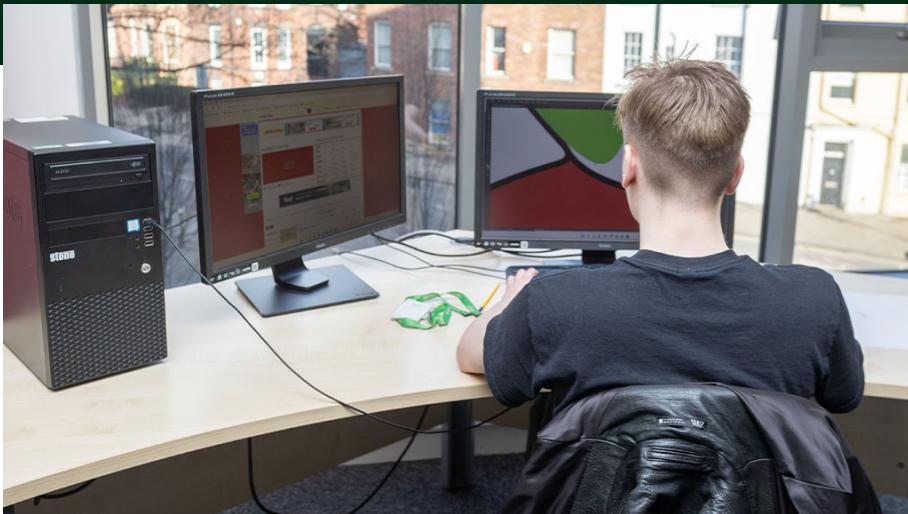


# Level 3 Creative Media Production & Technology (Content Creation)



## Course Overview

Launch Your Career in the Dynamic World of Digital Content Creation!

This industry-focused Level 3 course, built upon the UAL Level 3 Creative Media Technology and Production qualification, provides you with the advanced knowledge, practical skills, and creative vision to thrive as a content creator in today's fast-paced digital landscape. You'll learn to conceptualize, plan, produce, and strategically distribute compelling content across a wide array of modern media, including the popular platforms of YouTube, Twitch, and TikTok, alongside established channels.

From the engaging intimacy of podcasting and the electrifying energy of shoutcasting to the powerful visual storytelling of video and the strategic impact of social media marketing and online advertising, this programme offers hands-on experience across the entire content lifecycle. Through practical projects utilizing industry-standard software and guided by expert instruction, you will develop a robust portfolio showcasing your abilities and directly preparing you for exciting employment opportunities within the creative industries. This course is designed to equip you with the skills sought after by employers in roles ranging from social media management to video production and beyond.

This course is ideal for individuals who are:

- Passionate about crafting engaging and impactful content for diverse online audiences.
- Keen to explore and master various digital media formats, including video, audio, and live streaming.
- Driven to develop advanced practical skills in audio and video production, professional editing techniques, and strategic content distribution.
- Aspiring to build a career in roles such as Content Creator, Social Media Manager (across platforms like Instagram, TikTok, YouTube, X/Twitter, and Facebook), Podcaster, Streamer (Twitch, YouTube Live), Video Editor, Digital Marketing Assistant, or Advertising Assistant.
- Focused on building a strong professional portfolio to impress potential employers or secure further education in the competitive creative media sector.

START DATE	LEVEL
September	Level 3
STUDY MODE	DURATION
Full-time	2 years
AWARDING BODY	LOCATION
UAL (University of Arts London)	Wakefield College



For further information about this course, including Entry Requirements, Assessments and Further Study, scan the QR code.

## Need More Information?

For additional course information please contact the Course Information Team on **01924 789111** or email [courseinfo@heartofyorkshire.ac.uk](mailto:courseinfo@heartofyorkshire.ac.uk).

To learn more about Wakefield College, our facilities and how we can support you please visit our website [www.heartofyorkshire.ac.uk](http://www.heartofyorkshire.ac.uk).

## Quick Links



How to  
Apply



Student  
Support



Virtual  
Tours

## What You Will Study

This course equips you with industry-relevant skills in:

- **Creative Media Landscape & Planning:** Understanding the industry and mastering advanced content planning.
- **Audio Production:** Professional techniques for podcasts and shoutcasting, including editing.
- **Video Production:** Advanced camera work, lighting, editing, and visual storytelling.
- **Live Streaming:** Technical setup, execution, and audience engagement on platforms like Twitch and YouTube Live.
- **Advertising & Marketing:** Creating effective content and understanding digital strategies.
- **Social Media Content & Management:** Developing platform-specific strategies and engaging content for YouTube, TikTok, Instagram, X/Twitter, and Facebook.
- **Content Distribution & Promotion:** Optimizing and strategically sharing content online.
- **Portfolio Development:** Building a professional showcase of your content creation skills for employment.
- **Industry Awareness:** Gaining insights into the creative media job market.

## How You Will Be Assessed

You will be assessed through a series of practical and academic assignments that count towards your final grade. Your tutor will provide you with regular developmental feedback and maintain a record of assessment.

## Entry Requirements

4 GCSEs at Grade 9-4, including English and Maths.

OR

4 GCSEs at Grade 9-4 and Level 2 in either English or Maths or Grade 3 or Level 1 in the other

OR

GCSE English or Maths at Grade 4 and Level 1 or Level 2 English or Maths and successful completion of Level 2 Diploma or equivalent at Merit Grade.

## Further Study

On completion with the appropriate pass and English and Maths grades, you can progress through the levels.

You could progress onto higher education courses in Computer Games Design or Development, Animation, Digital Graphics, Web Design and Multimedia.