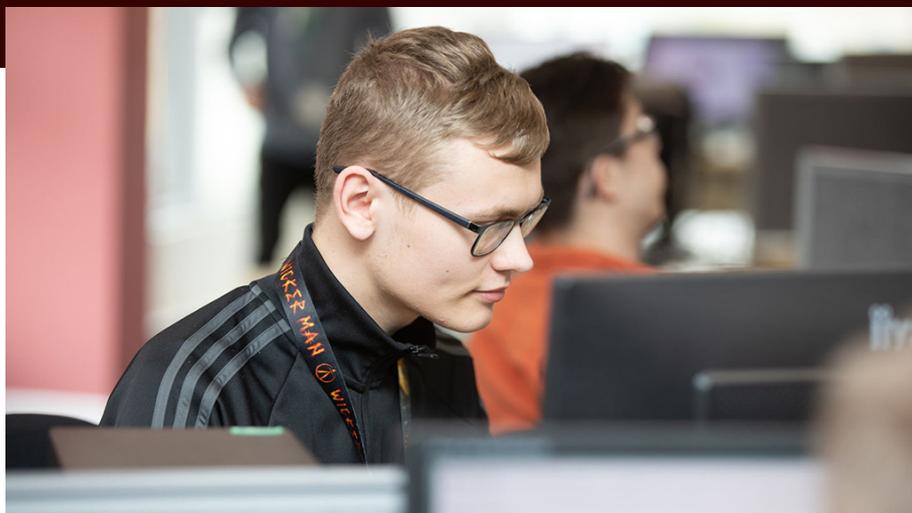


# Level 2 Creative Media Production & Technology (Content Creation)



## Course Overview

### Dive into the World of Digital Content Creation!

This Level 2 Content Creation course is your starting point for mastering the art of creating engaging content across a variety of exciting digital media platforms. Built upon the UAL Level 2 Creative Media Production and Technology framework, you'll gain a foundational understanding of the principles and practices behind podcasting, shoutcasting, streaming, video production, digital advertising, and creating compelling content for various social media platforms.

Through a dynamic blend of hands-on workshops, demonstrations, engaging discussions, collaborative projects, and the development of your own creative portfolio, you'll learn the practical skills and theoretical knowledge needed to bring your digital ideas to life. Whether you're eager to produce your own audio shows, broadcast live events, build a vibrant social media presence, or explore the world of online video, this course will equip you with the essential tools and insights to thrive in the digital age.

This course is perfect for individuals who are:

- Interested in exploring the diverse world of digital content creation, including audio, video, and live formats.
- Looking to develop practical skills in audio and video production, as well as content creation for social media.
- Aspiring to work in the dynamic creative media industries.
- Seeking a strong foundation to progress to further studies in media production or related fields.
- Interested in enhancing their digital literacy and expressing their creativity across online platforms.

## What You Will Study

This course provides a practical introduction to content creation across key digital media. You'll learn the fundamentals of:

- **Creative Media Production:** Understanding the landscape, audiences, and ethical considerations.
- **Audio Content:** Planning, recording, and basic editing for podcasts and shoutcasts.
- **Live Streaming:** Setting up and engaging with live online audiences through streaming.
- **Video Production:** Basic camera operation, lighting, sound, and editing for short

### START DATE

September

### LEVEL

Level 2

### STUDY MODE

Full-time

### DURATION

1 year

### AWARDING BODY

UAL (University of Arts London)

### LOCATION

Selby 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 Selby 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

videos.

- **Digital Advertising:** Creating basic online advertisements.
- **Social Media Content:** Developing engaging content strategies for different social media platforms.
- **Project Development & Portfolio Building:** Applying your skills in practical projects and showcasing your work.

## 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 9-3, including English and Maths.

OR

A relevant Level 1 qualification at Merit Grade, PLUS Entry 3 English and Maths.

## 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.