



# **Digital by Design (DxD) Apprenticeships: Technical Specification Guide**

**Level 3 Digital Marketing**



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## **1. About this guide**

Level 3 Digital Marketing is one of QA's portfolio of digital-by-design (DxD) apprenticeships.

To help prepare and support you for digital learning, this guide outlines the different technologies used to deliver our apprenticeship, with guidance on what you need to do to ensure you can access them as and when you need to during your programme.

Use this document to ensure everything works correctly on your device. If you experience any issues, please flag it to your IT department.

## **2. Technical requirements**

1. Internet connectivity
2. Internet browser
3. Webcam
4. Enabled microphone (laptop/desktop)

As part of the digital journey, our apprenticeships require you to connect with key contacts such as your Digital Learning Consultant (DLC), via web conferencing.



### 3. Key technologies and digital platforms

There are two types of link included below.

- Those that are direct links and should work via any modern web browser.
- Those that are used as integration links between platforms and will not work by clicking the link on its own.



**The links in the table below should be directly accessible via any modern web browser.**

Using a laptop/pc build provided by your organisation:

1. Select each link or enter them into your web browser address bar.
2. Can you successfully reach the intended page?
3. If no, please raise this with your internal IT team.

Platform	Platform purpose	URL(s)	Successful?
<b>WebEx</b>	WebEx is QA's main tool for video conferencing, online meetings and screen share. You will have your sign-up and programme launch sessions, as well as ongoing reviews, via WebEx.	<a href="https://www.webex.com">https://www.webex.com</a>	
<b>Microsoft Teams</b>	MS Teams is an alternative means of video conferencing, if Webex is not permitted in your organisation. If you will be unable to use Webex, please ensure that this fact is highlighted to QA before sign-up.	<a href="https://teams.microsoft.com">https://teams.microsoft.com</a>	
<b>Bud</b>	Bud is QA's DxD apprenticeship delivery platform. This is where you will access learning activity instructions, submit tasks, communicate with your DLC, and keep track of your progress.	<a href="https://web.bud.co.uk">https://web.bud.co.uk</a>	



<b>BKSB</b>	BKSB is an online platform for assessing your English and Maths functional skills. You will be required to take a functional skills assessment as part of your application process.	<a href="https://qa.bksblive2.co.uk/bksbLive2/Login">https://qa.bksblive2.co.uk/bksbLive2/Login</a>	
<b>QA Evaluations</b>	At certain points throughout your programme, QA will ask for your feedback on your experience of the programme and support, via surveys hosted in our QA Evaluations system.	<a href="https://evaluation.qa.com">https://evaluation.qa.com</a>	
<b>SCORM Cloud</b>	SCORM Cloud is a cloud-based course delivery platform that QA uses in the delivery of courses.	<a href="https://cloud.scorm.com">https://cloud.scorm.com</a>	
<b>Zendesk Chat</b>	This is a live chat tool used by QA to provide you with real time, live support.	<a href="https://v2.zopim.com">https://v2.zopim.com</a>	
<b>The QA platform</b>	The QA platform is QA's own enterprise digital skills platform, providing learning paths, hands-on labs and technical skills assessments. It may be used in any IT or technical programme involving coding.	<a href="https://app.qa.com">https://app.qa.com</a>	
<b>QA Employer Dashboard</b>	This enables employers to track and download information on your progress, including training, off-the-job hours and End Point Assessment.	<a href="https://employerdashboard.qa.com">https://employerdashboard.qa.com</a>	



#### 4. Websites

Category	URL(s)	
<b>Safeguarding</b>	<a href="https://www.bbc.co.uk">https://www.bbc.co.uk</a> <a href="https://podcasts.apple.com">https://podcasts.apple.com</a> <a href="https://open.spotify.com">https://open.spotify.com</a> <a href="https://www.citizensadvice.org.uk">https://www.citizensadvice.org.uk</a> <a href="https://www.apprenticeextra.co.uk">https://www.apprenticeextra.co.uk</a> <a href="https://www.childrensociety.org.uk">https://www.childrensociety.org.uk</a> <a href="https://www.nationaldebtline.org">https://www.nationaldebtline.org</a> <a href="https://www.moneyadviceservice.org.uk">https://www.moneyadviceservice.org.uk</a> <a href="https://www.moneysavingexpert.com">https://www.moneysavingexpert.com</a> <a href="https://www.gov.uk">https://www.gov.uk</a> <a href="https://www.victimsupport.org.uk">https://www.victimsupport.org.uk</a> <a href="https://www.mind.org.uk">https://www.mind.org.uk</a>	<a href="https://www.ltai.info/videos/">https://www.ltai.info/videos/</a> <a href="https://educateagainsthate.com">https://educateagainsthate.com</a> <a href="https://www.safecampuscommunities.ac.uk">https://www.safecampuscommunities.ac.uk</a> <a href="https://www.crosstheline.co.uk">https://www.crosstheline.co.uk</a> <a href="https://act.campaign.gov.uk">https://act.campaign.gov.uk</a> <a href="https://homeofficemedia.blog.gov.uk">https://homeofficemedia.blog.gov.uk</a> <a href="https://www.remploy.co.uk">https://www.remploy.co.uk</a> <a href="https://youngminds.org.uk">https://youngminds.org.uk</a> <a href="https://www.childline.org.uk">https://www.childline.org.uk</a> <a href="https://www.themix.org.uk">https://www.themix.org.uk</a> <a href="https://www.samaritans.org">https://www.samaritans.org</a> <a href="https://www.refuge.org.uk">https://www.refuge.org.uk</a>
<b>General (likely sites)</b>	<a href="https://www.youtube.com">https://www.youtube.com</a>	<a href="https://www.instituteforapprenticeships.org">https://www.instituteforapprenticeships.org</a>



## 5. Email domains

Domain	Description
bud.co.uk	Bud will send out automated messages throughout your journey, from asking you to set a password, to informing you when your Digital Learning Consultant provides you with feedback.
qa.com	Throughout your apprenticeship, yourself and your line manager will need to be able to receive mails from various teams within QA.

