

Computing and Digital

Digital Content Creation and Social Media

Campus: Rotherham College

Code: R03SP03

Level: 3

About This Course

The (UAL) Level 3 Digital Content Creation and Social Media course is designed for learners who want to develop their skills in digital content creation, social media management, and marketing, with the goal of entering employment in this growing industry.

This course aims to equip students with the skills needed to produce professional-quality media products and enhance their expertise in digital content creation. Additionally, students will improve their English and Maths skills while learning to plan, implement, and evaluate project work based on industry-style briefs.

The course also supports students in enhancing their job prospects in the media industry.

What Will I Study?

Over the course of the two years students will develop their theoretical and practical skills in audio/visual techniques, brand marketing and the Creative Skills Industry. The underpinning skills in effective communication, teamwork, research, analysis, writing styles and organisation are developed as students produce coursework portfolios, digital submissions and seminar presentations.

Students will attend group tutorials and 1-1 tutorials to support your study as well as enrichment activities such as watching films, meeting guest lecturers from the industry and making visits to film and television studios.

Students will cover topics including:

- Communication skills for Creative Media Production
- Research Techniques for the Creative Media Industries
- Understanding the Creative Media Sector
- Social Media Management and Marketing
- Multimedia Content
- Creative Business Enterprise
- Web Analytics
- Podcast Creation and Distribution
- Online Journalism
- Film and Video Editing
- Advertising
- Copywriting
- Digital Brand Development
- Creative Media Production Management Project

Why Study Here?

On this course, you will work within industry-standard facilities, taught by industry professionals who will guide you on your journey to becoming a creative practitioner.

You will have access to our studio spaces, traditional darkroom, editing suites.

You will develop your understanding of Canon and Nikon cameras and the Adobe Creative Suite.

Each year our students have the opportunity to attend residential trips which have included visits to Madrid, London, the Peak District as well as visits to national galleries and photography festivals.

You will develop employability skills and participate in real life lens-based work experience.

Entry Requirements

- Four GCSEs at grade 3 or above, ideally including English or Maths
- A completed Level 1 qualification in an arts-related subject
- A portfolio of media / photography-based work

How To Apply

You can apply using our online application form and clicking the **Apply Now** button at the top of this page.

For more information support with your enquiry or application please contact Student Services by emailing info@rotherham.ac.uk [mailto:info@rotherham.ac.uk] or by calling **01709 362111**.

What Courses Can I Progress Onto?

Employment/Self-employment:

Students completing this course may set up their own company, become a freelancer or progress directly into employment.

Higher education:

The course will support students to develop a portfolio of work, enabling them to progress to higher education courses or conservatoires.

Tuition Fees

- 16-18 year olds do not need to pay course fees
- Those aged 19 or over may not need to pay fees depending on their circumstances. Find out if you qualify for help with your fees [<https://www.rotherham.ac.uk/course-fees/>].

If you need further advice or guidance please contact the Enquiries Team on **01709 362111**.

PLEASE NOTE

We make every effort to ensure information within our online course directory is accurate and a true representation of the courses we are offering in 2025-26. However, we do reserve the right to make changes if necessary.

Last updated: 3rd March 2025