

BA (HONS) CONTENT CREATION

2 Year Accelerated & 3 Year Courses Available



Why choose this course?

At SAE, you're not just studying content creation – you're practising it. From your first trimester, you'll be building real content across photography, video, writing, podcasts, and web, using industry-standard tools like Adobe Premiere Pro, Photoshop, and Pro Tools.

You'll gain digital marketing and SEO skills brands expect, learn client communication and project management, and collaborate with Film, Web, Audio and Games students - all backed by access to professional-grade facilities including podcast studios, green screens, and post-production suites.

Graduate in two years on the accelerated route, with a portfolio employers can review instantly.

Industry relevance

Digital content is now the backbone of how brands reach their audiences - and the demand for skilled creatives who can work across platforms has never been greater.

SAE's industry connections mean you're learning alongside the trailblazers shaping the creative sector, with scholarship partners and brand relationships that help bridge the gap between the classroom and your career before you even graduate.

Career outcomes

Our graduates move into roles including Content Creator, Social Media Manager, Digital Marketer, Videographer, Brand Strategist, Creative Producer, and Campaign Specialist - with skills that transfer equally well into advertising, PR, influencer marketing, production, and freelance.

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MODULE BREAKDOWN

The purpose of this module breakdown is to provide a concise summary of the main topics covered on the Content Creation programme offered at SAE.

Trimester 1/Semester 1

Start your learning journey by developing fundamental knowledge and invaluable content creation and online marketing skills which will form the basis for your future modules.

CC (T1) - Communication Design

User experience, content management and search engine optimisation are all addressed in the first trimester of this innovative degree, with a focus on writing and creating content for publishing and the web. You'll build multimedia content creation skills, learn how to set up a content management system and then modify it so it adheres to current user experience and design guidelines.

Topics include:

- User experience design (UX)
- Web accessibility
- Layout (Online/Offline)
- Web publishing content management systems
- Search engine optimisation
- Writing for social media
- Project management basics

CC (T1) - Photographic Storytelling

You'll address fundamental aspects of journalism, storytelling and communication, with a focus on photographic storytelling. As you discover the basic skills of composing, editing digital images and the principles of visual language, you'll also cover core topics around intellectual property and copyright within creative media.

Topics include:

- Storytelling
- Knowing your audience
- Design principles
- Composition and photography
- Digital image editing
- Concept and pre-production
- Writing styles
- Intellectual property and copyright



Trimester 2/Semester 2

During your second term, you'll broaden your scope to work on more complex multidisciplinary projects in accordance with industry-standard marketing practices.



CC (T2) - Audio Interview and Podcasting

Studying this module, you'll prepare and facilitate interviews while producing and publishing content, with a particular focus on podcasting. As you develop an understanding of the language and techniques used by interviewers, you'll learn how to prepare content for publication on the web, becoming effective at using post-production tools for editing.

Topics include:

- Surveying and Interviewing Digital audio formats
- Audio editing
- Field recording
- Post-production
- Audio publishing
- Podcasting
- Sound branding
- Media ethics

CC (T2) - Video Production

In this module, you'll develop fundamental creative and technical skills already explored across the mediums of photography, web and audio, but this time focused on the moving image. Exploring a range of video production styles, you'll get hands-on across the production and post-production stages of a project, learning how to plan and produce a video for different digital marketing purposes.

Topics include:

- Preparing, planning and producing video content
- Video editing
- Colour grading
- Motion graphics
- Video publishing
- Digital film fundamentals
- Camera operation, scene lighting, and grip operation
- Green screen and keying
- Presentation techniques
- Video in social media

Trimester 3/Semester 3

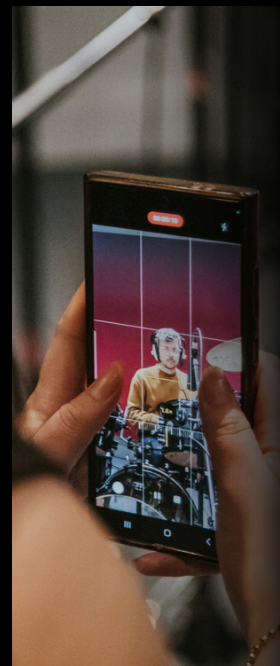
You'll undertake a variety of content creation project briefs in a professional working environment using a project-based 'creative studio' approach. Creative Studios sees you take part in real-world assessment activities that reflect current digital and social media marketing industry practices - guaranteeing a highly practical educational journey.

CC (T3) - Creative Studio 1: Overview

During Creative Studio 1, you'll apply core practical content creation and online marketing skills you've learned to date in a professional workflow environment. You'll develop a deeper understanding of integrating content within an online environment, examining key considerations around audience engagement and making relevant production choices.

Topics could cover:

- Social media analytics
- Social media optimisation
- Ethical and legal considerations for social media
- Compositing software
- Digital Audio Workstation software
- Professional Film equipment competency
- RAW workflows
- Professional audio equipment competency
- Sonic branding



Trimester 4/Semester 4

The second Creative Studio term focuses on collaborative practical and technical content creation and digital marketing skills, as you explore areas of professional interest and develop your chosen pathway.



CC (T4) - Creative Studio 2: Overview

You'll collaborate with peers from other SAE courses and/or real-world businesses to develop engaging online strategies and campaigns. As you continue to develop your understanding of professional equipment, you'll engage with a selection of business models and the online marketing approaches they require.

Topics could cover:

- Business models
- Marketing plans and strategies
- Business development strategies
- Business and marketing legal and copyright considerations
- Cross-discipline collaboration and management
- Professional grading software
- Digital Audio Workstation software
- Advanced professional film and audio equipment

Trimester 5/Semester 5

As you near the end of your degree, you'll start to specialise, advancing your skills across your chosen area of the marketing industry by selecting from one of 3 optional modules.

CC (T5) - Advanced Specialised Production

Across the optional Advanced Specialised Production module, you'll build on your previous knowledge and skills to create industry-standard work in your chosen area. This can either be through taking part in work placements or engaging in live projects with peers from other SAE disciplines, by undertaking simulated briefs, or by developing your own project.

This module is a chance to refine the skills required for your final trimester Major Project, as you create a body of work that showcases your skills in content creation and knowledge of online marketing, building connections with industry professionals along the way.

CC (T5) - Research and Professional Development in Creative Media

This optional module will see you gain a variety of academic and professional skills in preparation for your final Major Project. With support and guidance from SAE's Experts, you'll produce your Major Project proposal, learning many new techniques along the way – perfect for future postgraduate studies or entering the world of work.



Trimester 6/Semester 6

The final module of this content marketing degree lets you demonstrate the academic and practical skills you've developed across your 2 years or 3 years at SAE via an advanced-level large-scale project.

CC (T6) – Major Project

During your final trimester, you'll implement the Major Project you planned, designed and scoped in Trimester 5. This industry-focused module lets you focus on a specialism of your choosing, building your knowledge and skills in this area.

Depending on your subject, you can use it as an opportunity to springboard into the content creation industry, establish your own business, or make connections with content creation and digital marketing professionals that may lead to future employment.



WANT TO KNOW ABOUT CONTENT CREATION AT SAE?

If you need help at any point during your application process, our friendly Admissions Team are here to help at every step of the way.

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**READY FOR THE NEXT STEP?
APPLY TODAY!**

Scan the QR code to begin your application for our BA (Hons) Content Creation at SAE.