Course Title	BA (Hons) Digital Content Creation (with Foundation Year)
Final Award	BA (Hons) Digital Content Creation
Interim Awards	Foundation Certificate (Digital Content Creation) Certificate of Higher Education in Digital Content Creation Diploma of Higher Education in Digital Content Creation BA Digital Content Creation
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	P304
HECOS code (with Subject percentage Splits if applicable)	100074
QAA Subject Benchmark	Art and Design (2019) Communication, Media, Film and Cultural Studies (2019) Business and Management (2019)
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	☒ No
Level 6 Top Up Option (online only)	☒ No
Study Load	☒ Full-time
Mode of study	☒ Face-to-face
Delivery Location(s)	☒ Ravensbourne University campus
Length(s) of Course(s)	4 years
Type (open/closed)	Open
Validation period	Five years (September 2022-September 2027)
Intended First Cohort Start Date	September 2022
Date produced/amended	20/06/22
Course Leader	Gurinder Hatchard
Course Development Team Members	Katherine Boxall Gurinder Hatchard Rose Gridneff Federica De Rocca
Course Administrative Contact	TBC

Course Description
This 4-year course will enable students to learn the art of digital storytelling, creating content that stands out from the crowd and allow them to build long-lasting relationships between consumers and brands.

In this multi-disciplinary course, learners will be guided through how businesses are managed and the whole digital content creation process, from idea generation, research into audiences and the market, digital content production and measuring the impact of the content produced.

Successful content creation can be game changing for brands, enhancing their visibility and enabling them to connect with audiences worldwide and build long-term awareness and engagement. By the end of the course, students will have built up a portfolio of digital content creation skills and have had experiences with working with clients.

Ravensbourne is a pioneer in the creative application of digital technologies. Through the Institute for Creativity and Technology, students can learn the creative and conceptual skills required to produce digital content to create powerful campaigns, which can be used to support marketing strategies for brands of all sizes, as well as individuals who want to communicate their ideas to the public.

The modules are designed to enable learners to build their creative, conceptual and digital content skills incrementally and provide an opportunity to support and enhance their long-term career or future academic choices.

In the foundation year, learners will be introduced to the fundamental principles of academic practice, and they will cover practical communication, critical thinking and research skills. Their modules will include business management and marketing fundamentals.

In the second year, students will build on their digital marketing knowledge foundations, as well as experimenting with photography, video, podcasting, website design and copywriting. They'll also be introduced to the principles of graphic design and how it relates to branding and how search engine optimisation (SEO) techniques can be used so that an audience can find their content. Learners will also explore the legal and ethics of the digital world, consumer psychology, and begin to pitch for work with clients.

In third year, learners will continue to build on their skills and take a deeper dive into social media marketing and how they can develop a strategy for a brand. They'll also explore more advanced video production techniques including motion graphics and animation to enhance their storytelling. They'll apply user research and use their design skills to create a prototype of an app. Throughout second year, they'll be working on building their professional connections, as well as keeping up with industry news and changes. They will undertake an invaluable industry placement which will further support their skillset and provide them with real-world knowledge of the industry.

The final year will be focused on bringing the best of their skills together and getting them ready for life beyond Ravensbourne. They will respond to client and/or competition briefs, working collaboratively with their peers. They will prepare their portfolio, showing the best of their

creations, boosting their employability and demonstrate that they are industry-ready upon graduation. In their final semester, they will research and analyse an aspect of the future of digital landscape – a future they will have a hand in shaping. As well as this they will plan a creative marketing strategy which is informed by audience insights, market analysis and their own production skills, and implement these.

Students will always be encouraged to network and make contacts for the future, and there will be opportunities to work on live briefs for clients. They will be supported to develop their communication skills through pitches and use industry standard professional equipment and software to produce high quality content.

This course is uniquely tailored for students wishing to pursue a career in Digital Marketing, Social Media Marketing, Content Creator, Content Writer and Content Producers.

Course Aims Level 3
· To enable students to develop an academic framework and prepare them with necessary writing, research and communication skills
· Prepare students for further academic study by developing their academic integrity and rigour
· Enable students to develop and harness their verbal, visual and written communication skills
· To provide an opportunity for students to apply professional entrepreneurial skills to real world problems.
· Provide students with foundation knowledge and understanding of the frameworks which underpin business and management.
Course Aims Level 4-6
· To enable students to develop a comprehensive and contemporary understanding of Digital Content Creation
· To provide students with the opportunities to network and co-create alongside their peers to advance practical and professional skills
· To provide the opportunity for students to identify and apply creative, entrepreneurial and innovative thinking and problem solving within a digital context
· To enable students to develop career goals and aspirations to enter employment or pursue further interest in postgraduate study in their subject discipline.
· To enable students to harness and develop advanced digital and technological skills with support them in their future endeavours.

