Digital Institute Glossary of skills

Skill	Definition & Description
App analysis	Conduct an analysis of a company's app – looking at its design (and user experience on various devices) including the technical, social and security issues.
App design	Design/draw out a basic app for an Android based phone describing and demonstrating its uses – things you should consider when designing an app
Basic guide - Foreign Exchange Market	Are you wanting to gain more detail and understanding about how the foreign exchange market works? Our students are familiarised during their second year of studies with the structure, determinants and characteristics of the foreign exchange rate and international finance markets. Using their knowledge they can provide you with a breakdown/guide as to how they work.
Business strategy evaluation	To assess whether your business is implementing a competitive strategy, the students can provide an analysis as to other alternative strategies, and in the process evaluate the ethical and sustainable implications of various strategic decisions.
Campaign analysis	The students can evaluate the concepts of design and branding within your campaign and provide recommendations as to how to improve engagement, stay aware of trends, and streamline a specific campaign.
Campaign Support	Already got your campaign wheels in motion? The students can assist with the delivery by producing materials or supporting proposed exhibits or performances, researching and producing written or audio pieces, and/or planning small-group educational activities.
Competitor Analysis	Observing and reflecting upon your competitors processes is vital when looking at areas of the business you would like to develop and grow. Using a direct competitor as a case study, the students can analyse the companies' culture, strategies and provide recommendations as to how you can meet that next business goal, whether that's the development of a new product, selling overseas or streamlining marketing methods.
Computer graphics	Examples are photographs, drawings, line art, mathematical graphs, line graphs, charts, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, infographics or other images.
Configuration of servers	All websites sit on a server. The server stores and transmits data. When someone visits a web page on your site their browser communicates with your web server, sending and receiving information that ultimately dictates what appears on the visitor's computer screen. The students can conduct an analysis of your website server and provide recommendations on what/how it can be improved.
Corporate social responsibility recommendations	Corporate accountability is considered essential in the modern business world, as evidenced by the publication of substantial Corporate Governance and Social Responsibility/Sustainability reports by most of the FTSE 100 companies and top Global companies (e.g., G250). Using their on the ground knowledge, the students will be able to assess and provide recommendations as to how your company can be more ethically inclined, socially responsible and environmentally aware, providing you with the knowledge you need to positively influence your business's corporate social responsibility decision making.

Digital Institute Glossary of skills

Data analysis	Using a variety of methods and techniques the students can analyse your numerical data and forecast evidence-based policies/strategies (some students are able to navigate the Strata software to interpret the data). They would be able to present it to you in a clear concise way – the key results and any policy implications/findings gathered from the research.
Data modelling & design	Before companies can start using their data to make decisions they need to trust the data is accurate and reliable. The students can conduct an analysis of your data model to ensure important elements of your customer data talks to one another, making your processes more streamlined. Improving your data design reveals the users 'pain points' and opportunities while unearthing new trends. (This includes benefits, operations, storage options, maintenance).
Data Security	Critically assess standard communications used on the network and evaluate the security of the data, recommend solutions to issues and control mechanisms to apply to keep it secure.
Database management	Design and build a small/starting point database providing basic training in how to use it.
Desk top published materials (campaign design)	Using a range of software (desk top published materials) such as Adobe Photoshop, Premier and InDesign students can create comms and documents that build into your marketing strategy or campaign. Whether that's infographics, photography, graphics, moving images, all these elements can be built into the design of a campaign.
Digital Content analysis	The students could complete an analysis of your digital marketing (i.e. social media including YouTube, website, any videos, content) and provide you with recommendations as to where you can improve your content to increase engagement.
Diversity advertising	Through their studies, the students look at Race & Sexuality on screen, through this module they begin to understand the importance of diversity and how that can affect the audience's perception. This skill could be built into providing campaign support or analysis for example. Research from Google found that 69% of Black consumers are more likely to buy from brands that positively reflect their racial identity in advertising. As these responses show, diversity and inclusion is ultimately a win-win for advertisers, brands and their customers.
Documentary telling	Similar but different to "Video production advanced", documentary telling can involve filming and interviewing, telling a story, whereas video production may be primarily video cuts, images etc. edited together.
Equality and diversity strategy	Research from Forbes suggests that the more diverse and equal your company is, the greater the creativity and innovation. Implementing the knowledge developed in Year 2, the students can critically interpret strategies and provide recommendations to promote equality and diversity in the workplace.
Game development	Devise a game development plan/report that looks at player engagement. Advise on what tools, actions work well in a game and the general characteristics of creating one.
Globalisation advertising	Within their studies, the students look at the representation of the media in different countries including trends and cultures. With this knowledge, they can provide recommendations as to what may and may not be considered engaging or even ethical when your business is looking to branch out in another country.

