

The CPD Standards Office
INDEPENDENTLY ACCREDITED CPD
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DrawPj.com



1. Background

Drawpj.com provides one-to-one personal assistance for its activity course 'Drawing Certificate Course'. It offers a unique combination of traditional, fundamental principles of drawing (using graphite, coloured pencil and charcoal mediums) blended with contemporary knowledge on how to develop the necessary brain pathways for drawing. Course materials are easy enough for a twelve year old child through to adults to understand. A personal instructor is provided to support course participants for every single exercise in the course.

2. Why have you sought CPD Standards Accreditation?

Cindy Wider, Founder of DrawPJ.com invested in getting the training accredited to raise the profile of it internationally. Wider confirmed:

- “We were drawn to CPD accreditation to independently verify the quality of our art course. We could clearly see that CPD accreditation is highly respected throughout the world and this was an important factor for us when considering the accreditation process due to the fact that our course participants come from all parts of the world.”

It was also helpful for DrawPJ to become accredited to raise the profile of its course participants with careers in the creative industry including animation, design, technical illustration, professional studio artist, graphic design or hobby artists.

The aim of the course is to bridge the gap between skills learnt at university and those needed in the creative workforce industry. Wider confirmed:

- “We noticed that our CPD accredited art course can work cohesively with course participants who choose to study University courses; either as a bridging course to help them enter back into the formal education system or to assist course participants enter into the work force upon completion of their University studies. Our course participants can confidently present their CPD certificate either when applying for a university course, or when applying for work in the creative industries. As a result of studying our CPD accredited art course our course participants demonstrate their level of commitment to their professional arts practice and their completed portfolios demonstrate their skill level. This gives them real career possibilities upon successful completion, and that is a massive value add to our business.

A CPD certificate is used by DrawPJ participants to improve their career prospects after university and to make their CV stand out from the crowd. Wider confirmed:

- “By quantifying the number of hours they have spent studying our art professional level course, our course participants can present their CPD accreditation as a valuable part of their resume.”

3. What was accredited and how?

DrawPJ has accredited its whole portfolio of its training course- ‘Complete Drawing Certificate Course’. The course went through the assessment process which consisted of an analysis of quality of content as well as the delivery and support we offered to students.

A lot was gained from getting accredited by the CPD Standards Office, Wider confirmed:

- “We gained assurance that our art course is of a very high professional standard and has given us recognition and more credibility with our peers and prospective business partners. This gives us more confidence to expand our business operations.”

DrawPJ.com gained advice by the CPD Standards Office on improving the course delivery and how to follow up with participants after the course had ended. Wider confirmed:

- “We also learned where we needed to improve the delivery of our course which has been most valuable to us. We received advice on how to follow up after our course was completed by the course participant and that was an area we were totally unaware of. We had a rubric-based grading system in place but the CPD standard’s office brought to our awareness that it was important to also offer a questionnaire based summary test and we have now put that into place.

We were also advised to offer other suggestions to our students for further study after completing our course which we were doing in a random way. Now we are making it standard practice to offer courses to our students once they have completed our course.

These are both significant and important things that have greatly benefited our art education business.”

4. How do you use your accreditation?

DrawPF.com place their CPD accreditation logo on their website and on the social media pages Facebook. See here how it is used: <https://www.facebook.com/DrawPJcom>

When gaining new training contracts, DrawPJ.com uses it’s accreditation at first approach. Wider confirmed:

- “As a result we find that companies are more interested in affiliating with us or acting as a student-recruitment agency for us.”

5. What effect has CPD Standards accreditation had on your business?

Wider confirmed:

- “Our CPD Accreditation has been the reason for several new students to make the decision of enrolling into our art course over other art courses, mostly because they wish to have formal recognition of their study. This is exciting and one of the main reasons we initially sought to have CPD Accreditation.”

6. What do your delegates say?

DrawPJ.com have provided some testimonials of participants who took the activity course:

- "My experiences with my instructor, Tannis Trydal, have been outstanding! She has anticipated my artistic needs even before I have expressed them to her.

My confidence level has been growing by leaps and bounds. It feels as if the course was written specifically for me and all my artistic needs. Thank you Cindy. My best friend tells me that I have been so much happier.

The Drawpj "family" of artists are the greatest! Please come and join us!"

Susan Calhoun - USA

- "This course has been a revelation to me. Week by week I am discovering tips and techniques which enable me to use my natural talents to produce results I'd previously thought impossible.

Everything is self-explanatory, but if you get stuck you can ask questions which are promptly answered... Most important of all is the personalised feedback I get from my instructor Debbie Race... Debbie is doing a fantastic job of coaching me, focussing my attention where it is needed most and effectively helping me to improve.

I would like to suggest to anyone looking to improve their drawing skills that DrawPJ has a whole lot to offer."

Ivor Doherty - UK

- "I am continually amazed at how much my drawing skills have improved. This would not have been possible had it not been for the DrawPJ art course and my talented instructor, Brigitte. She tailors each lesson and challenges me according to my drawing ability. Because of this, I have watched my drawings go from scribbles on a page to artwork that I am proud to display on my wall. Brigitte's personal, one-on-one instruction has made learning to draw simple and enjoyable!"

Angela Deck - USA

- "I have always wanted to draw but didn't know where to start. The introduction, excellent notes and weekly exercises in this course have slowly guided me into learning to draw and shade and I look forward to eventually painting.

Cindy's philosophy's are inspirational and motivating.

Brigitte is always there to answer questions and guide me. She is encouraging all the time and checks my work thoroughly so I can see my mistakes and learn by them. She does this with a cheerful attitude and at times when I've been hesitant has pushed me along to challenge myself and most important of all to "Remember to Just Show up at the Table" and it becomes a wonderful journey of creativity and self-discovery."

Frances Green - Australia