

Overview

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| Programme Code | 36765 |
| Programme Title | Content Creation, Graphics and Visualisation |
| Awarding Institution | Liverpool John Moores University |
| Programme Type | CPD |
| Language of Programme | All LJMU programmes are delivered and assessed in English |
| Programme Leader | Martin Jones |
| Link Tutor(s) | |

Awards

| Award Type | Award Description | Award Learning Outcomes |
|-------------------|--|--------------------------------|
| Target Award | Certificate of Professional Development - CP | See Learning Outcomes Below |

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|------------------------------|--|
| Alternate Award Names | |
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External Benchmarks

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|------------------------------------|---|
| Subject Benchmark Statement | UG-Communication, Media, Film and Cultural Studies (2019) |
|------------------------------------|---|

Programme Offering(s)

| Mode of Study, Mode of Delivery | Intake Month | Teaching Institution | Programme Length |
|---------------------------------|--------------|----------------------|------------------|
| Part-Time, Face to Face | April | LJMU Taught | 15 Weeks |
| Part-Time, Face to Face | January | LJMU Taught | 15 Weeks |
| Part-Time, Face to Face | July | LJMU Taught | 15 Weeks |
| Part-Time, Face to Face | October | LJMU Taught | 15 Weeks |

Aims and Outcomes

Educational Aims of the Programme

1. To develop an understanding of the knowledge and skills required for professional content creation.
2. To apply effective techniques, and develop practical skills, in written, image, video, and audio content production for a range of audiences and contexts.
3. To analyse and evaluate process and personal capabilities.

Learning Outcomes

| Code | Description |
|------|--|
| PLO1 | Identify and apply established principles, concepts, theoretical frameworks, techniques and practices used in the creation of media content. |
| PLO2 | Demonstrate the creative potential of digital media software packages and successfully apply these skills to design compelling narratives. |
| PLO3 | Successfully identify, explain and appraise the use of a variety of media applications and platforms. |

Programme Structure

Programme Structure Description

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|--|------|
| Structure - 30 credit points | |
| Level 4 - 30 credit points | CORE |
| [MODULE] 4001LSSCPD Content Creation, Graphics and Visualisation Approved 2022.01 - 30 credit points | |

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

Entry Requirements

| Type | Description |
|---------------------------------------|--|
| UCAS points | A/AS Level 104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted. BTEC National Diploma 104 UCAS Tariff points. Irish Leaving Certificate 104 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level Scottish Higher 104 UCAS points to include 2 Advanced Higher International Baccalaureate 24 IB points Access At least 9 Distinctions and 36 Merits or any other combination that equates to 104 UCAS tariff points in a relevant subject. |
| Other international requirements | International applications will be considered in line with UK qualifications. Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent. |
| GCSEs and equivalents | Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: <ul style="list-style-type: none">• Key Skills Level 2 in English/ Maths• NVQ Level 2 Functional skills in Maths and English Writing and or Reading• Skills for Life Level 2 in Numeracy/English• Higher Diploma in Maths/ English• Functional skills Level 2 in Maths/ English• Northern Ireland Essential Skills Level 2 in communication or Application of Number• Wales Essential Skills Level 2 in Communication or Application of Number. |
| Alternative qualifications considered | Applications are welcomed from mature and non-standard applicants who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview in accordance with the usual LJMU procedures and should demonstrate potential and motivation and/or have relevant experience. |

Extra Entry Requirements