

City and Guilds

ITQ Certificates

ITQ Social Media (Level 3)

The use of Social Media is becoming an increasingly important part of business. Many businesses are currently using social media to market their products and services and consider social media to become an important part of their marketing strategy.

Businesses are advertising jobs for a 'social media experts' – no mention of IT skills required, but how do businesses identify who actually is an 'expert'? What they need is a social media qualification which offers practical elements as well as underpinning knowledge about strategic use of social media tools.

We have worked closely with [Concise Training](#) to create this Level 3 certificate that can help you distinguish yourself as an 'expert'.

Topics include:

- Create a Social Media Strategy
- Set up and use appropriate social media channels (Twitter, Facebook, LinkedIn, Google+, YouTube)
- Create a WordPress website
- Measurement and Analytics
- Use a Social media Management system to monitor your use of social media
- Create a video for your business (or for personal use)
- Social bookmarking and curation tools
- Apps and widgets
- Social Media Policy

ITQ for Accessible IT (Level 3)

ITQ for Accessible IT Practice is a unique Level 3 qualification that will be of interest to all IT users and is ideal to show on a CV as evidence of training and professional development. The training develops your skills and shows you how to:

- Turn text based documents into sound files so documents can 'talk' to you e.g. listen to minutes, reports, and presentations on the move.
- Use voice recognition software and the built-in tools on Windows or Mac for a range of tasks.
- Explore a range of browsers to find the most suitable for specific Internet searching.
- Customise browsers to suit your needs as an IT user.
- Create content for the web (text, image, audio and video) that is accessible for a range of users' needs.
- Exploit operating system's accessibility features.
- Create and find e-books and audio books for a purpose.

In addition, you have the choice to learn the basics of website design or to produce presentations that not only look good but also provides additional support to those in the audience who cannot see the presentation.

Training is carried out online and at your own pace. A tutor will support you and give personal feedback as you progress. We suggest the course can take 4-6 hours of study per week over a 6-month period.

ITQ Mobile (Level 2 and 3 available)

ITQ Mobile is ideal for anyone who wants to achieve a creative IT qualification that has a focus on the use of mobile technology such as phones, tablets or pads

You have a choice of a Level 2 and Level 3 – both of which use a task approach to guide you through activities to create evidence of your skills and knowledge

Example activities are:

- Create images for a range of purposes e.g. social media icons
- Create a ringtone
- Set up a blog
- Create an augmented reality magazine
- Explore NFC and 2D codes
- Create a mobile responsive webpage
- Plan and create a mobile app
- Explain mobile technology – features, functions, use and connectivity

Rapid ITQ (Level 3)

A current IT qualification is almost always needed on someone's CV when looking for a new position or returning to work after a short break. You might have kept your skills up to date and wish for a formal qualification to recognise those skills. You might feel you have a good understanding of word processing, how to create presentations and can use spreadsheets, but wish to become much more confident in complex or advanced tasks.

This course will certainly act as a refresher but is also suitable for anyone seeking to become more confident using advanced features of three of the Office applications i.e. MS Word, MS Powerpoint and MS Excel. In addition, you will explore and use some online tools which assist in better communication with others at work or for pleasure.

Topics within the RAPID Office qualification:

- Create and organise multi-page documents
- Merge and combine data with a document
- Produce a multimedia presentation
- Consider alternative ways to deliver or share a presentation.
- Set up and use communication technologies for a purpose.
- Manipulate and organise a spreadsheet using formulae and functions.
- Design a spreadsheet for a purpose

- Analyse data within a spreadsheet.

How long will it take?

RAPID Office qualification is aimed at anyone wishing to learn at a fast pace. In other words, if you allocate at least 2-3 hours per week to study, practice and produce the evidence of your new learning then it is feasible to achieve RAPID Office qualification within a 6 week period. However, if you wish to take a slower pace that is absolutely fine. You simply indicate the timescale at enrolment.

For all the above certificate training is carried out online (either with e-learning, webinars or a blend of both) and at your own pace. A tutor will support you and give personal feedback as you progress.

For more information please email Di Dawson di@dawsonloane.co.uk