





“A high quality computing education equips pupils to use computational thinking and creativity to understand and change the world”



About iDEA

The Inspiring Digital Enterprise Award, known as iDEA is an award-winning international programme that helps you develop digital, enterprise and employability skills for free.

Through our series of online challenges, you can win career-enhancing digital badges, unlock new opportunities and, ultimately, gain industry-recognised Awards that help you stand out from the crowd.

iDEA's different learning categories (Citizen, Worker, Maker, Entrepreneur and Gamer) cover topics as diverse as cyber security, cloud computing and e-safety; and animation, growth hacking, customer relationship management, AI, and web development. All the digital badges are short modules which can be completed anytime anywhere that you can be online. Your points and digital badges aggregate towards your Bronze, Silver or Gold Inspiring Digital Enterprise Award.

We aspire to create a world where everyone has equitable access to high-quality, transformational digital education. iDEA aims not only to equip learners with technical proficiency but also to instil adaptability, resilience, and a passion for continuous learning.

Today almost 2 million learners from all over the world, each with their own unique story are registered on iDEA so that they can learn from us - with help from our growing number of industry partners and supporters.

Learning with iDEA

iDEA learners are incentivised to become digital all-rounders but also given the opportunity to take their learning deeper into areas of interest.

- **CITIZEN BADGES**

Digital awareness, safety and ethics.

- **WORKER BADGES**

Tools and techniques which are useful in the workplace, and employability skills.

- **MAKER BADGES**

Digital creativity and building and making in the digital world.

- **ENTREPRENEUR BADGES**

How to originate ideas and bring them to life.

- **GAMER BADGES**

Gamification techniques and help people learn how to make games.

To achieve the Bronze Award, learners need to earn 250 points at Bronze level, including a minimum of 50 points in each of the core categories of the curriculum: Citizen, Worker, Maker and Entrepreneur. To achieve the Silver Award, learners need to earn 400 points at Silver level - please see the Silver Award section on page 33 for more information.

iDEA is free to all and only needs access to the internet. iDEA resources have been carefully designed to work on all modern devices, operating systems and browsers. The programme aims to help organisers provide effective and engaging digital skills education, and to inspire people to be better equipped for the digital world.

The overarching goal of iDEA is to support the development and accreditation of digital skills, thereby allowing individuals more opportunities to become economically active.

The Bronze Award is targeted at beginner level and the Silver Award is aimed at intermediate level. The Gold Award is advanced level and the first seven Gold-level digital badges are available on iDEA now. More will be published soon.



iDEA

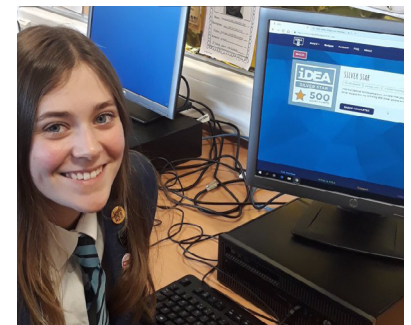
“Not only has it helped my students develop new digital skills, it has improved their confidence and employability skills. I’ve enjoyed doing it alongside them, learning with them and enhancing my own skills and knowledge.”

Claire, Teacher



“iDEA is one of the best websites I've ever used for interactive learning. It's great, you can use it at home, at school, or wherever you have a device. I would recommend this to anyone who has free time and a passion for learning.”

Ethan, iDEA adult learner





iDEA Badges

BRONZE CITIZEN BADGES

Digital awareness, safety & ethics.....11-15

BRONZE WORKER BADGES

Tools & techniques which are useful in the workplace.....16-20

BRONZE MAKER BADGES

Digital creativity & how to build & make in the digital world...21-24

BRONZE ENTREPRENEUR BADGES

How to originate ideas & bring them to life.....25-29

BRONZE GAMER BADGES

Learn gamification techniques & how to make games.....30-31

SILVER AWARD INTRODUCTION

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SILVER BADGES

The full Silver curriculum.....36-40

GOLD BADGES

The full Gold curriculum.....41-44

KEY:



SHORT



MEDIUM



LONG



VERY LONG



This badge has video elements

Citizen Badges

iDEA Citizen Badges help you learn digital awareness, safety and ethics. Learners need to win a minimum of 50 points in this category to achieve their Bronze Award.



