

Course Title	BA (Hons) Digital Content Creation
Final Award	BA (Hons) Digital Content Creation
Interim Awards	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	WN25
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 ☒ Part-time
Mode of study	☒ Face-to-face
Delivery Location(s)	☒ Ravensbourne University campus
Length(s) of Course(s)	3 years FT 6 years PT
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
Course Administrative Contact	TBC

Course Description

This course enables 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 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. Professional skills will be developed throughout the course, as well as applying legal and ethical standards to their working practices and finished projects.

In the first year, students will be introduced to the fundamentals of marketing, 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 second year, learners will build on their skills from last year, 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.

Third 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

- 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

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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 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

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

Ravensbourne University Assessment Criteria

Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact

	Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

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	Explore, Influence, Integrate

	Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • 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 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.	Explore, Create, Influence, Integrate,
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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

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 4				
BSM22101	Marketing and the Digital Context	x	Mandatory	20
DCC22102	Visual Content Production		Mandatory	20
DCC22105	Promotion and Communication Design	x	Mandatory	20
DCC22104	SEO and Creative Content Production		Mandatory	20
PLP22102	Professional Life Practice - Developing your Practice		Mandatory	20
PLP22106	Professional Life Practice - Exploring your Practice		Mandatory	20
				120
Level 5				
XXX	Social Media		Mandatory	20
XXX	UX and App Prototyping		Mandatory	20
XXX	Digital Storytelling		Mandatory	40
XXX	Professional Life Practice - Applying your 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 - Situating your Practice		Mandatory	20
XXX	Planning, Strategy and Creation		Mandatory	40
XXX	The Future of the Digital Landscape		Mandatory	20
				120
			Total	360

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. 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.
2. 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.
3. 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 SPECIFICATION

Course Learning Outcomes	CLO1 Explore	CLO2 Create	CLO3 Influence	CLO4 Integrate
Level 4 Modules				
BSM22101 Marketing and the Digital Context	X	X	X	X
DCC22102 Visual Content Production	X	X		X
DCC22104 SEO and Creative Content Production	X	X		X
DCC22105 Promotion and Communication Design	X	X	X	X
PLP22102 Professional Life Practice	X	X		X
PLP22106 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 and Competition 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 4 120 credits	BSM22101 Marketing and the Digital Context 20 credits	DCC22104 SEO and Creative Content Production 20 credits
	DCC22102 Visual Content Production 20 credits	DCC22105 Promotion and Communication Design 20 credits
	PLP22102 Professional Life Practice 20 credits	PLP22106 Professional Life Practice 20 credits
	Semester 1	Semester 2

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Level 5 120 credits	XXX Social Media 20 credits	XXX Digital Storytelling 40 credits	XXX Work-Based Learning 20 credits
	XXX User Experience and App Prototyping 20 credits		
	XXX Professional Life Practice 20 credits		
Semester 1		Semester 2	
Level 6 120 credits	XXX Live and Competition Briefs 40 credits	XXX Planning, Strategy and Creation 40 credits	XXX The Future of the Digital Landscape 20 credits
	XXX Professional Life Practice 20 credits		