TMIH (Technicians Make it Happen Campaign) – Teacher Guidance

Introduction

As part of the support for Digital T Levels we set a student competition each term, usually linked to the Digital Core of the qualifications, although in this case as only the DPDD route was active, this has a DPDD focus.

Competitions are set by employers and the outcomes are judged by them, with a winner chosen and, if appropriate, the identification of any submissions which are highly commended.

Winners of the competition were able to opt to receive live, virtual face to face feedback, or for written feedback.

Context

The original competition brief has been adapted for use in several different ways:

- This particular brief would be ideal to be used when inducting students on the DPDD pathway at the start of their course. It encourages teamwork and helps break the ice with new student groups.
- When teaching UX/UI you could issue the TMIH Campaign – Brief document to learners and view the winning submission. This would enable you to ask learners to critique the UX/UI aspects of the submission.
- It could be set as a competition for your students to be undertaken as homework, with you judging the outcomes. This is also an opportunity for students to critique their own work and the work of others.

The brief was set by the Kindred Agency. Kindred is a creative PR and comms agency that helps brands and organisations deliver positive change, such as a behaviour change strategy for the dairy industry to get teens to drink more milk and creating compelling content for Government that prompted people to report modern slavery. You can find out more about Kindred here.

Kindred run the social media for the Technicians Make It Happen (TMIH) campaign. This campaign aims to raise the profile of digital technicians, and to promote greater recognition of their contribution to modern society. A key strand of this is attracting more young people to take up a career as a technician. You can find out more about this campaign here.

Kindred set this brief for an asset that they would be able to use as part of this national campaign.

Resources provided to support this activity include:

TMIH Campaign – Brief
TMIH Campaign – Branding Guidelines
TMIH Campaign – Video of live feedback