Brain Hack



Imagine if there was a quick and easy module you could do which would make you better at all the rest of your studies. Well this might just be it! Find out how your brain works and get ready for some great results.



Cyber Security



Don't let the simple design of this badge put you off - make like Alan Turing cracking the Enigma code and find out how to do things James Bond and Jason Bourne would be proud of.



Cyber Spies



Take on a traineeship with the Cyber Spies. Learn how to protect and fortify a website to keep it safe from hackers, and then put your knowledge to the test as an attack is simulated.



Data Play



Find out what it feels like to work with the cyber team to solve a crime. Cybersecurity specialists need patience and persistence!



Digital Ethics



Being a good digital citizen, and learning how to manage the issues and ethics of the digital world are vital skills everybody needs. Learn here about some of the challenges which arise from aspects of digital innovation, and how to deal with them.



E-Commerce



Money makes the world go around. Tools, tips and tricks to ensure you look after your pennies.



E-Safety & Online Etiquette



Get cyber savvy to help you and your friends stay safe and avoid being a victim of fraud and theft online. Everyone who uses the internet needs to do this easy but important intro to e-safety.



Fake News

5 points 

Unfortunately we live in a world where some people spread lies and manipulate the truth. It's vital to your digital health to be able to spot fake news, and use critical thinking to make sensible, rational judgements on the information you source online. This introduction helps show you how.



Farm Tech

5 points 

Sustainably feeding the world's growing population is one of the biggest challenges facing humanity. Learn about how different technologies and careers are helping make a difference, and discover the UN's Global Goals - what they are and why they matter.



GDPR

10 points 

How many of us understand what 'GDPR' is, and feel confident about complying with it? 'GDPR' stands for the 'General Data Protection Regulation'. Get to grips with this critical piece of data protection legislation today and download a free guide you can refer to anytime.



Global Goals

10 points 

Getting to know the UN Global Goals and why they matter, helps us all better understand how we can play our part. This iamtheCODE badge helps decode the Goals and shows how individuals, communities, businesses, and technology can all help advance them, and change the world.



Internet & Web

12 points 

Wouldn't it be brilliant if there was a simple guide which helped people understand what the Internet does and how the World Wide Web works? Well now there is. Learn loads of useful things about the digital world, then download and keep a glossary which demystifies all the jargon.



Personal Statement

10 points 

Your personal statement helps you showcase what you are able to do, and helps potential employers and educational institutions discover what makes you a perfect fit for the job or the course you are applying for. Boost your chances of success, and find out how to identify your transferable skills.



Safe Online

10 points 

Stay safe online and learn how to avoid being tricked by hackers and online trolls.



Social Media Ethics

8 points 

Social Media channels are helping to make the world a more networked, connected place. With that connectedness comes responsibility, to ourselves and to each other. Pick up some tips for using social media appropriately, including how to safeguard against cyberbullying and how to spot fake news.



Social Media Set-Up

5 points



It can be baffling trying to set yourself up on social media channels. This badge helps you understand what you need to do on the main ones: Facebook, Instagram, LinkedIn, Twitter, YouTube and Snapchat. Even if you already use one or more, you can download the free guide in this badge to keep for reference in the future.



What is the Cloud?

8 points



Cloud computing is a way to store data in cyber space so it doesn't take up real space at home or at work, and avoids using up memory on your phone or computer. Find out why it matters and how you can use it.

Worker Badges

iDEA Worker Badges teach you tools and techniques which are useful in the workplace, and employability skills. Learners need to win a minimum of 50 points in this category to achieve their Bronze Award.



