

Media and Communications

Glasgow Clyde College

Venues

Cardonald Campus

Content

This is a stimulating, enjoyable and popular contemporary course which investigates all the latest developments in the world of media. You will learn about film, television, radio, journalism, and broadcasting, including finding out how advertising agencies work, learning how to organise and manage events, and you'll become one of the few people who really know what public relations amounts to.

You will also be involved in practical projects where you will work in small production teams to create PR campaigns, promotional materials, produce short films, create music videos, present and produce radio shows, make magazines and develop your own media projects through your Graded Unit work.

Course contents:

Advertising; Public relations; Digital video production and editing; Writing for the media; TV planning and production; Pop music; Photography; Journalism; Oral presentation skills; Film theory; Editing and proof reading; Radio production and presenting; Media law; Planning and running campaigns for real clients; Research skills.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Media

Entry Requirements

1 Higher preferably including English or Media, or Foundation Apprenticeship Creative and Digital Media. Interview and portfolio of written work. Relevant HNC may give you entry to year 2.

SCQF Level

8

SCQF Points

«SCQFPoints»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

«Address»

Website

www.glasgowclyde.ac.uk