

———— JUMPINGGOOSE® ————

# WORKADEMY

———— MULTIVERSITY ————

*Strategically Designed To Springboard Young Creative Careers*

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## THE CURRICULUM SYNOPSIS

In an era where creative industries demand agility amid AI disruptions and global shifts, **JUMPINGGOOSE® WORKADEMY reimagines talent development** as a high-stakes, narrative-driven odyssey. Drawing from **gold-standard project-based learning (PBL) principles**—such as sustained inquiry, authentic challenges, and reflective critique—this **1-year program dismantles classroom conventions for a KRA-aligned ecosystem**. Talent, selected via portfolio challenges and empathy interviews, **commit to 40–50-hour work weeks blending 70% live project immersion, 15% expert interactions, 10% fieldwork/exchanges, and 5% peer synthesis sessions**.

**The curriculum orbits four quarters, each anchored in a thematic arc inspired by design thinking's iterative loop** (empathize, define, ideate, prototype, test). Streams rotate to prevent silos, ensuring a 360-degree mastery: Strategy informs every brief, while Content Production caps outputs as multimedia assets. Radical elements include AI-augmented ideation (e.g., using tools like Heuritech, Midjourney, etc., for trend curation) and "disruption sprints"—24-hour hacks addressing real client pain points.

**By the program's end, talent not only certify their competencies, but also join a high-impact industry network**. This model, validated by best practices in inclusive industry-led training programs, **guarantees a 360-degree worldview, turning novices into collaborators who command CTCs 30–40% above peers**.

## THE OVERVIEW

JUMPINGGOOSE® WORKADEMY is a transformative 1-year, KRA-based (Key Result Areas) on-the-job learning program that immerses talent in live projects across Strategy, Critical Design Thinking, Branding, UI/UX, Brand Marketing, Communication Design, Trend Curation, Product Design, Graphic Design, and Content Production. Unlike traditional academia, it rejects traditional semester systems for a fluid yet industry-focused quarterly progression (Q1–Q4), emphasizing radical, experiential learning through global exchanges, on-ground immersions, and collaborations with industry titans.

The quarterly curriculum is divided into Learning Objectives, Learning Outcomes, Knowledge They Earn, Skills They Learn, and Synthesis.

Across the 4-quarters, the talent tackles real-world challenges in industries like fashion, consumer lifestyle, jewellery, F&B, beauty & personal care, health & wellness, edtech, fintech, and more, fostering a holistic skill set for immediate employability. By year-end, participants earn a Work Experience Certificate, grade promotion letter, CTC Worth Certification (validating salary-equivalent practical value), and a Personalized Recommendation Letter.

## THE BLUEPRINT PROGRAM PHILOSOPHY

Not Students. Not Interns.  
Industry-Primed Creative Professionals in One Year.

Every talent is recruited as a Junior Creative Professional, designated at the Assistant Manager Position, owning KRAs linked to real clients, deadlines, outcomes, and revenue impact. No hypothetical projects. No classroom memorization.

A radical, industry-first, 1-year KRA-based curriculum — intentionally non-academic, non-semester, high-performance creative agency training ground, powered by JUMPINGGOOSE® – Learn by Doing. Launch by Knowing.

## THE STRUCTURE FOR THE YEAR

Quarter	Core Focus	KRAs	Outputs
Q1	Foundations of Creative Intelligence	Research, observation, articulation	Primary research reports, audits, starter projects
Q2	Multi-Disciplinary Execution	Design + Strategy Delivery	Complete design projects with measurable KPIs
Q3	Market + Global Exposure	Exchange + Innovation + Trend mapping	International exchange output, trend publication
Q4	Leadership, Real Client Ownership	Own Project + Pitch + Revenue impact	Live Client Campaign + Portfolio + Assessment

## QUARTER-WISE BREAKDOWN

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## Q1: Discover + Decode

Foundation of Creative Intelligence + Strategic Thinking

### Learning Objective

Introduction to the OLAAi approach. Build the ability to observe, decode, analyze & articulate insights into strategic thinking and design ideas.

### Learning Outcomes

- Challenge assumptions, identify problems, and map needs & opportunities through research.
- Translate cultural, consumer & brand insights into design.

### Knowledge They Earn

- Design Thinking
- Consumer Psychology
- Market & Trend Research
- Branding Fundamentals
- Research Tools, Audits & Frameworks

### Skills They Learn

- Brand Audit & Competitor Mapping
- Critical Thinking Tools
- Strategy Frameworks (STP: Segmentation, Targeting, and Positioning; JTBD: Jobs To Be Done, Emotional Laddering)
- Story Building + Creative Writing for Brands

### Synthesis

A Brand Insight Report + Strategy Starter Kit for real brand businesses.

### Jul-Sep: Monthly + Activities

- ✓ 1 Industry Visit: Agency / Research House / Factories
  - ✓ 1 Retail Safari: Shopping districts + malls (photo documentation)
  - ✓ 2 Industry Interactions: Strategists, Brand Leaders
  - ✓ 2 Visiting Faculty Workshops: Design Research/Insight Mining + Critical Thinking
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## Q2: Build + Create

Multi-Disciplinary Design & Brand Communication

### Learning Objective

Move from thinking → producing design + communication systems for real clients.

