
- Assessment: Portfolio of completed projects and reflective tasks
- Certification: Certificate of Completion and digital badge

## What You'll Need

- Laptop or tablet (recommended)

- Access to design software (free options provided)
- Curiosity and a willingness to experiment!

## Tutor Support

- 📖 Weekly tutor and learner reflection and learning logs
- 🌐 Teams channel to support with weekly information
- ✉️ Email support for course-related queries

## Peer Support

- **Discussion Forums:** Connect and exchange ideas, challenges, and success stories.
- **Group Projects:** Work together on sustainability initiatives and share outcomes with the cohort.
- **Mentorship Opportunities:** Pairing with experienced educators or sustainability leads for guidance.

## Resource Library

- 🌐 Articles, videos, and toolkits on sustainability in education
- 📖 Sample lesson plans and curriculum guides with sustainability themes
- 🛠️ Templates for session plans, action plans, and eco-friendly classroom practices

## Accessibility & Inclusion

- 🗣️ Multilingual support and translation tools available for key materials
- ♀️ Captioned videos and screen-reader-friendly documents
- 🧘 Mental health and wellbeing resources for educators navigating change
- 🛡️ Safeguarding, Prevent, Equality, Diversity and Inclusion.
- 📋 Information Advice and Guidance



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