

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

<b>Explore</b>	LO1 Critically appraise, analyse and synthesise relevant research materials to generate workable concepts and creations relative to digital content creation
<b>Create</b>	LO2 Demonstrate systematic technical, digital and creative skills which inform both professional and academic practice of digital content creation
<b>Influence</b>	LO3 Demonstrate critical understanding through their work of the broader contextual issues surrounding innovation and creativity including, ethical, economic, social and technological change issues.

## COURSE SPECIFICATION

<b>Integrate</b>	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 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:

<b>Explore</b>	LO1 Appraise and analyse relevant research materials to generate workable concepts and creations relative to digital content creation
<b>Create</b>	LO2 Demonstrate competent technical, digital and creative skills which inform both professional and academic practice of digital content creation
<b>Influence</b>	LO3 Demonstrate sound understanding through their work of the broader contextual issues surrounding innovation and creativity which surrounds the macro environment
<b>Integrate</b>	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:

<b>Explore</b>	LO1 Demonstrate good ability to appraise, analyse and synthesise relevant research materials to generate workable concepts and creations relative to digital content creation
<b>Create</b>	LO2 Demonstrate confident technical, digital and creative skills which inform both professional and academic practice of digital content creation
<b>Influence</b>	LO3 Demonstrate sound understanding through their work of the broader contextual issues surrounding innovation and creativity including, ethical, economic, social and technological change issues.
<b>Integrate</b>	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:

<b>Explore</b>	LO1 Analyse basic relevant research materials to generate concepts relative to digital content creation
<b>Create</b>	LO2 Demonstrate some basic digital skills which inform both professional and academic practice of digital content creation

## COURSE SPECIFICATION

<b>Influence</b>	LO3 Demonstrate some understanding through their work of the broader contextual issues surrounding innovation and creativity
<b>Integrate</b>	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:

<b>Explore</b>	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.
<b>Create</b>	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.
<b>Influence</b>	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.
<b>Integrate</b>	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
<b>Cognitive</b>	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: <ul style="list-style-type: none"> <li>Evaluate their own beliefs, biases and assumptions</li> <li>Evaluate strengths, weaknesses, and fallacies of logic in arguments and information</li> </ul>	<b>Explore, Create, Integrate, Influence</b>

## COURSE SPECIFICATION

	<ul style="list-style-type: none"> <li>• Apply lesson from the past or learned knowledge and skills to new and varied situations</li> <li>• Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques</li> <li>• Devise and defend a logical hypothesis to explain observed phenomenon</li> <li>• Recognize a problem and devise and implement a plan of action</li> </ul>	
<b>Creative</b>	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	<b>Create</b>
<b>Professional</b>	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	<b>Integrate, Influence</b>
<b>Emotional, Social and Physical</b>	<p>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:</p> <ul style="list-style-type: none"> <li>• Self-awareness &amp; regulation (including metacognition)</li> <li>• Mindfulness</li> <li>• Cognitive flexibility</li> <li>• Emotional resilience</li> <li>• Motivation</li> <li>• Ethical decision- making</li> </ul>	<b>Explore, Influence, Integrate</b>
	<p>Social - The interpersonal ability to identify &amp; understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:</p> <ul style="list-style-type: none"> <li>• Managing your audience</li> <li>• Coordinating with others</li> <li>• Negotiation</li> <li>• Creativity</li> <li>• People management</li> <li>• Leadership &amp; entrepreneurship</li> <li>• Service orientation</li> <li>• Active listening</li> <li>• Coaching and mentoring</li> </ul>	

## COURSE SPECIFICATION

	<p>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</p> <ul style="list-style-type: none"> <li>• Self-discipline &amp; management</li> <li>• Attention</li> <li>• Reaction &amp; response time</li> <li>• Cognitive &amp; muscle memory</li> <li>• Managing stress</li> <li>• Physical resilience</li> </ul>	
<b>Cultural</b>	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	<b>Influence, Integrate</b>
<b>Enterprise and Entrepreneurial</b>	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).	<b>Create, Influence, Integrate</b>
<b>Digital</b>	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)	<b>Explore, Create, Integrate, Influence</b>
<b>Ravensbourne Return</b>	<p>Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador.</p> <p>Demonstrate a knowledge of current events and social issues</p> <p>Identify their personal convictions and explore options for putting these convictions into practice</p> <p>Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.</p>	<b>Explore, Create, Influence, Integrate,</b>

