BA (Hons) Digital Content Creation

| 2025/26 | Full-Time | L4 Entry | DE L5 |

About this document: This Key Information Document gives you a summary of the core characteristics of the BA (Hons) Digital Content Design degree at HCA. Students may have learnt about this course from multiple sources: the college website, the college prospectus, and from conversations with staff and students for example, but we want to ensure that students have this overview for reference at any time during their studies with us as a record of the service we are agreeing to provide when a student accepts our offer of a place.

Award: The qualification that a student will receive upon successful completion of the programme is a BA (Hons) Digital Content Design. This means that the award will be a Bachelor of Arts 'with honours'.

If a student does not complete the course, they may be eligible for a Certificate or Diploma of Higher Education.

Validating Body: The BA (Hons) Digital Content Design Degree is validated by the University of Wales Trinity Saint David. However, the course is designed and delivered by Hereford College of Arts.

Regulatory Body: Hereford College of Arts is registered with the Office for Students (OfS) to deliver Higher Education**.** The OfS is an independent public body which reports to Parliament through the Department for Education **https://www.officeforstudents.org.uk.** (Their aim is to ensure that every student, whatever their background, has a fulfilling experience of higher education that enriches their lives and careers.)

Length of Course: The standard and minimum length of this course is as follows:

Course	Standard/Minimum Length of the Course
BA (Hons) Digital Content Creation *Full-time*	3 years

Students will need to complete the course to gain the award**.**

Entry Requirements

All students need to be at least 18 years of age at the start of the course.

Applicants will submit a portfolio and may be invited for a further interview. The interview can be conducted in person or remotely. This will be a supportive process where guidance will be provided on the strengths and areas for improvement.

We usually expect applicants to have achieved a minimum of 96 UCAS points at entry. Whilst qualifications are important, our offers are not solely based on academic results. We may make offers based on other evidence of talent or suitability for the course.

Applicants who do not satisfy the standard entry requirement but offer other qualifications and or relevant experience will be considered on an individual basis subject to satisfactory information being provided at interview.

Applicants whose first language is not English and require a student visa must achieve Level B2 in an approved Secure English Language Test (SELT) prior to enrolment. For further guidance, please visit the UK Visa and Immigration website https://www.gov.uk/student-visa

Your offer letter will outline any specific requirements associated with your offer.

Our Admissions Policy can be found **here**

Core Modules

All programmes of study are made up of modules. Some modules comprise two or more assignments. Modules have a credit value that contributes to the achievement of the qualification. Each module has its own syllabus, handbook and assessment. To pass each year, you need to achieve 120 credits. Modules vary in size from 20 credits to 60 credits.

Programme Structure

From your first day at HCA, you will work as a creative, developing your skills and your own voice through a series of projects. You will develop your creative practice, practical skills, alongside your critical awareness and theoretical knowledge. You will study a range of modules that build your knowledge and confidence, totalling 120 credits each year.

Over the course of your studies, you will work towards emerging as a creative, agile, resilient and adaptable graduate with excellent problem-solving and transferable skills who can confidently apply research skills to keep themselves up-to-date with emerging developments and technologies in the field.

BA (Hons) Digital Content Creation Level 4 (Year 1) Full Time		
Module Title	**Credits**	**Module Description**
Practice in Context 1	20	The module provides an overview of the context in which Digital Content Creation has developed. The module also provides introduction to the work of key practitioners in Digital Content Creation, both past and present, across various genres of practice, to give students a broad overview of the historical development of the discipline and of the contexts which enable the work to be understood and assessed.

The range of contexts examined in this module might include:

- Critical awareness.
- History & trends of marketing and digital marketing.
- Introduction to the psychology of storytelling.
- Contextualising current practice.
- Historical: political, social and cultural issues being addressed, direct and indirect influences of the historical environment.
- Technological: factors related to development of the technology of creative production.
- Art historical: precedents, influences, and relationships with contemporaries working in the same field.
- Biographical: designer's intentions and personal factors relevant to understanding the work.
- Social: relationships, both individual and general, relevant to understanding the work.
- Ethical factors relevant to understanding and evaluating the work.
- Cultural: values and beliefs implicit in the work derived from the cultural environment, intentionally or unintentionally included.

