Media and Communication Digital Content Creation

Edinburgh College

Venues

Sighthill Campus

Content

Step into the fast-moving world of digital media with this two-year HND course designed for aspiring content creators, social media experts, podcasters, and digital marketers. This dynamic programme equips you with the practical skills, industry insight, and creative confidence needed to thrive in today's competitive media landscape.

In your first year, you'll build your knowledge and skills in the core areas of digital content creation. From developing social media campaigns and producing engaging podcasts to learning the essentials of video production and digital marketing, you'll gain hands-on experience with the tools and techniques shaping modern communication. You'll also explore the realities of working in the creative economy, develop your freelance and research skills, strengthen your media writing and proofreading abilities, and understand the legal frameworks and ethical considerations that guide responsible content creation.

In your second year, you'll dive deeper into digital culture, online communication, and interpersonal communication theory, gaining a richer understanding of how audiences think, behave, and connect. You'll explore public relations principles, pitching and promotion, interviewing skills, advertising, and experience the process of producing and directing a video programme. You'll also learn to create effective, audience-focused website content—an essential skill in every creative industry. You'll also have the opportunity to take on a work placement, giving you the chance to apply your skills in a real-world environment whilst building your portfolio.

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Media, Music and Sound Production

Entry Requirements

2 relevant Highers at B, or relevant national qualifications at SCQF Level 6. Interview.

SCQF Level

8

Combination Courses

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Address

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www.edinburghcollege.ac.uk