Course Learning Outcomes

	The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **BA (Hons) Digital Content Creation** students will be able to:
Explore	LO1 Critically appraise, analyse and synthesise relevant research materials to generate workable concepts and creations relative to digital content creation
Create	LO2 Demonstrate systematic technical, digital and creative skills which inform both professional and academic practice of digital content creation
Influence	LO3 Demonstrate critical understanding through their work of the broader contextual issues surrounding innovation and creativity including, ethical, economic, social and technological change issues.
Integrate	LO4 Identify and present through work how digital media, film, cultural and creative organisations operate, communicate and are managed in professional context

	Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **BA Digital Content Creation students** will be able to:
Explore	LO1 Appraise and analyse relevant research materials to generate workable concepts and creations relative to digital content creation
Create	LO2 Demonstrate competent technical, digital and creative skills which inform both professional and academic practice of digital content creation
Influence	LO3 Demonstrate sound understanding through their work of the broader contextual issues surrounding innovation and creativity which surrounds the macro environment
Integrate	LO4 Identify and present through work how digital media, film, cultural and creative organisations operate, communicate and are managed in professional context

	Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **Diploma of Higher Education in Digital Content Creation** students will be able to:
Explore	LO1 Demonstrate good ability to appraise, analyse and synthesise relevant research materials to generate workable concepts and creations relative to digital content creation
Create	LO2 Demonstrate confident technical, digital and creative skills which inform both professional and academic practice of digital content creation
Influence	LO3 Demonstrate sound understanding through their work of the broader contextual issues surrounding innovation and creativity including, ethical, economic, social and technological change issues.
Integrate	LO4 Identify and present through work how digital media, film, cultural and creative organisations operate, communicate and are managed in professional context

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Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Certificate of Higher Education in Digital Content Creation** students will be able to:

Explore	LO1 Analyse basic relevant research materials to generate concepts relative to digital content creation
Create	LO2 Demonstrate some basic digital skills which inform both professional and academic practice of digital content creation
Influence	LO3 Demonstrate some understanding through their work of the broader contextual issues surrounding innovation and creativity
Integrate	LO4 Present basic knowledge of digital media, film, and comms and how they are managed in professional context

Where a student does not complete the full course, but exits with a Foundation Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Foundation Certificate of Higher Education in Digital Content Creation** students will be able to:

Explore	LO1 Demonstrate capacity for engaging with research and starting to develop skills in critical thinking, developing introductory business and marketing knowledge, and an emerging ability to problem solve.
Create	LO2 Demonstrate capacity to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms in relation to business and marketing. Exhibit some technical competencies, supporting ideation, communication and presentation in relation to business and marketing.
Influence	LO3 Demonstrate emerging working approach/attitude that identifies some consideration of basic social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to business and marketing. Demonstrate an emerging working process that identifies consideration and interpretation of some entry-level professional skills and how this aligns and supports personal development and working practices in relation to business and marketing.
Integrate	LO4 Demonstrate emerging capacity to start to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to business and marketing.

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action	Explore, Create, Integrate, Influence
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	Emotional –The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making Social – The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:	Explore, Influence, Integrate

	• Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring Physical – The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	**Influence, Integrate**
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	**Explore, Create, Integrate, Influence**
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues	**Explore, Create, Influence, Integrate,**

	Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Briefings Lectures Project work Seminars Workshops Live Industry project and briefs Group work in Level 4 Individual assessment On-line activity & blended learning Individual presentations and pitches Critiques Group presentations and critiques Self-directed independent study Group tutorials Flipped classroom activities Industry simulated activities and challenges Film Camera Workshops Film Studio Workshops Software workshops Exhibitions, Field Visits Learning will be incremental as students' progress through from Level 4 to 5 and finally to Level 6.	Both formative and summative assessment methods will feature throughout the course. Assessment for most units within this course will be mixture of holistic ie.100% portfolio of evidence and weighted Assessment Methods & Requirements will include both written and visual components including but not exclusively: - Pitch/Presentation - Digital Content Plan - Marketing Material - PESTEL Boards - Digital Campaign - Reflective Summary - Business Plan - Social Media Campaign - Essay - Digital Film and Content - Showreel/Website/Digital Portfolio - Storyboard
Work-Based Learning	

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The work-based learning or equivalent industry-led experience will be supported by the careers team at Ravensbourne. All Level 5 students have the opportunity to undertake during Semester 2. A common module descriptor will ensure parity of assessment that places an emphasis on individual critical reflection, but individual experiences can be tailored to specific subjects and their aligned industries.