Students will be introduced to the context and genres within which designers operate and the cultural and social significance of their |

		practice. When appropriate students will be encouraged to relate past work to current issues and practices.
Practice 1	40	During this module students will be introduced to and develop an understanding of learning methods and fundamental aspects of Digital Content Creation, with an awareness of environmental sustainability. Students will explore and develop the ability to initiate, develop, reflect upon and evaluate 'ideas' as a creative response to resolving design problems and as the basis for Digital Content Creation. This fundamental skill will be supported by introductions to appropriate software, HCA workshops and opportunities to work independently and/or collaboratively as part of a team. The module might include: - Introduction to creativity and originality: Introductions to idea generation, discovery, experimentation and development through an iterative process. - Introduction to digital production tools: - digital film making and editing, interview techniques, directing actors, directing non-actors, building podcasts - video production, image manipulation and editing - vlogging, online advertising and journalism - sound recording and production - Introduction to storytelling. - Introduction to the ethics of digital content. - Various orientation, induction and familiarisation workshops and presentations. - Becoming familiar with campus facilities, workshops and technicians. - Introductions to environmentally sustainable practices.
Foundations for Learning	20	Foundations for Learning serves as an introduction to the entire Arts School and its approaches to learning and community. Through a variety of workshops and taught sessions across multiple disciplines, it provides opportunities to collaborate with peers from different courses. This module is designed to foster exploration, inspiration, and personal growth, while building meaningful connections to support you throughout your studies.
Practice 2	40	During this module students will continue to develop an understanding of learning methods and fundamental aspects of Digital Content Creation. This will take place within the context of marketing. The module will include exploring creative design processes and applying design principles through project-based learning in order to effectively communicate in both the technical and creative environment, within a raised awareness of discipline of marketing.

Students will continue to explore and develop the ability to initiate, develop, reflect upon and evaluate 'ideas' as a creative response to resolving design problems and as the basis for developing digital content.

The module might include:

- Developing digital storytelling.
- Developing digital production tools.
- Prototyping and testing concepts.
- Introduction to digital platforms.
- Developing a creative practice.
- Introduction to Marketing.
- Brand perception and reputation.
- Ethics of digital content and regulation (CMA).
- Developing skills to objectively evaluate outcomes.
- Consideration of environmentally sustainable practices within a professional practice context.

BA (Hons) Digital Content Creation Level 5 (Year 2) Full time

Module Title	Credits	Module Description
Practice in Context 2	20	The teaching programme will provide an introduction to a number of theoretical approaches which will help students extend their understanding of how creative practice can be critically understood (meaning) and evaluated (value). Topics to be covered might include: • Critical reading, writing and thinking. • Reading digital content as text: semiotics, context, culture and myth. • Meaning, critical perspective, voice and reflexivity. • Branding and social identity: understanding taste, interest and preference. • Image and text: relationship, balance of power, mutual influence. • Theories of style: What is a style? Does style matter? • Psychology of communication. • Internet culture: social and cultural impacts of screen-based experience. • Digital content creation and craftsmanship.
Practice 3	40	In this module students will develop their creative practice with a duel approach, firstly to explore narrative in wider contexts than Digital Content Creation, then the application of storytelling principles to their own developing practice.

		Students will explore a variety of storytelling strategies and narrative structures by applying their understanding to a variety of projects.
		Emphasis will be placed upon the application of the core skills required by employers, of the individual's ability to 'communicate effectively', and to respond to the client brief within the agreed deadline and budget.
		The module might include:
		• Development of idea generation, discovery, experimentation and professional execution through an iterative process. • Narrative design and gameplay. • Narrative design. • Developing a personal digital content creation practice. • Developing video skills. • Developing photography skills. • Developing image manipulation skills. • Developing motion graphics skills. • Introduction to animation. • Live briefs - working on live briefs for clients/competitions. • Developing skills to objectively evaluate outcomes.
Practice 4	40	In this module students will develop their understanding of consumer behaviour and the business contexts in which they might work. They will do this through developing their creative practice through a range of design situations which explore the concepts, demands and developments of digital content creation. As students gain further understanding of individual components of a range of technical interfaces, they will be provided with opportunities to elaborate upon their knowledge in the production and publishing of creative outcomes for a range of screen-based formats. Concurrently to this learning students will continue to engage with 'live' briefs and also to explore a range of 'entrepreneurial' visual communication situations. Students will work individually to create authorial, original digital content and, if appropriate as part of a design team. Students will develop creative responses to self-initiated themes and marketing goals, to a limited budget and to a variety of 'deadline' situations. Emphasis will be placed upon the application of the core skills required for entrepreneurial activity, of the individual's ability to 'communicate effectively', work individually and as part of a team and to respond to the project brief within the agreed deadline and budget. Students will be encouraged to investigate further