Collaboration

8 points



Tools and technologies of the digital world are making it easier for teams to collaborate and complete their work more efficiently. Can you build a brilliant team and implement the appropriate tech to help make your business a success?



Crisis Management

5 points



Crisis Management is the process of dealing with disruptive and unexpected events that threaten to harm you or your organisation's wellbeing. In this badge, you will take your own business through a pandemic and not only survive, but thrive through problem solving, innovation and adapting during a crisis.



Design Psychology

8 points



Making engaging online content is as much an art as a science. Get an insight into the psychology of web design to learn some of the tips and techniques you need to make your websites shine.



Digital Careers

5 points



The digital and tech industry is full of fantastic career opportunities for everyone, and you may be surprised by how varied it is. In this badge, you will explore a range of digital careers across 5 subsectors & take a quick quiz to see which jobs may be the best match for you!



Digital Pathways

5 points



Are you interested in working in tech but aren't sure how to get started? Whether you or someone you know is considering a career in tech in Ireland, the UK or globally, this badge will set out some of the opportunities, pathways and benefits in tech, as well as ways to overcome potential challenges.



Digital Portfolios

8 points



Creating a digital portfolio is one of the main ways people can showcase their achievements to potential employers. Use this masterclass to get yours to the top of the pile.



Digital Research

20 points



Fast track your way to being a digital ninja by using these tips and tricks for finding stuff out online. You'll learn how to take short-cuts in Google which save time and effort - AND help you make sure your research is accurate.



Image Specialist

10 points



There's a real art to making images look brilliant - whether it's on posters, book covers, adverts, packaging or websites. This 'day in the life of a digital image specialist' covers everything from picking the right pictures to using them well.



Interviews

8 points



You will likely go through the interview process many times in life, whether it is for a job, placement or programme. Learn about the different types of interviews (virtual or in-person) and discover tips and techniques for success!



Maths Tools for AI

15 points



Have you ever wondered what enables robots to think like humans or how cars can drive themselves without human assistance? It's not magic, it's mathematics! In this badge, learn why mathematics is important for understanding AI and discover some of the basic maths tools used.



Problem Solving With AI

12 points



You could use AI to solve problems & make a positive impact within your community & the world. In this badge, we will explore ways to identify problems that you could solve with AI, & learn about how AI was used to solve the Kimchi Crisis.



Projects

8 points



Effective project management is key to success in business. Learn how to drive your projects to a brilliant finish.



User Interfaces

10 points



All of us use apps and websites every day, some of which we love, some of which just aren't very good. Learn how to design really brilliant online experiences which look great.



Random Coding

20 points



Everything from game design to music streaming can be enhanced by using the secret art of randomness. Find out how to trigger great experiences using number generators!



What is AI?



10 points



AI is a broad area of computer science that makes machines seem like they have human intelligence. Humans are the most intelligent creatures that we know of so this makes AI both exciting and concerning, but why? Find out in this badge!



Sysadmin

10 points



Fast becoming one of the key roles in computing, systems administrators work forensically to troubleshoot webpage errors and get websites up and running.



Working from Home

5 points



Working and learning from home is becoming more common and it is important to find ways to stay healthy, productive and effective when doing so. In this badge, find tips for setting up your workspace, learn about digital tools helpful for communication and collaboration, as well as time management and productivity techniques.



User Experience

10 points



Fantastic websites and apps are designed by thinking carefully about the people who will use them. Find out how the best web developers do this so you can put their techniques into practice yourself.

Maker Badges

iDEA Maker Badges are all about digital creativity and show you how to build and make in the digital world. Learners need to win a minimum of 50 points in this category to achieve their Bronze Award.



AI Project Cycle

10 points



AI has great potential to transform society & you can create an AI project of your own, but how do you get started? Learn about the 6 stages of the AI Project Cycle, the 4Ws Problem Solving Canvas, and discover techniques to acquire & visualise data.



