



STRATEGICALLY DESIGNED TO
Springboard
young' creative
careers

curriculum
blueprint



KRA-based immersive professional platform thoughtfully designed.

*IN THE
INDUSTRY.*



*BY THE
INDUSTRY.*



FOR THE TALENT.

Experience
real creative skills,
real businesses,
real impact.

[JOIN THE WAITLIST](#)

Curriculums synopses

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.

**Think you're ready for real creative work?
[Join the Waitlist for the next cohort.](#)**



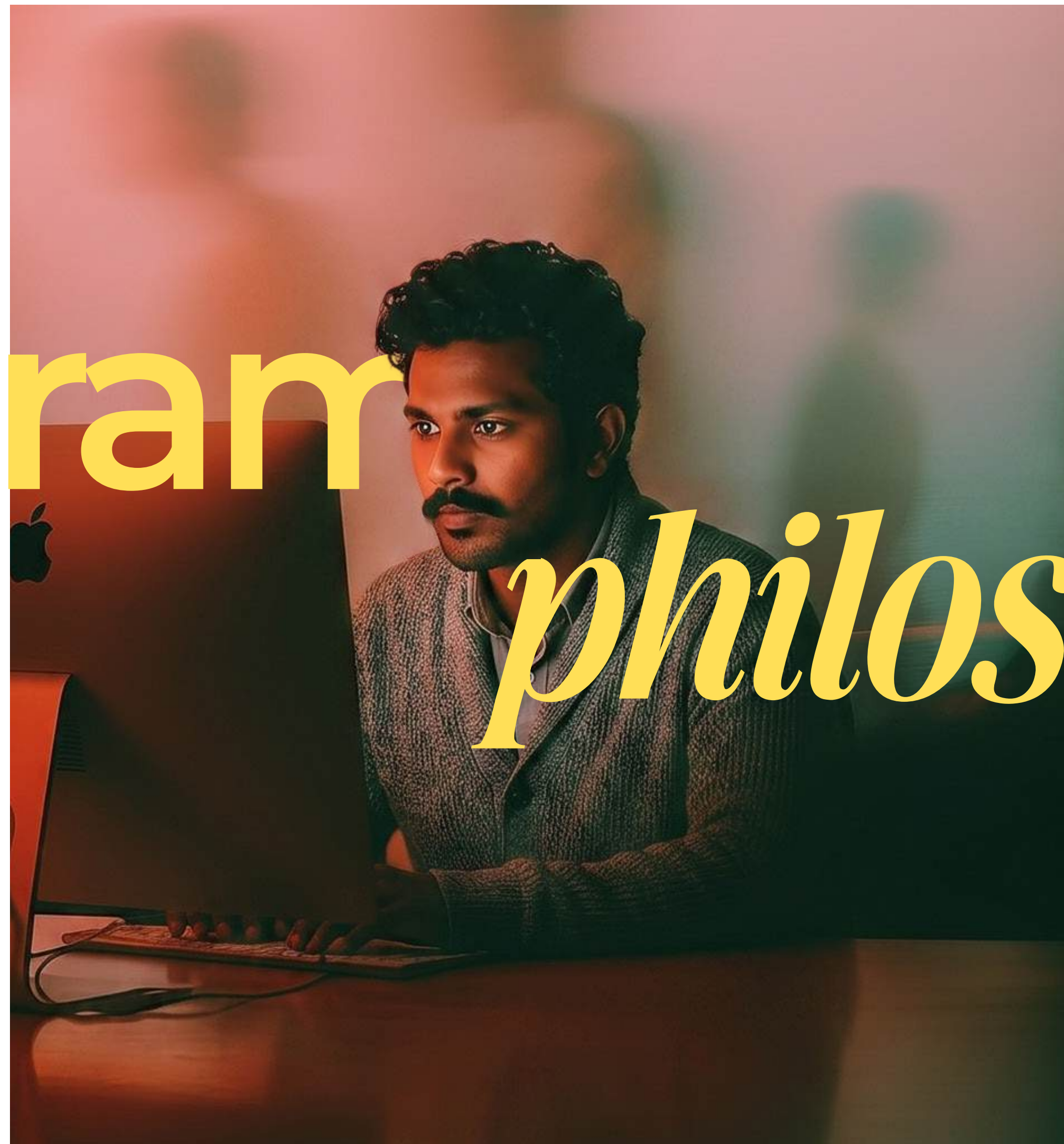
the *blueprint*



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*.

If this sounds like you, [get on the waitlist](#).
Selected talent only.



the *structure* for the *year*

QUARTER	CORE FOCUS	KRAs	OUTPUTS
	01 Foundations of Creative Intelligence	Research, Observation, and Articulation	Primary research reports, audits, starter projects
	02 Multi-Disciplinary Execution	Design + Strategy Delivery	Complete design projects with measurable KPIs
	03 Market + Global Exposure	Exchange + Innovation + Trend Mapping	International exchange output, trend publication
	04 Leadership, Real Client Ownership	Own Project + Pitch + Revenue Impact	Live Client Campaign + Portfolio + Assessment



quarterly breakdown



QUARTER 01

foundation of creative intelligence + strategic thinking



discover + decode

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

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



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

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

QUARTER 02

multi-disciplinary design & brand communication





QUARTER 03

innovation
+ trend
curation

+ international
exposure

expand + globalize

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

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

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



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

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)

lead+ launch

QUARTER 04

real client
ownership +
portfolio +
pitch +
assessment +
placement

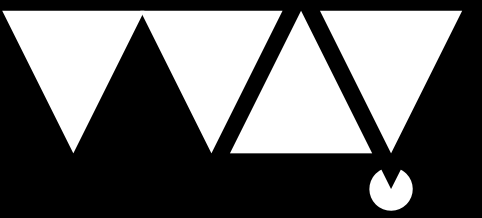


end-of-year qualifications & gains



Your creative career does not need
another course. It needs a launchpad.
[Join the Waitlist.](#)

- 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



JUMPINGGOOSE®



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.**



prominent *industry connections*

WORKADEMY operates within the ecosystem of JUMPINGGOOSE®, a global strategic design and creative agency with 400+ national and international brands and 2100+ projects delivered. Brands across fashion, lifestyle, technology, retail, and consumer sectors collaborate with this network.





prominent *industry connections*

This ecosystem gives talents direct exposure to real brands, real briefs, and real market challenges.





JUMPINGGOOSE®

WORKADEMY

MULTIVERSITY

LIMITED SEATS | HANDPICKED TALENT | REAL INDUSTRY EXPOSURE.

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