		entrepreneurial possibilities online and through collaboration and networking.
Professional Practice 1	20	During this module, students will develop professional skills through independently negotiating, organising and completing an appropriate period of professional work experience. Opportunities for professional work experience may include live briefs, individual and group exhibitions, participating in national or international conferences, competitions, commissions, designing and delivering a socially engaged community or schools project or undertaking placements in arts organisations such as arts workshops, art co-operatives, galleries etc. A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as: • Professional life practice: skills analysis, goal setting, legal and ethical considerations in the digital world. • Playing by the rules, copyright, consumer law and media law. • Approaches to selling yourself and your skills. • Networking. • Monetising digital assets. • Expectations in the workplace. • Working to client commission/competition briefs. • Collectives/Collaboration/Networking. Students will document and reflect on their professional work experience(s) and create a multi-media Professional Development Plan with supporting material for summative assessment.

BA (Hons) Digital Content Creation Level 6 (Year 3) Full time		
Module Title	**Credits**	**Module Description**
Practice in Context 3	20	The content of this module differs for each student, as each undertakes a research project into a self-selected topic designed to help them make sense of their own specialist area of studio practice in terms of culture, context and critical theory. Working closely with an individual supervisor, students are guided to select a research topic that is both manageable and appropriate to their studio interests and are helped both to locate and organise relevant sources and to construct a critical position informed by theory. The project is an exercise in largely self-directed academic research, but students receive tailored individual support and are given a series of target dates for reaching set stages of the project (e.g. delivery of title and synopsis, first draft, and so on) to ensure they stay on track as they progress towards the final deadline.
Practice 5	30	In this module students will apply the knowledge and skills acquired in previous modules to show consolidation of creative practice and will respond to project briefs to the course. There is emphasis on research,

| | | critical thinking, personal reflection and the production of creative work for the purpose of building a graduate portfolio.

Students will use an established creative process to produce suitable design development work demonstrating extensive knowledge and understanding of a range of media and approaches within their practice and to produce and present outcomes that show an awareness of professional practice and employability skills.

The module might include:

- Create a brief of the student's choosing, with the aim of creating final portfolio projects aimed at strengthening skills in digital content creation, contributing directly to their employability.
- Developing advanced digital content creation skills.
- Search Engine Optimisation.
- Developing skills to objectively evaluate design outcomes.
- Opportunities to build a graduate portfolio.
- Consideration of environmentally sustainable practices within a professional practice context. |
|---|---|---|
| Professional Practice 2 | 10 | Students will revisit and refine their Professional Development Plan and produce additional material to support the generation of their graduate portfolio including the development of social media and web presences, business identity (where appropriate) ensuring they appropriately prepared to launch their professional careers.

A series of visiting speakers, ranging from artists to professionals from creative organisations and education, will provide insightful advice into areas such as:

- Getting industry ready.
- Marketing yourself.
- Industry news.
- Networking.
- The future of the digital landscape- researching into the digital future.
- The employment landscape (portfolio careers, the gig economy etc).
- Copyright Law, licensing, contracts, T&C's, insurance, taxation, NI.
- The differences between Self-employment and permanent employment. Proactive/Reactive/business ownership/entrepreneurship.
- Censorship & self-censorship/audience/working ethically/sustainable choices. |

		• Representation online / Social Media networking. • CV writing skills / Letter of introduction writing/application writing skills. • Costing work/funding- writing applications and bids/budgeting. • Evaluating projects and clients/managing clients and employers. • Creating online profiles, screen skills, applying for bursaries. • Online networking and contacts. Further study; Postgraduate courses, Teaching courses.
Practice 6	60	This module provides students with the opportunity to 'negotiate' a larger scale design project. Students will engage with a thorough reflective process, designed to focus on their creative identity in relation to their professional trajectory. There is emphasis on research, critical thinking, and the production of creative work for the purpose of continuing to build a graduate portfolio including the production of publicity material and representative media with the aim to showcase their ability and from which to potentially launch their professional careers. The module might include: • The opportunity to engage in negotiated and self-initiated creative projects. • Strategy, planning and creation - researching and planning a marketing campaign, and creating content that will engage an audience. • Developing advanced digital content skills. • Using developed evaluating skills to objectively evaluate design outcomes. • Opportunities to create external links with employers. • Finalising their graduate portfolio. • Consideration of environmentally sustainable practices within a professional practice context.