Animation

10 points



Fancy working in the gaming or video industry? Start here by getting to grips with animation tips and tricks. See if you can make a superhero animate!



Automation

20 points



Life hacks are smart ways to use tech and make everyday life easier. Find out more about algorithms, variables and the Internet of Things to start making your own life hacks.



Coding Solutions

10 points



Learning how to troubleshoot effectively is one of the key skills web developers need to acquire. This badge helps you learn how to analyse and fix errors in code.



Colours

10 points



Anyone who wants to do anything in digital needs to do this badge. Colours might seem a simple topic but they affect everything we do - colours speak all languages. Using them smartly will put you in a different league.



GIF Making

8 points



GIFS are file formats that have superpowers to store and animate multiple images. Learn how they work and how to make them.



Graphic Design

10 points



Eye-catching visuals can make or break a project. Get the inside track on graphic design and find out how to make words and pictures work across any media.



Video Editing

10 points



Making your own films can be a lot of fun – and tech these days means it’s easy to create video content. Learn the craft of editing to hone your video storytelling skills like YouTubers do.



jQuery Coding

15 points



You’ll learn how to combine coding in jQuery (a clever interface library) with HTML (a markup language) and CSS (which makes web pages look great) so you can make animated images.



Virtual Reality

8 points



The magic of immersion – Virtual Reality can transport you into any scenario. This introduction opens up the amazing world of VR, how you can use it and how you can make it!



Junior Web Designer

10 points



This ‘day in the life of a web designer’ introduces you to the role of a web developer using a ‘bootstrap framework’ - a free resource which provides lots of templates for making fantastic websites.



Making Websites

10 points



Having an online presence is becoming increasingly important for businesses, products and services. Find out how to make a website and set up a blog with this easy-to-follow guide.

Entrepreneur Badges

iDEA Entrepreneur Badges help you learn how to originate ideas and bring them to life. Learners need to win a minimum of 50 points in this category to achieve their Bronze Award.



Advertising

10 points 

What is advertising and how does it work? From the very first advert to the way businesses promote products and services now – find out how to make an impact in today’s digital world.



Big Data

8 points 

The term ‘Big Data’ is something we are generally familiar with – but what does it mean, why do we need it, and how should we use it? The challenges and opportunities are – not surprisingly – vast. This fascinating introduction covers the history of Big Data and reveals the incredible range of applications it has – today and for the future.



Blockchain

8 points 

Blockchain technology has been around for some time now, and it’s beginning to transform the way a number of sectors operate. But what is blockchain, and how do crypto currencies work? Pick up the basics here, and get a downloadable jargon buster.





CRM

10 points 

It’s no good having a wonderful product if you can’t tell anyone about it, help people if they get stuck or look after the needs of your clients. Learn how CRM techniques affect your ability to sell things and get some tips for providing excellent service.



Growth Hacking

 8 points 

Growth hacking is finding clever ways to get people talking about your business. Think of it like marketing for the digital age – this badge is a vital introduction for any budding entrepreneurs.



Growth Mindset

5 points 

Do you have a growth mindset or a fixed one? Do you believe that intelligence and abilities can be developed or are they static qualities that you are simply born with? Try this badge to find out what a growth mindset is and how developing one can make your brain smarter and stronger!



iDEA Influencer

10 points



Becoming an entrepreneur takes self-belief and inspiration. It also takes grit, determination and hard work. Helping people understand your product or service and getting them excited about it is a core enterprise skill. This badge helps you put some of this into practice. Successfully encourage five new people to sign up to iDEA and do their first badge to win 10 points. Social selling is integral to establishing and then scaling a business. By getting in touch with your contacts, you'll need to persuade, influence them and drive 'behavioural change'. In other words, what you do and say should encourage them to take action.



iDEA Innovation

8 points



Entrepreneurs often try to come up with something new to stay ahead of the competition. Learn how to innovate effectively with a range of tools used by some of the most successful teams in business.