### **Learning Outcomes**

- Develop brand identity, visual language & UX frameworks.
- Execute campaigns, packaging, content & marketing communications.

### **Knowledge They Earn**

- Visual Identity Systems
- UI/UX Principles & Design Psychology
- Content Strategy
- Brand Marketing + Social Strategy

### **Skills They Learn**

- Logo + System Design
- UI + Web Design
- Packaging & Labeling Systems
- Campaign Design
- Motion + Content Production

### **Synthesis**

A complete multi-disciplinary brand kit for a live project.

### **Oct-Dec: Monthly + Activities**

- ✓ 1 Industry Visit: Printing house / Digital production unit / Manufacturing
- ✓ 1 Retail Visit: Packaging + display intelligence mapping
- ✓ 2 Industry Interactions: UI/UX head, Creative Director, Art Director
- ✓ 2 Visiting Workshops: Typography + Color Systems

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## **Q3: Expand + Globalize**

Innovation + Trend Curation + International Exposure

### **Learning Objective**

Build forward-thinking, trend-aware, globally benchmarked creators.

### **Learning Outcomes**

- Predict, decode & apply global trend signals.
- Create global-standard creative innovation outputs.

### **Knowledge They Earn**

- Global Trend Mapping (AI + Human-Driven)
- Fashion + Lifestyle Forecasting
- New-Age Media & Creative Tech (AI, AR, Generative Design)
- Retail-Centric Product/Collection Architecture Design

### **Skills They Learn**

- Trend Curation & Reporting
- Design for Future Behaviors
- Creative AI Workflow Integration
- Multi-Country Market Sensitivity
- Graphic Design

### **Synthesis**

A Global Trend Report + Innovation Project published under WORKADEMY (credited author).

### **Jan-Mar: Monthly + Activities + Exchange (UAE/SEA/UK)**

- ✓ 1 Industry Visit: International brand interaction / corporate powerhouse headquarters
- ✓ Trend Safari: Global & local documentation
- ✓ 2 Master Interactions: Fashion Strategist, Global Futurist, AI Creator
- ✓ 2 Visiting Workshops: Trend Forecasting (WGSN/Polimoda/IFT Expert)
- ✓ Workshops + Visits to:
  - Global Creative Agencies
  - Retail Experiences
  - Design Universities

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## **Q4: Lead + Launch**

Real Client Ownership + Portfolio + Pitch + Assessment + Placement

### **Learning Objective**

Enable talent to operate like solopreneurs inside the creative ecosystem.

### **Learning Outcomes**

- Own a project end-to-end with measurable business impact.
- Pitch to clients, manage production & drive ROI.

### **Knowledge They Earn**

- Business of Creativity
- Budgeting, Production, Client Management
- Presentation + Pitch Psychology

### **Skills They Learn**

- Project Ownership
- Client Negotiation

- Portfolio Development
- Leadership + Team Collaboration

### **Synthesis**

A live client project + strategic pitch + portfolio launch

### **Apr-Jun: Monthly + Activities**

- ✓ 1 Industry Visit: Production plant or e-commerce studio
- ✓ 3 Industry Mentorships: Business leader, agency founder, marketing head
- ✓ 1 Visiting Workshop: Entrepreneurial Design (Founder-Led)

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## **END-OF-YEAR QUALIFICATIONS & GAINS**

- Work Experience Certificate (1 Year, Full-Time, Live Projects)
- Grade Promotion Letter
- CTC Worth Certification (Skill-Earn Potential)
- Founder Recommendation Letter + Client References
- Placement Offer Letter

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## **JUMPINGGOOSE® WORKADEMY TOP-UPS**

### **How it Boosts Personality & Behaviour**

JUMPINGGOOSE® WORKADEMY focuses on building self-awareness, confidence, communication, and professional conduct through real-world exposure, feedback, and reflective learning. Talent develops workplace-ready behaviors, emotional intelligence, and ownership, not just skills.

### **How it Integrates Technology & AI tools**

JUMPINGGOOSE® WORKADEMY leverages AI-powered learning tools, assessments, and productivity platforms to personalize learning paths, track progress, and expose talent to modern digital workflows used in real businesses.

### **How it Supports Sustainable Business Practices**

JUMPINGGOOSE® WORKADEMY embeds sustainability into learning by promoting responsible decision-making, efficient resource use, ethical work practices, and long-term thinking, preparing talent to contribute to businesses that balance growth with impact.

### **Personalized Career Counseling / Consultation**

Each talent receives personalized career guidance based on their interests, strengths, aptitude, and aspirations, helping them make informed choices about roles, industries, and growth paths with clarity and confidence.

### **WAY Buddy**

Every talent is paired with a WAY Buddy, a trusted friend and mentor who offers guidance, support, and real-world insights, ensuring no talent feels lost while navigating their professional journey.

