

# UK Shared Prosperity Fund: Level 4 Motion & Manipulation



Course Level: Level 4

Campus: Stafford

Subject Type: Creative Arts, Film & Media

## Course Overview:

Moving images are now seen to create more engagement as they capture the viewer's attention in a different and more involved way, and 54% of marketers now state that video is the most valuable content type for achieving social media marketing goals. This short Level 4 course will provide you with an introduction to moving image and motion graphic editing, sound and VFX for use in social media and web, advertising and marketing promotions.

## What's Covered:

### Are you currently in employment, but looking to develop your digital content creation skills?

Social media has changed the way we communicate and connect with others. Social platforms have become essential business tools used to stay in touch with audiences and customer communities.

One of the most intriguing things about contemporary social media platforms is the way that they have changed the way we consume information. In recent years there has been a shift towards the display video or moving content, especially on platforms like Instagram and TikTok.

This short Level 4 programme will help to develop these skills.?

Upon completion of this course, students will have developed key technical skills and understanding to help them craft moving image content that engages audiences in the ever-growing video platforms such as Instagram, TikTok and YouTube.

### Entry Requirements:

No formal entry requirements. This Level 4 10-week evening course is aimed at adult creatives who are looking to increase their knowledge in skill in building content for social media channels. This course would also suit people who work in this field already and want to upskill.

### Assessment Information:

No formal assessments however you will be given specialist 1- feedback and guidance throughout the 9 week programme.

### Fees and Financial Support:

This course is FREE to adult learners aged 19+ already working in this sector.

### Progression:

Upon completion of this short course, you may wish to apply to study our HNC in Digital Content Creation at Stafford College, a course designed to help creatives develop the skill sets needed to develop exciting digital content and take up roles or work freelance in the UK's evolving creative industries.

## What else do I need to know?

This course is funded by the UK Government through the UK Shared Prosperity Fund.

## How do I find out more?

Contact Robb Agostinelli: [robb.agostinelli@nscg.ac.uk](mailto:robb.agostinelli@nscg.ac.uk)

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