iDEA Jargon Buster

8 points



One of the UK's most brilliant business leaders is Dragon Peter Jones. Anyone interested in business and enterprise needs to get to grips with the jargon people use and learn how to weigh up risks. Try this jargon-buster and business guide.



iDEA Money Management

8 points



Pick up some tips and techniques to help you manage your money – from saving to investing to handling a budget. Learn too about how technology has changed the way we make transactions – do YOU know what a 'satoshi' is?



iDEA Problem Solving

5 points



Problem solving is a valuable life skill. It is highly transferable across a range of jobs and sectors, and vital in business. Discover some key principles which are useful to apply when tackling problems, and learn about some great real-life examples of problem solving by companies including Spotify, Amazon and PayPal.



iDEA Researcher

10 points



Researchers find out facts and figures and make great investigators. This 'day in the life of a researcher' helps you uncover details others might miss.



iDEA Social Media in Business

8 points



One of the best ways of attracting attention to your product or service is to use social media wisely and well. You can build a loyal customer base and find routes to market. Discover which social media channels work best for different marketing challenges and how to use them effectively.



Social Selling



Social selling is all about learning how to change the way we sell by using the power of digital connectivity. Find out more about the people who use your products and services - and learn how to personalise your relationships with them.



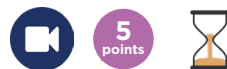
The Art of Selling



If you've developed a product or service, chances are you will want to persuade people to use it. There are lots of diverse ways of finding routes to market, and several tried and tested methods that suit different situations. This useful guide introduces you to concepts you might not know, and helps reinforce some of the principles that work.



Video Testimonial



Recording a video testimonial is a great way to help other people find out what you like about a product or service, and how it helps you. Get to know your reviews from your testimonials and have a go at recording your own video testimonial about iDEA! Please note that you will only be able to make a video during this badge if you are using a device with a camera and microphone.

Gamer Badges

iDEA Gamer Badges help you learn gamification techniques and teach you how to make games.



BAFTA Game Concept



Young Game Designers is an initiative by BAFTA that inspires and supports young people to create, develop and present their new game idea to the world. Learn here how to plan, develop, design, set difficulty levels, test and market your game idea!



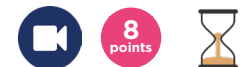
Game Designer



As a game designer, you are creative and intelligent and enjoy ever changing projects. This 'day in the life of a game designer' helps you earn your gaming stripes by showing how game mechanics influence gameplay. And get to design your own game!



Intro to Gaming



The gaming industry generates more revenue than movies and music combined. Ian Livingstone is one of the world's most famous gaming entrepreneurs. Here, he offers an introduction to the world of gaming with some insights on how to get started making your own games.



Make a Game

5 points



Hone your logic skills with one of the world's best tech creator companies - Raspberry Pi. Code a game and learn some of the basics of Python, such as how to write loops, use random numbers and draw lines.



Python Quiz

20 points



CoderDojo is famous for helping thousands of young people learn how to code. In this fantastic module, you can learn how to build a quiz in Python (a programming language) and at the same time understand some of the basics of coding.

iDEA Experience Badges

Organisations that host events, workshops or learning experiences related to developing digital and enterprise skills can apply to have their event accredited by iDEA.



Learners can follow any of three quick and easy methods to redeem their badge:

1. Enter the badge code on iDEA
2. Click your badge redeem URL
3. Scan your badge redeem QR code

Once learners are awarded your badge, it will show up in the completed badges section of their iDEA profile and on their iDEA Record of Achievement.

Create your own badge!

Promote access to iDEA and reward engagement with your own digital badge. Customise your badge icon to make it unique to your organisation:

- Pick a name for your badge
- Choose a logo or graphic to display on the badge icon

It costs just £350 each year to have your own badge and get information about learner achievements.



Try it for yourself!
Scan to claim the badge

iDEA Silver Award

iDEA Silver Badges are scenario-based challenges that help you learn digital, employability and enterprise skills.