Digital Institute Glossary of skills

Information systems analysis	Information systems are the software and hardware systems. Students can analyse the design of the system in relation to the organisations situation & scenario, including quality, risk and security.
International Project Management	When considering engaging in international projects there are a range of factors to contemplate. The students can provide your company with up to date information on various risks, emerging economy trends and project technologies that you should consider when making that decision.
Market trend analysis	If you find it hard to stay on top of trends in your industry, our students can help with that. Bloomberg is the global leader in business and financial data, news and insights. Using Bloomberg, the students will be able to research and connect you with accurate information and trends on the financial markets related to your industry, helping you to make faster and smarter decisions.
Open journalism/Article writing	From Year 2, the students are taught to write ethical and informative articles. If your company has not tried article advertising before, this may be the project for you. Along with pictures, the students can tailor it depending on the method of distribution and the audience. This could include a blog, a review, a newsletter, flyer, brochure, presentation, press release etc.
Photography (digital and in person)	Using a variety of lenses, techniques and digital image making equipment (and software) the students can use their photography skills to span a number of genres and sectors, for e.g. documentary, sports and street photography covering a range of subject matters such as the representation of women, consumerism and environmental issues. Good quality photography used on your website can increase your conversions by up to 161% and is sometimes the first touch point a company has with a business. Sites like Pinterest are key for drawing traffic to pages, and all based on good quality images. (**Equipment is housed at Keele University)
Recruitment & retention analysis	By examining both internal and external factors including recruiting talent, retaining employees and the labour market structure, the students will be able to provide recommendations as to which recruitment and selection methods may be suitable for your company by analysing and researching a range of methods.
Software engineering report	Students can conduct an analysis of your software and present a report that looks at the modelling of the software and its design. They can provide you with an evaluation including recommendations and benefits you may experience with your software.
Solution based analysis	During a second year module, the students are tasked with providing a real life company problem based solutions. Implementing this practical experience, they can to seek to understand an issue you are experiencing in your company and look for innovative ways to solve it (ensuring they have considered the feasibility and practicalities of their solutions).
SWOT Analysis	Alongside an overview of the sectors demands, the students can provide you with a SWOT analysis of your business. This could include anything from your online presence, marketing methods to training opportunities and provide recommendations as to ways you can combat your weaknesses.
Synchronise sound effects (SFX)	Have you got a video but need support editing it and synchronising sound with it? The students can create their own sounds and implement them into animations and videos. A well-chosen piece of music has been proven to elevate your company or brand and reinforce a sense of professionalism.

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Digital Institute Glossary of skills

User interaction analysis	Conduct an analysis of a company's web site to capture its functionalities, useability and rate them against the guidelines. In doing this the student will produce a report including recommendations as to how your company improve the web site design (thus leading to more satisfied customers) whilst considering a variety of devices.
Video production – storyboarding and design	Students can design and story board a video – this includes being aware of the aesthetics of the video, the language and editing. All with your company in mind. We foresee several ideas being brainstormed and the chosen one being mocked up (not in a video format, the idea is drawn up in depth). Detail from start to finish will be provided. This could be for your website, social media channels, advertising, training etc.
Video production- advanced	From Year 2, and progressively learning and gaining more experience through to year 3, the students can produce short campaign and photographic videos. They could be used to demonstrate products, performances or events/exhibitions. (**Equipment is housed at Keele University)
Web based security analysis	Conduct an analysis of a company's web site to capture whether it's secure and provide recommendations to improve the security of the web site.
Website development	Designing a basic website (providing recommendations as to platforms, what you should consider/improves engagement, research into costings etc.)
Website improvements	This can vary from seeking to improve your SEO/Google Analytics to adding/editing/ incorporating a tool onto a website (improving is look, adding to features).