Course Composition & Delivery:

The course is modular and is managed on a two-semester schedule totalling 31 weeks of tuition. The academic year begins in September and ends in June.

Level 4: the course defines Level 4 as induction and core generic skills acquisition
Level 5: applies the new skills gained at Level 4 in a range of appropriate contexts
Level 6: students specialise through individual learning programmes

The total length of the academic year is 33 weeks (including enrolment, induction and a research week), with breaks for Christmas, Easter and Summer.

Students will have access to college resources (studios, library, workshops, social areas) on weekdays during normal working hours and later on some days and at certain times of the year. Students may also have access to some resources during vacations, and current information on this is available upon request.

Students are awarded 'credits' for the successful completion of a module, totalling 120 in each academic year. A single credit is defined as ten hours of study, so a 20-credit module requires a total of 200 hours of study. A student must successfully achieve 120 credits. 1200 hours of study in total.

The percentage of contact time devoted to differing learning environments depends on the individual module content, but the course seeks to use a wide variety of teaching methods wherever possible. Examples of teaching methods include process inductions and workshops, demonstrations, lectures, presentations, master-classes, online learning activities, tutorials and seminar discussion groups.

Assessment is almost exclusively made by submission of coursework in the form of a portfolio, although written essays and reviews, plus presentations, are also used. There are no timed, written examinations.

Blended Learning

Hereford College of Arts is completely committed to face-to-face learning and the vast majority of our education takes place on campus in our workshops, studios, library, lecture rooms.

We do use online learning when it's the best mode of delivery, for example an international artist delivering a live stream from their studio or where a student has an agreed exceptional circumstance that warrants online learning in that instance.

Typical Delivery Plan

The tables below indicate the typical delivery schedules for the programme for each pattern of attendance. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where feasible).

Full-time study

Level 4

Semester 1	**Practice in Context 1** 20 Credits	**Practice 1** 40 credits	**Foundations for Learning** 20 credits
Semester 2		**Practice 2** 40 credits	

Level 5

Semester 1	**Practice in Context 2** 20 Credits	**Practice 3** 40 credits	**Professional Practice 1** 20 credits
Semester 2		**Practice 4** 40 credits	

Level 6

Semester 1	**Practice in Context 3** 20 Credits	**Practice 5** 30 credits	**Professional Practice 2** 10 credits
Semester 2	**Practice 6** 60 credits		

Tuition Fees

The tuition fees for 2025/26 are outlined in the table below. For more information about applying for a tuition fee loan, please visit www.direct.gov.uk/studentfinance.

Please note that this annual fee will remain unchanged for the 3-year duration of your course. However, following enrolment, students transferring to an alternative mode of study, repeating or retaking modules or suspending their studies, will need to confirm fees with the Finance Department.

Course	Level	Year	Fees
BA (Hons) Digital Content Creation full-time (Home students)	4	Year 1	£9275
BA (Hons) Digital Content Creation full-time (Home students)	5	Year 2	£9000

EU students who have pre-settled status under the EU Settlement Scheme will be eligible for a tuition fee loan only. Please note that the Higher Education Student Finance portal normally opens in mid-February. The College would encourage students to submit their student finance application as soon as possible so funding is in place for when they start their course

All students need to ensure that the funding is in place for their tuition fees and living costs prior to enrolment.

Payment, Service Delivery & Performance Arrangements:

- If the tuition fee is paid to the College via the Student Loans Company, it will be paid in 3 instalments – 25% in term 1, 25% in term 2 and 50% in term 3.
- If a student is paying their own tuition fees, students can pay in instalments by direct debit only. Students will be required to pay 1/3 of their annual tuition fees each term.
- Any of the additional costs (see additional costs section) are collected via an online secure payment system.

Additional Costs

Additional costs are directly related to your study but exclude accommodation and student's personal living costs. Further information about halls of residence and other accommodation available in Hereford is available on our website.