Where Bronze is 'beginner' level, Silver is 'intermediate', so these badges will take longer to do and are harder.

With Bronze, there are 4 core categories but with Silver, badges are split into 5 core categories: Citizen, Worker, Maker, Entrepreneur, and Gamer.



Learners do not have to do Bronze badges before doing Silver badges, and it is not mandatory to complete the Bronze Award before starting the Silver Award.

iDEA recognises you might be a subject expert in one area of the digital world but have gaps in your knowledge in other areas.

Bronze badges are therefore designed to introduce you to skills, knowledge and information which will help familiarise you with different topics and help you feel more confident.

Silver badges require you to be more resourceful and are significantly more challenging. iDEA advises learners and Organisers to tackle Silver after you feel you have mastered the basics.

The Silver curriculum introduces you to progressively more challenging tasks based around one unfolding scenario, known as a Quest.

The Silver badges can be stopped, started and revisited to help you hone your learning, and develop enterprise skills. Some of the tasks are quite difficult and will test your resilience and perseverance. They have been designed that way to help build employability and life skills. If you get stuck, think through whether there might be another way of tackling the task. Problem solving is key to the Silver Award and its pedagogy.

There are three badge levels within each Silver category. You unlock access to each badge as the Quests develop.

You will need 100 points to complete each category. First you have to complete Foundation to unlock access into Activation; then you will need to complete Activation to unlock access into Resolution.



Foundation is worth 20 points, Activation is worth 25 points and Resolution is worth 30 points.

When you win a Silver badge, a star will be added to that category's shield and you will earn points towards your Silver Award.



Additionally, a section of that category's mini shield on your progress bar will be filled in.

To win the Silver Award you will need at least 400 points and to have completed 4 of the 5 categories.

The Citizen category is mandatory in the Silver Award.

You can choose which 3 out of the 4 remaining categories you want to do, or even do them all to qualify as a Silver Award Star.



Citizen Silver Badges

iDEA Citizen Badges help you learn digital awareness, safety and ethics.

You must complete Foundation before starting Activation and you must complete Activation before starting Resolution.



Foundation

20 points

Gain access to the iDEA Digital City by earning your cyber passport, training in digital citizenship and developing awareness around cyber responsibility and digital ethics.



Activation

25 points

Explore the iDEA Digital City and discover your digital tattoo. Find out how to protect your digital footprint by safeguarding your data and learning how to operate safely and securely online.



Resolution

30 points

Learn about malware, privacy, the 'billboard test', safeguarding your online presence - and the logic around sanitising your data. Download a jargon buster to help you remember how to stay safe and be an iDEA Digital Citizen.

Worker Silver Badges

iDEA Worker Badges teach you tools and techniques which are useful in the workplace, and employability skills.

You must complete Foundation before starting Activation and you must complete Activation before starting Resolution.



Foundation

20 points

As the digital detective, you are sent on a series of missions to discover employability skills and find out how different working environments function. Learn how to prioritise well, communicate effectively and develop a great mindset.



Activation

25 points

Explore the digital city skyscraper further and learn how to plan your time, develop research skills and find out how to present information in different, useful ways. You will also get to play with the planets and hone your ability to think laterally and solve problems



Resolution

30 points

Investigate the secrets of employability to complete your mission. Try out web design and work in a social media company to deepen your problem solving skills, use your creativity, and test your resilience.

Maker Silver Badges

iDEA Maker Badges are all about digital creativity and show you how to build and make in the digital world.

You must complete Foundation before starting Activation and you must complete Activation before starting Resolution.



Foundation

20 points

Explore the iDEA Makerverse and start collecting the skills points of the maker worlds you visit. Find out the tools you need and start discovering the secrets of image manipulation, colours, pixel art, 'nearest-neighbour interpolation' and 'dithering'.



