



# DIGITAL CONTENT PRODUCTION



This course offers you the opportunity to acquire media skills demanded by employers. It is a challenging project-based programme of study designed to develop your practical skills and analytical ability.

## Key Course Information

### Assessment

Coursework and Exam  
Continuous assessment

Students will learn the creative and technical skills to put their ideas into practice. They will also learn the essential business and interpersonal skills to prepare them for further study, training or apprenticeships in this popular and competitive field.

Students are internally assessed on their ability to meet the needs of a range of media production briefs. The external extended exam project requires learners to apply their skills and knowledge to producing a media artefact for a previously unseen brief.

### Subject Combinations

Connected L3 courses

Digital Content Production develops a range of analytical and practical skills, meaning it pairs well with a wide range of other subjects.

Combining Digital Content Production with Business or Economics supports careers in production, project management, marketing or sales. Studying alongside English Literature, Psychology or a language would benefit copywriting and creative strategy. Combining with Art or Graphics will aid with creative industries such as animation and marketing.

### Progression

Where can Digital Content Production take me?

Digital Content Production develops transferable skills such as: analysis, problem solving, visual communication and organisational skills.

This course can lead to a wide range of degree courses in media, film, journalism, and marketing.

The course may progress to careers in the media such as television, publishing or radio, events management, advertising, marketing, independent film production, corporate video work, and IT.

For more information, contact the NIA BCM team.

