

# Media and Photography

## Digital Skills in Content Creation Level 1 Award Part-time (in partnership with Best of Barnsley)

### In Brief

#### Start Date / Duration

This course will start w/c 16 September 2024. Classes are for 3 hours a week for 12 weeks - days and times to be confirmed, term-time only.

#### Entry Requirements

There is no requirement for you to have achieved any qualifications or units prior to undertaking this qualification, however a reasonable standard of computing skills will be required.

#### You will achieve

Level 1 Award in Skills for Creative Industries

### Course Overview

Digital content creation for social media videos involves the strategic planning, production, and editing of video content tailored specifically for various social media platforms such as YouTube, Instagram, Facebook, and TikTok. This course has been created in partnership with the team behind **Best of Barnsley** to bring you an insight into the realm of digital content production and how to market your content.

This course will run your through the following stages of production:

- Planning and Strategy to identifying target audience and defining goals.
- Content Creation of ideas through filming and using appropriate equipment and software tools.
- Editing, trimming applying simple and clean transitions alongside overlays to complete the production.
- Publishing and promotion looking at where to post your content to and how.
- Finally, analysing performance the effectiveness of the content and production to address what to improve on for the future.

This Level 1 qualification is intended to provide learners with a broad introduction to working in the Creative Digital Industries sector equipping learners with underpinning knowledge and skills specific to the sector alongside a range of transferable employability skills.

### Course Content

The qualification contains a significant proportion of knowledge and understanding together with some skills development. Where skills are assessed, these will, in the main be assessed through simulated activities and scenarios.

The course is designed to help you enter an ever-growing industry with more insight and knowledge to the know-how of production and social media content. This course can be paired with Digital Marketing Level 2 for a further enhanced understanding of content creation and social media marketing.

You will be introduced to the creative industries sector, job roles and required skills. You will be given a broad insight to various sectors of the industries and what each sector consists of. Alongside this, you will be introduced to moving image and technical editing software.

Throughout the course you will complete two units:

- The Creative Industries
- Moving Image

You will be introduced to software such as adobe Premiere Pro and adobe Photoshop on this course. This is a great step in progression to our level 2 where you complete a multimedia-based project in digital in one of several areas of the digital media industry.

## **How will I be assessed?**

You will be assessed using a range of methods such as practical tasks and written coursework within a portfolio of evidence. This portfolio will be used to determine your grade.

## **What Equipment Will I Need?**

All equipment will be provided.

## **Where will I study?**

SciTech Digital Innovation Centre  
Falcon Street  
Barnsley  
S70 2EY

## **What can I do next?**

On completion you could study the Level 2 Award in Digital and Creative Industries

## **How much does the course cost?**

This course costs £150. This course may be FREE to study depending on your circumstances – please see the drop-down option below for more details.

## **Extra information**

## Eligibility for Funding

Part-time courses are only available for learners who are 19 years old and above. You may not have to pay for this course if you are employed but earn below £21,255 a year, or if you receive Job Seekers Allowance, Employment and Support Allowance or Universal Credit. If you are unemployed, actively seeking employment and receive Council Tax Benefit, Housing Benefit, Income Support or WFTC then you may also receive funding for this course. You will need to provide evidence of your eligibility which will be checked at enrolment.

This course is funded by South Yorkshire Mayoral Combined Authority (SYMCA) and/or West Yorkshire Combined Authority (WYCA). You must be living in the South or West Yorkshire regions to qualify for funding.

## Full Fee Payable

If the course is listed as full fee payable, you will have to pay for the course.

## Contact the Information Unit

For further information please contact our friendly Information Team on +44 (0)1226 216 123 or email [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [mailto:info@barnsley.ac.uk]

## Want to join Barnsley Sports Academy and the Sports Village?

Barnsley College has a range of sports opportunities for all students to take part in, gain professional training and compete nationally and internationally. We also have a state-of-the-art fitness village, Honeywell Sports Village [<https://www.barnsley.ac.uk/shops-services/honeywell-sports-village/>] where students can make use of our fitness suite, spinning studio and classes for competitive rates. You don't have to be studying sport to get involved in the Sports Academy [<https://www.barnsley.ac.uk/our-departments/sport/sports-academy/>] .

## Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

**Last updated:** 15th April 2024

### Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started  
Call us on **01226 216 123**