Activation

25 points

Next stop in the Makerverse is the coding and engineering part of your journey. Learn some core coding syntax (in this case JavaScript) where the logic can be applied across coding languages; and pick up 3D modelling and AI skills.



Resolution

30 points

Use HTML and PHP to code a planet's ecosystem and make it habitable. Hone the skills you've developed to make a website, deploy robotics and unlock points to become a Digital Adventurer.

Entrepreneur Silver Badges

iDEA Entrepreneur Badges help you learn how to originate ideas and bring them to life.

You must complete Foundation before starting Activation and you must complete Activation before starting Resolution.



Foundation

20 points

This is your chance to earn your iDEA Motivational Business Adventure (MBA). Discover the core traits of an entrepreneur and learn how to navigate the business jungle to solve real problems in real time.



Activation

25 points

Hone your team building skills and learn leadership techniques like the RACI framework. Discover the surprising truth about what motivates us, and find out why agility and adaptability matter in business.



Resolution

30 points

Develop and take a product to market and learn how to overcome obstacles as they arise. Find out how to develop a pitch, create a business plan and roadmap, raise investment and take on competitors.

Gamer Silver Badges

iDEA Gamer Badges help you learn gamification techniques and teach you how to make games.

You must complete Foundation before starting Activation and you must complete Activation before starting Resolution.



Foundation

20 points

Start your journey to become a Digital Architect by experimenting in the iDEA Imaginarium. Find out why the games industry matters and the range of skills and jobs in gaming. Discover the gaming timeline and find out if your perceptions about gaming are accurate.



Activation

25 points

Get to grips with Motion Capture, education in gaming, and the major categories of the gaming world. Then experiment with your own IDE (integrated development environment) to make games yourself - and download a jargon buster.



Resolution

30 points

Learn about staying safe in gaming and have a go operating a virtual reality environment in the iDEA Imaginarium. Finally get put through your paces at Bootcamp to pull all you've learned about physics, gameplay, simulation and coding together to pass the Gaming Gateway.

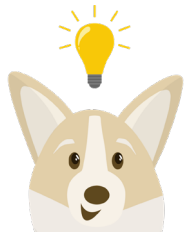
iDEA Gold Badges

The Gold Award is currently in its 2024 early-release phase. There are currently seven Gold-level badges available on iDEA.

To achieve the Gold Award, iDEA learners will need to have achieved the Bronze and Silver Awards, and they will need to collect 500 Gold points which they can earn by completing Gold-level iDEA badges.

We are actively fundraising and collaborating with some fantastic, innovative employers and industry experts to create new Gold-level badges.

More Gold badges will be released as soon as they are available.



We are always on the lookout for new partners who could share their expertise with iDEA learners.

If you would like to recommend us to an organisation, or recommend an organisation to us, please write to us at:
support@idea.org.uk

Thank you!

Citizen Gold Badges

iDEA Citizen Badges help you learn digital awareness, safety and ethics.



Digital Ethics

30
points

Digital innovation has transformed our lives in many ways for the better, however, there are also trade-offs and unexpected consequences that we need to look out for. In this badge, take on the role of a digital ethicist and learn how to think like one, to uncover the benefits and potential pitfalls of digital technology.



Fake News Detector

35
points

The explosion of the internet and social media have enabled news to travel faster than ever before, whether it is real or fake. Knowing how to spot fake news is crucial and there are AI tools that we can build to help do this. In this badge, explore how AI can be used to process human language and then try creating your own fake news detector!

Worker Gold Badges

iDEA Worker Badges teach you tools and techniques which are useful in the workplace, and employability skills.



AI Inference

30 points

Did you know that there are lots of AI models that have already been trained (for example, to detect vehicles) and are available for you to use in your own projects? In this badge, discover the AI inference process and try using an OpenVINO pre-trained model to complete a smart cities challenge!



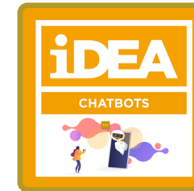
First Aid

30 points

Learning first aid gives you something amazing - the confidence to do the right thing when it really counts.

