



“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 international programme that helps you develop digital, enterprise and employability skills for free.

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

iDEA is a blended learning approach that aspires to be a digital and enterprise equivalent of The Duke of Edinburgh's Award. Participants take on a series of challenges that earn them points which aggregate towards their Bronze, Silver or Gold Inspiring Digital Enterprise Award.

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 and web development. All the digital badges are short modules which can be completed anywhere a learner can be online.

Since the launch of the Bronze Award in 2017, millions of iDEA badges have been completed by learners in over 100 countries worldwide. More than 100,000 of our Awards have been achieved.

iDEA works closely with learners and organisers to support their implementation plan. The team at iDEA provides resources that help Organisers by enabling them to practice the modules for CPD as often as they like, and providing them with data and analytics about their students' progress.

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 will be published on the platform in due course.



iDEA

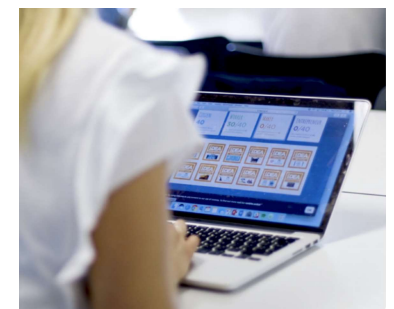
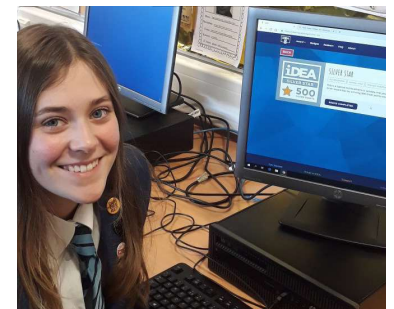
“iDEA is an accessible and sustainable education service that can empower and connect millions across the globe.”

Young Enterprise



“iDEA is inspiring young people to learn new skills and to get the right job. iDEA is making a real difference to peoples' lives”

Mark Hill, MBE



Opportunities with iDEA

iDEA is building partnerships with a wide range of organisations in every continent. The initiative is highly flexible, meaning organisers can use the modules – known as ‘badges’ – to support both formal and informal learning.

Around the world, iDEA is being used as part of classroom and workshop activities and integrated into schemes of work. It is also being used as an enrichment or homework activity. People can do the badges with friends, on their own, or in classroom or workshop or club environments.

iDEA can help institutions create meaningful impact for their students’ educational and employability prospects. When an organisation works with the programme, anyone facilitating classes is upgraded to Organiser Status on the iDEA platform, meaning they can do badges as often as they like as they prep lessons and deliver live sessions.

Additional benefits for organisers include having access to comprehensive learner analytics which help schools and teachers track progress and support their pupils.

For learners, the badges provide a visual acknowledgment of achievement which can then lead to increased employment marketability in the technology and enterprise sectors.

iDEA Pioneer Institutions

A number of highly engaged schools, school trusts, colleges, universities, learning organisations, local authorities, community outreach organisations, charities, educational bodies and corporates have been awarded iDEA Pioneer status.

This is a way of signifying on websites, school prospectuses, letterheads and email signatures that an institution is committed to ensuring learners in their care are set up to thrive in a digital world.

As well as being hugely beneficial to students, iDEA Pioneer status provides a visible and prestigious acknowledgement of an institution’s digital commitment. The programme also helps organisations show they are part of a global community that enables digital skills education.



INSPIRING DIGITAL ENTERPRISE AWARD
PIONEER



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

An overview to introduce how Silver works.....33-36

SILVER BADGES

The full Silver curriculum.....37-40

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



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.



Teamwork



How we work together and make the most of each other's talents is essential in business. Learn how with Teamwork!



What is the Cloud?



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.



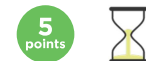
Collaboration



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?



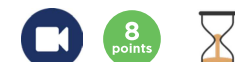
Crisis Management



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.



Data Visualisation



Data visualisation is both an art and a science. Patterns, trends and correlations can be discovered and documented more easily when we visualise data. You'll be introduced to some of the concepts of data visualisation as you follow Napoleon on his journey during the French invasion of Russia. *Currently being refreshed*



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 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.



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!



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.



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.



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.



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!



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.

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.



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.



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.



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.



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!

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.

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.

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.