The course relationship with these agencies would be best exploited by expanding the definition of Work-Based learning to include live and collaborative projects. Learning outcomes will define a developing set of hard & soft professional skills.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 3				
BSM22001	Academic Development – Critical Thinking and Research	x	Mandatory	20
BSM22002	Academic Development – Writing and Communication	x	Mandatory	20
BSM22003	Introduction to Business Management	x	Mandatory	20
BSM22004	Developing professional skills	x	Mandatory	20
BSM22005	Marketing Fundamentals	x	Mandatory	20
BSM22006	Business Management Foundation project	x	Mandatory	20
			Total	120
Level 4				
BSM22101	Marketing and the Digital Context	x	Mandatory	20
XXX	Visual Content Production		Mandatory	20
XXX	Promotion and Communication Design	x	Mandatory	20
XXX	SEO and Creative Content Production		Mandatory	20
PLP22102	Professional Life Practice		Mandatory	20
PLP22106	Professional Life Practice		Mandatory	20
			Total	120
Level 5				
XXX	Social Media		Mandatory	20
XXX	UX and App Prototyping		Mandatory	20
XXX	Digital Storytelling		Mandatory	40
XXX	Professional Life Practice		Mandatory	20
XXX	Work-Based Learning		Mandatory	20
				120
			Total	240
Level 6				
XXX	Live and Competition Briefs		Mandatory	40
XXX	Professional Life Practice		Mandatory	20
XXX	Planning, Strategy and Creation		Mandatory	40
XXX	The Future of the Digital Landscape		Mandatory	20
				120
			Total	480

Learning Hours

Learning Hours (per 20 credit module excluding the Work-Based Learning)			
Staff – Student Contact Hours		**Independent Study Hours**	
Taught hours	48	Independent Study, Self-Directed Study and Assessment	152
Total			200

Course Regulations

Entry Requirements

Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website [here](#)), and the course page on the [Ravensbourne University website](#) for course specific entry requirements.

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

Conditions for Progression

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded BA (Hons) Digital Content Creation.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Foundation Certificate (Digital Content Creation) provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Certificate of Higher Education in *Digital Content Creation* provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. Diploma of Higher Education in Digital Content Creation, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

> **4.** BA Digital Content Creation (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?	
N/A	
Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1 Explore	CLO2 Create	CLO3 Influence	CLO4 Integrate
Level 3 Modules				
BSM22001 Academic Development – Critical Thinking and Research	x		x	
BSM22002 Academic Development Writing and Communication		x	x	
BSM22003 Introduction to Business Management	x			x
BSM22004 Developing professional Skills		x		x
BSM22005 Marketing Fundamentals	x	x		x
BSM22006 Business Management Foundation Project	x			x
Level 4 Modules				
XXX Marketing and the Digital Context	X	X	X	X
XXX Visual Content Production	X	X		X
XXX SEO and Creative Content Production	X	X		X
XXX Promotion and Communication Design	X	X	X	X
XXX Professional Life Practice	X	X		X
XXX Professional Life Practice	X	X		X
Level 5 Modules				
XXX Social Media	X	X	X	X
XXX User Experience and App Prototyping	X	X	X	
XXX Digital Storytelling	X	X		X
XXX Professional Life Practice	X	X		X
XXX Work-Based Learning	X		X	X

Level 6 Modules				
XXX Live Briefs	X	X		X
XXX Professional Life Practice	X	X		X
XXX Content Creation and Implementation	X	X	X	X
XXX The Future of the Digital Landscape	X	X	X	X

Course Diagram

	Semester 1	Semester 2	
Level 3 120 credits	BSM22001 **Academic Development – Critical Thinking and Research** 20 credits	BSM22004 **Developing Professional Skills** 20 credits	
	BSM22002 **Academic Development Writing and Communication** 20 credits	BSM22005 **Marketing Fundamentals** 20 credits	
	BSM22003 **Introduction to Business Management** 20 credits	BSM22006 **Business Management Foundation Project** 20 credits	
	Semester 1	**Semester 2**	
Level 4 120 credits	BSM2210 **Marketing and the Digital Context** 20 credits	**XXX SEO and Creative Content Production** 20 credits	
	XXX Visual Content Production 20 credits	**XXX Promotion and Communication Design** 20 credits	
	XXX Professional Life Practice 20 credits	**XXX Professional Life Practice** 20 credits	
	Semester 1	**Semester 2**	
Level 5	**XXX Social Media** 20 credits	**XXX Digital Storytelling** 40 credits	**XXX Work-Based Learning** 20 credits

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		Semester 1	Semester 2	
120 credits	**XXX User Experience and App Prototyping** 20 credits **XXX Professional Life Practice** 20 credits			
Level 6 120 credits	**XXX Live Briefs** 40 credits **XXX Professional Life Practice** 20 credits		**XXX Planning, Strategy and Creation** 40 credits	**XXX The Future of the Digital Landscape** 20 credits

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