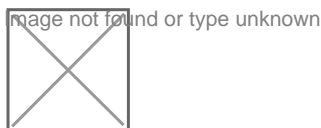


HNC / HND Digital Content Creation



Course Information

The HNC/D Digital Content Creation course is a university level course taught by experienced industry professionals, who will work with you evolve and adapt your skills in preparation towards your future career prospects within these ever changing industries. During your studies you will have access to a range of specialist facilities, equipment, staff and workshops including Adobe Creative Suite (Photoshop, Premiere, Illustrator, After Effects, Audition), DSLR Camers, high end cinematic Digital video cameras, Chroma-key and photography studios, portable lighting and mobile sound recording equipment.

This HNC/HND The course is ideal for anybody interested in working in digital marketing or social media, and follows a Digital Design pathway focusing on the creation of digital media content. It focuses on specialist areas including:

CINEMATOGRAPHY, MOTION GRAPHICS AND STILL IMAGE COMPOSITION - utilising cameras & lighting to produce various cinematic and promotional moving image sequences.

NARRATIVE DEVELOPMENT AND VISUAL STORY TELLING – producing planned sequences of still, moving or animated images to convey narrative across platforms.

DIGITAL DESIGN – From brand guidelines to user experience, this area focuses on graphic design projects using key industry relevant software for the creation of brands and ads

MOTION GRAPHIC DESIGN – The production of motion graphics will bring together your composition, movement and graphic design knowledge.

SOCIAL MEDIA MARKETING – As a final project you will be working directly with clients, creating content, tracking insights and engagement and preparing marketing schedules for their next campaign.

PROFESSIONAL WORKING PRACTICES – interpreting and developing productions to client's briefs and expectations, focusing on web and social media based output.

PROMOTION AND ADVERTISING – This area brings all of your skills together. By the end of the HND you should be fully competent in the creation of still and moving promotional and advertising content, as well as fully confident in the deployment of materials to audience.

Entry Requirements

Typically, you will need to have completed a relevant BTEC Extended Diploma course in an Art, Design or Media subject, OR 2 A Levels at grade C (at least one in an Art, Design or Media based subject), Or a Foundation Diploma in Art and Design. The College also welcomes applications from mature students and students with relevant experience but without formal qualifications. Those already working within the creative industries who wish to obtain accreditation for their skills and to enhance them may also apply. All prospective students will be interviewed, by a specialist lecturer. You will need to bring either a printed portfolio of work to interview, or provide a link to an online digital portfolio for us to view. This will help us offer you the best guidance possible.

Assessment Information

Specialist lecturers will use a range of delivery methods supporting your digital development and allowing you to experiment with a broad range of media content styles. Assessments will be focused around practical activities alongside reflective vlogs and discussions. You will have the opportunity to undertake real world experiences through live briefs, work experience and community projects. You will also receive regular advice regarding your continued practice and progression.

Subject Type

Creative Arts, Film & Media

Course Location

Stafford

Level

Level 4/5

Fees and Financial Support

There are two types of loans to help students cover the costs of their higher education course in college: tuition fee loans and living cost loans (also called maintenance loans). You pay these loans back when you finish your course and earn over £26,575. If you earn less than that, you won't have to repay anything. If you're earning more than that, we'll work out your repayments at 9% of your income over that amount. Maintenance loans are only available to students studying on a full-time basis. They are not available for students studying on a part-time basis. For full details visit www.nscg.ac.uk/finance

Progression

After successful completion of the HND, during which you will be advised on becoming work ready, you could decide to apply for a position within the digital marketing industry in roles such as digital content creator, media content creator, video content creator, digital marketer, social media officer and content editor. You could also progress onto a 'top-up' degree in a digital media and communications related subject.

What else do I need to know?

You will have access to a range of specialist facilities, equipment, staff and workshops including Adobe Creative Suite (Photoshop, Premiere, Illustrator, InDesign, After Effects), DSLRs, digital video cameras, Chroma-key and photography studio, portable lighting and mobile sound recording equipment.

How do I find out more?

Contact programme leader Roberto Agostinelli at:
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Instagram: @nscgdcc