Maker Gold Badges

iDEA Maker Badges are all about digital creativity and show you how to build and make in the digital world.



Chatbots

30 points

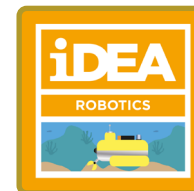
If you have ever asked Siri a question or used an instant chat feature on a company website for help, you've used a chatbot. But what are chatbots, exactly, and how do they work? Learn all about the different types of chatbots and the technology behind them, and have a go at creating your own eco-chatbot!



Computer Vision

35 points

Learn about how computers can process, analyse and understand visual data (think, images and videos) as humans do! Then, train an AI model to find clues to help you as you try to solve a mysterious crime.



Robotics

30 points

In today's world, robots can take many forms and do many things - from exploring space to performing surgery and caring for us. But, what exactly is a robot, where did they come from, and how are they created? Find out in this badge!

Showcase Your Achievements

iDEA has developed a Record of Achievement on the platform, to enable learners at any point in their learning experience to download, print and share their achievements to date.

You can do this as often as you like before or after you get your Award. This means you will be able to showcase your hard work in a verifiable certificate whether you have earned two badges or fifty badges.

This will be particularly useful for job seekers, apprentices, students and anyone making a personal statement for an application, going to an interview, or needing to prove what they've accomplished.

You can use your Record of Achievement to demonstrate the skills, information and knowledge you have gained at Bronze level, Silver level or both. Just go to your 'completed badges' section on the Badge Store.



iDEA has created a personal verification number for each and every participant so that when they share their Record of Achievement, iDEA can validate their progress to date with any future employer or learning institution who requires verification.

Visit [iDEA.org.uk/about/roa](https://www.idea.org.uk/about/roa) and input the verification number into the box or click the link if someone sends it to you.



Verification Number

VALIDATE

All online modules on iDEA (known as 'badges') have meta-data which helps you see the sorts of skills, information and knowledge a person has acquired on each module.

Organiser Info

Join thousands of organisations using iDEA to inspire and empower groups of learners.

The sign-up process to register your organisation is a short simple. You will be guided through the process of creating your first group, so that later you can invite learners to join it. After registering your organisation and creating a group for learners to join, you will land straight into the iDEA portal where our new Quick Guide for Organisers pops up to tell you more about how it works.

Once you have successfully onboarded your first learner and they have achieved an iDEA badge, you will be awarded with your very own iDEA Organiser badge!

- Manage learner accounts
- Keep track of progress
- Celebrate success

It's intuitive and easy-to-use whether you are running iDEA solo or as part of a team.

Try it for yourself!
Click to sign up your organisation

The screenshot shows the 'Sign up' page for iDEA. On the left, there is a dark blue sidebar with the text: 'Sign up', 'Join thousands of organisations using iDEA to inspire and empower groups of learners.', a list of features: 'Manage learner accounts', 'Keep track of progress', and 'Celebrate success', and a note: 'It's intuitive and easy-to-use whether you are running iDEA solo or as part of a team. You can also learn with iDEA and earn digital badges and awards too!'. The main content area is white and titled 'How will you be using iDEA?'. It has two radio buttons: 'join as a learner' (selected) and 'enrol organisation'. Below this are fields for 'What is your email address?', 'What is your date of birth?' (with day, month, and year dropdowns), and 'Country' (a dropdown menu currently showing 'UK'). There are two password fields: 'Please create a password' and 'Please confirm your password', both with a strength indicator. At the bottom, there is a checkbox for 'I agree to the terms and privacy' and a red 'Sign Up' button.

iDEA Shop Now Open!

You can now buy packs of iDEA stickers, certificates, pin badges and posters. Perfect for both organisations & individuals!

All proceeds from the shop sales go right back into the charity, helping to keep learning with iDEA.org.uk free for everyone, forever!

Shop Now!

iDEA

IDEA.ORG.UK