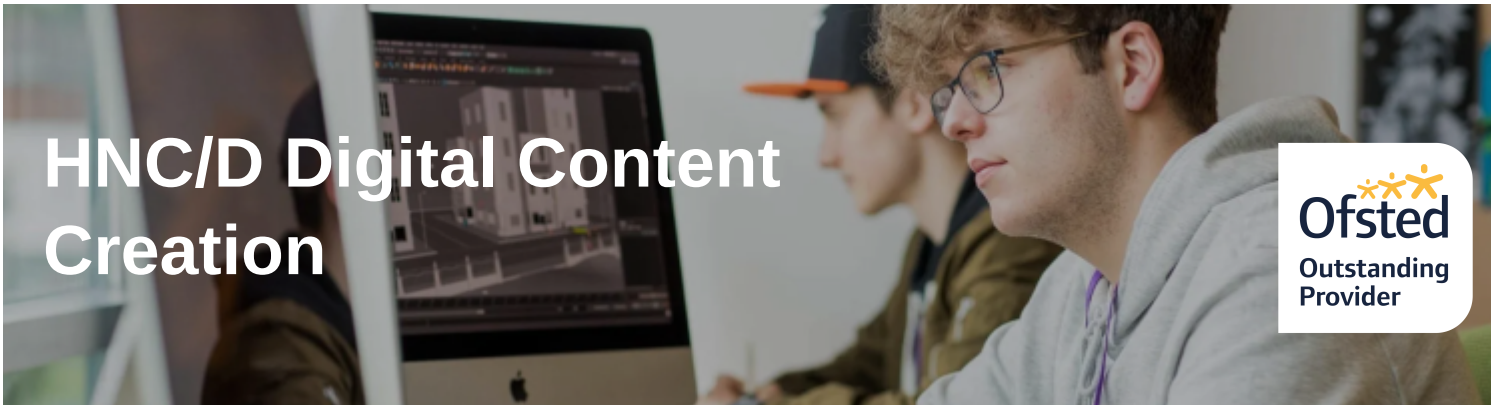

HNC/D Digital Content Creation

Ofsted Outstanding Provider

Course Level: Level 4 | **Campus: Stafford** | **Subject Type: Creative Arts, Film & Media**

Course Overview:

The HNC/D in Digital Content Creation course provides students with a versatile skill set and in-depth knowledge of digital media production. Through practical training in video editing, graphic design and multimedia storytelling, students learn to create compelling content for web, mobile, and social media platforms.

With a focus on industry trends, live client briefs and emerging technologies, graduates are prepared to pursue careers as digital content creators, multimedia specialists, or social media managers in a wide range of industries.

What's Covered:

The HNC/D in Digital Content Creation runs in collaboration with the Stoke-on-Trent and Staffordshire Institute of Technology (SoTIoT).

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.

Studying at the Stoke-on-Trent and Staffordshire Institute of Technology, you will have access to professional, industry standard equipment and cutting-edge technology to advance your studies

and help you to stand out from the crowd in this competitive sector. Equipment including available to HE students includes mirrorless cameras, 12k Video and a state-of-the art studio which is equipped for live broadcasts. Our industry-trained teaching team will help you to develop a strong skillset in software from the Adobe Creative Suite, including, Photoshop, Premiere, Illustrator, After Effects, Audition. As well as a solid technical basis in Industry-standard equipment, such as; mirrorless cameras, cinematic digital video cameras, Chroma-key and photography studios, portable lighting and mobile sound recording equipment.

By the end of the 2 years of study you will be fully competent in the use of a range of industry standard equipment to create effective still and moving, promotional and advertising content, as well as fully confident in the deployment of materials that communicate to audiences across multiple digital platforms including social media, and web based outputs

Entry Requirements:

Typically, you will need to have completed a relevant BTEC Extended Diploma course in a relevant BTEC Level 3 Programme OR 2 A Levels at grade C, 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.

During the Level 4 HNC qualification, you will study 120 credits (over 2 units).

During the Level 5 HND qualification, you will study 120 credits (over 2 units).

Upon completion of the courses, you will receive the below certification:

BTEC Level 4 Higher National Certificate: Graphic Design

BTEC Level 5 Higher National Diploma: Graphic Design

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 £25,000. 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 more details visit nscg.ac.uk/finance

Progression:

On completion of the HNC, many of our graduating students use the skills and knowledge developed on the course to start a creative career either as a freelancer or by joining a creative agency or creative business in full-time roles such as a designer or content creator.

After successful completion of the HND (Level 5), 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. There are so many options for you to consider.

What else do I need to know?

Enrichment is at the core of this course, with various trips organised each year. Trips have included visits to galleries and exhibitions in London, Coventry, Birmingham, Manchester and Liverpool. We also welcome a variety of guest speakers and past learners into college to chat about their experiences and careers since leaving the HNC/D programme.

As part of the programme we run regular client led live briefs involving industry professionals to enhance students experience and knowledge of the professional industry. This can include working closely with national clients such as Dentsu, Siemens, Converge, Mr Popples Chocolate and Tritex Games. Local clients learners have worked with recently include Whole Life Health, Ingestre Park Golf Club, The Emporium and Expecting Antenatal. Learners have the fantastic opportunity to present their portfolios to employers.

This course runs over 3 days and runs from the Stoke-on-Trent and Staffordshire Institute of Technology on Castle Street.

How do I find out more?

Contact programme leader Roberto Agostinelli by emailing robb.agostinelli@nscg.ac.uk

Instagram: @nscgdcc