**Learning, Teaching and Assessment**

Learning and Teaching methods	Assessment Strategy
<p>Briefings</p> <p>Lectures</p> <p>Project work</p> <p>Seminars</p> <p>Workshops</p> <p>Live Industry project and briefs</p> <p>Group work in Level 4</p> <p>Individual assessment</p> <p>On-line activity &amp; blended learning</p> <p>Individual presentations and pitches</p> <p>Critiques</p> <p>Group presentations and critiques</p> <p>Self-directed independent study</p> <p>Group tutorials</p> <p>Flipped classroom activities</p> <p>Industry simulated activities and challenges</p> <p>Film Camera Workshops</p> <p>Film Studio Workshops</p> <p>Software workshops</p> <p>Exhibitions, Field Visits</p> <p>Learning will be incremental as students' progress through from Level 4 to 5 and finally to Level 6.</p>	<p>Both formative and summative assessment methods will feature throughout the course.</p> <p>Assessment for most units within this course will be mixture of holistic ie.100% portfolio of evidence and weighted</p> <p>Assessment Methods &amp; Requirements will include both written and visual components including but not exclusively:</p> <ul style="list-style-type: none"> <li>• Pitch/Presentation</li> <li>• Digital Content Plan</li> <li>• Marketing Material</li> <li>• PESTEL Boards</li> <li>• Digital Campaign</li> <li>• Reflective Summary</li> <li>• Business Plan</li> <li>• Social Media Campaign</li> <li>• Essay</li> <li>• Digital Film and Content</li> <li>• Showreel/Website/Digital Portfolio</li> <li>• Storyboard</li> </ul>
<p><b>Work-Based Learning</b></p>	
<p>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</p>	



## COURSE SPECIFICATION

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 SPECIFICATION

### 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
			<b>Total</b>	<b>120</b>
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
PLP22103	Professional Life Practice (Developing your Practice)		Mandatory	20
PLP22106	Professional Life Practice (Exploring your Practice)		Mandatory	20
			<b>Total</b>	<b>120</b>
Level 5				
DCC22201	Social Media		Mandatory	20
DCC22202	User Experience and App Prototyping		Mandatory	20
DCC22204	Digital Storytelling		Mandatory	40
PLP22203	Professional Life Practice (Applying your Practice)		Mandatory	20
PLP22206	Work-Based Learning		Mandatory	20
			<b>Total</b>	<b>120</b>
			<b>Total</b>	<b>240</b>
Level 6				
DCC22301	Live Briefs		Mandatory	40
PLP22303	Professional Life Practice (Situating your Practice)		Mandatory	20
DCC22302	Planning, Strategy and Creation		Mandatory	40
DCC22304	The Future of the Digital Landscape		Mandatory	20
			<b>Total</b>	<b>120</b>
			<b>Total</b>	<b>480</b>

### Learning Hours

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

## 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				
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
PLP22103 Professional Life Practice	X	X		X
PLP22106 Professional Life Practice	X	X		X
Level 5 Modules				

## COURSE SPECIFICATION

DCC22201 Social Media	X	X	X	X
DCC22202 User Experience and App Prototyping	X	X	X	
DCC22204 Digital Storytelling	X	X		X
PLP22203 Professional Life Practice (Applying your Practice)	X	X		X
PLP22206 Work-Based Learning	X		X	X
Level 6 Modules				
DCC22301 Live Briefs	X	X		X
PLP22303 Professional Life Practice (Situating your Practice)	X	X		X
DCC22302 Planning, Strategy and Creation	X	X	X	X
DCC22304 The Future of the Digital Landscape	X	X	X	X

### Course Diagram

	Semester 1	Semester 2
Level 3	BSM22001 <b>Academic Development – Critical Thinking and Research</b> 20 credits	BSM22004 <b>Developing Professional Skills</b> 20 credits
120 credits	BSM22002 <b>Academic Development Writing and Communication</b> 20 credits	BSM22005 <b>Marketing Fundamentals</b> 20 credits
	BSM22003 <b>Introduction to Business Management</b> 20 credits	BSM22006 <b>Business Management Foundation Project</b> 20 credits
	Semester 1	Semester 2
Level 4	BSM2210 <b>Marketing and the Digital Context</b> 20 credits	DCC22104 <b>SEO and Creative Content Production</b> 20 credits
120 credits	DCC22102 <b>Visual Content Production</b> 20 credits	DCC22105 <b>Promotion and Communication Design</b> 20 credits

## COURSE SPECIFICATION

	PLP22103 <b>Professional Life Practice</b> 20 credits	PLP22106 <b>Professional Life Practice (Exploring your Practice)</b> 20 credits		
	<b>Semester 1</b>		<b>Semester 2</b>	
Level 5	<b>DCC22201 Social Media</b> 20 credits	120 credits	<b>DCC22204 Digital Storytelling</b> 40 credits	<b>PLP22206 Work-Based Learning</b> 20 credits
	<b>DCC22202 User Experience and App Prototyping</b> 20 credits			
	<b>PLP22203 Professional Life Practice (Applying your Practice)</b> 20 credits			
	<b>Semester 1</b>		<b>Semester 2</b>	
Level 6	<b>DCC22301 Live Briefs</b> 40 credits	120 credits	<b>DCC22302 Planning, Strategy and Creation</b> 40 credits	<b>DCC22304 The Future of the Digital Landscape</b> 20 credits
	<b>PLP22303 Professional Life Practice (Situating your Practice)</b> 20 credits			