The courses at HCA have been designed to minimise the impact of additional costs; some trips and materials will be fully funded by the college or heavily subsidised. However, typically, a student will choose to spend around an additional £390-£980 in the first year, £250-£580 in the second year and £310-£500 in their final year, depending on scale of work and materials chosen or other related costs.

Students spend different amounts depending on the areas in which they specialise and individual choices. We appreciate that not all students will be able to invest the same money in their work, and staff assessing it will not judge work by the cost of materials or other resources.

The college shop stocks specialist materials at competitive prices and digital equipment can be loaned from the media stores at no extra cost to students.

Students on all courses will also have the chance to take part in optional trips that require additional payment. Non – attendance on the trips will not incur assessment penalties, though trips are designed to help students develop their practice. There is an optional annual cross-course overseas residential trip. In the 2023-24 academic year, the trip was a four-day visit to Paris at a cost to students of £425. This fee included a shared dorm room and all travel costs from Hereford to Paris including Eurostar tickets.

Places on the optional trips are allocated on a first-come, first-served basis.

On completion of Level 6 (the final level of study), some students also choose to take part in an optional residential trip to London for one of the various graduate showcases (for instance New Designers). Decisions about these showcases are made by the college with students on an annual basis and costed according to differing showcase fees, numbers of students taking part and ambition of display. Students are required to contribute to financing this activity and are encouraged to take part in fundraising events and grant applications.

The College is committed to ensuring that students considering studying at HCA are fully aware of the possible additional costs.

Following enrolment, students that face genuine financial hardship may apply to the College Hardship Fund.

Average Cost Breakdown

This table is an estimate of the minimum costs a typical student may face during the course.

The nature of creative study means it is difficult to be precise with material costs. We encourage students to source sustainable materials and recycle where they can however students are free to invest in additional resources pertinent to their emerging practice.

Unless specified the cost listed refers to the whole three-years of study.

Item	Minimum Cost	Notes
Adobe	£16.24 per month	Adobe CC subscription for use outside of college hours (discounted by 70%) NB Adobe CC is free to use for any student working within the college. Adobe often runs a Black Friday deal for a year's subscription for only £13.15 per month.
Microsoft Office 365	£0	The College provides a free subscription to Microsoft 365 with all Office applications and 1TB of cloud storage upon enrolment.
Laptop/Tablet & Stylus	£400+	
SD Cards	£35 each	
1TB Hard Drive	£80	
Print Charges for course Work	£75	The College charges 4p per page for A4 B&W printing, 20p for colour. A3 is 6p per page for standard B&W printing and 40p for colour.
Print charges for exhibition display work	£100	HCA offers a selection of specialised high-quality printing at various rates.
Transport costs on city visits	£50	Reduced ticket pricing is available through 16-25 National Rail card. Most local/countywide trips are funded through the course budget. This example considers self-directed research trips by train to Birmingham and/or London etc
Purchasing tickets for museums and galleries	£50	Reduced ticket pricing available through providers such as Student Art Pass. The College will cover the cost of course-specific trips as much as possible.
Promoting own art practice (Webhosting, Domain name registration, business cards etc)	£50	
Academic texts, books, magazines & subscriptions		As well as subscribing to a wide range of magazines and journals HCA's Library is home to an extensive back catalogue of printed material. So, while students are encouraged to subscribe to course-related material it is likely that it will be freely available in our library.
Portfolio cases	N/A	Many students already have portfolios from previous education route; these don't become a course 'requirement' until L6 in preparation for industry interviews
3D Modelling	£0	Students use Fusion 360 for free and can continue to do so after graduating.

Location of Study

Our degree courses are all based at our College Road Campus but several specialist workshops and performing spaces are located nearby on our Folly Lane Campus and degree level students often work between both sites. Much of a student's study will also involve working in different locations in the city and surrounding area.

Locations & Contact Details

- **College Road Campus:** Hereford College of Arts, College Road, Hereford. HR1 1EB.
- **Folly Lane Campus:** Hereford College of Arts, Folly Lane, Hereford. HR1 1LT.
- **Telephone:** 01432 273359

If you have any enquiries, please contact our registry department: registry@hca.ac.uk

Complaint Handling Process

Our full complaints policy can be found here; Our full complaints policy can be found **here**.

Information relating to all academic regulations, including complaints procedures can be found via the UWTSD public website **here**.