**NOTE:** Detailed documentation on data and storage available on request.

## 6. Software

For all programmes, we recommend that you should have access to the standard MS Office suite, or an equivalent that is able to run macros. You will also need a recognised, up-to-date browser.

## 7. Programme-specific requirements

### a. Websites

Category	URL(s)
Content Creation	<a href="https://www.canva.com/">https://www.canva.com/</a> <a href="https://chrome.google.com/webstore/category/extensions">https://chrome.google.com/webstore/category/extensions</a> <a href="https://www.powtoon.com/">https://www.powtoon.com/</a>
Email Marketing	<a href="https://www.surveymonkey.com">https://www.surveymonkey.com</a> <a href="https://www.mailchimp.com">https://www.mailchimp.com</a>
Websites	<a href="https://wordpress.com/">https://wordpress.com/</a> <a href="https://analytics.google.com/">https://analytics.google.com/</a>





<b>Search Engine Tools</b>	<a href="https://moz.com/explorer">https://moz.com/explorer</a> <a href="https://trends.google.com/trends/">https://trends.google.com/trends/</a> <a href="https://answerthepublic.com">https://answerthepublic.com</a>	<a href="http://tools.seobook.com/">http://tools.seobook.com/</a> <a href="https://search.google.com/test/mobile-friendly">https://search.google.com/test/mobile-friendly</a>
<b>Social Media</b>	<a href="https://www.snapchat.com/l/en-gb/">https://www.snapchat.com/l/en-gb/</a> <a href="https://www.twitter.com">https://www.twitter.com</a> <a href="https://www.facebook.com">https://www.facebook.com</a> <a href="https://www.linkedin.com">https://www.linkedin.com</a>	<a href="https://www.pinterest.com">https://www.pinterest.com</a> <a href="https://hootsuite.com">https://hootsuite.com</a> <a href="http://admocks.adparlor.com">http://admocks.adparlor.com</a>
<b>Learning to Code</b>	<a href="https://www.w3schools.com">https://www.w3schools.com</a> <a href="https://www.jdoodle.com/online-java-compiler/">https://www.jdoodle.com/online-java-compiler/</a>	<a href="http://www.neuroproductions.be/logic-lab/">http://www.neuroproductions.be/logic-lab/</a>
<b>General</b>	<a href="https://www.youtube.com">https://www.youtube.com</a>	<a href="https://kahoot.it/">https://kahoot.it/</a>
<b>Further reading material</b>	<a href="https://www.behance.net/gallery/67817393/20-Excellent-UIUX-Design-Animation-Examples">https://www.behance.net/gallery/67817393/20-Excellent-UIUX-Design-Animation-Examples</a> <a href="https://seqlegal.com/blog/website-accessibility-and-equality-act-2010">https://seqlegal.com/blog/website-accessibility-and-equality-act-2010</a> <a href="https://www.lifewire.com/what-is-guest-blogging-3476279">https://www.lifewire.com/what-is-guest-blogging-3476279</a> <a href="https://ico.org.uk/media/for-organisations/documents/1546/data-controllers-and-data-processors-dp-guidance.pdf">https://ico.org.uk/media/for-organisations/documents/1546/data-controllers-and-data-processors-dp-guidance.pdf</a>	<a href="https://www.gainsight.com/guides/the-essential-guide-to-the-customer-journey-and-lifecycle/">https://www.gainsight.com/guides/the-essential-guide-to-the-customer-journey-and-lifecycle/</a> <a href="https://neilpatel.com">https://neilpatel.com</a> <a href="https://sproutsocial.com/insights/new-social-media-demographics/">https://sproutsocial.com/insights/new-social-media-demographics/</a> <a href="https://schema.org/">https://schema.org/</a>

Software	Platform purpose	URL(s)
<b>Google Chrome</b>	Chrome is the recommended web browser to access various online applications used in the Level 3 Digital Marketing programme, providing the best user experience and minimal compatibility issues.	<a href="https://www.google.com/intl/en_uk/chrome/">https://www.google.com/intl/en_uk/chrome/</a>
<b>Microsoft Word</b>	You can use this word processor to complete worksheets and type reports that will be used in your portfolios.	<a href="https://www.microsoft.com/en-gb/microsoft-365/word">https://www.microsoft.com/en-gb/microsoft-365/word</a>
<b>Microsoft PowerPoint</b>	You can use this slideshow programme to complete presentations that will be delivered during Live event modules.	<a href="https://www.microsoft.com/en-gb/microsoft-365/powerpoint">https://www.microsoft.com/en-gb/microsoft-365/powerpoint</a>
<b>Adobe Acrobat Reader</b>	You can use the PDF viewer to open revision notes and mock exam papers.	<a href="https://get.adobe.com/uk/reader/">https://get.adobe.com/uk/reader/</a>

## b. Software

