

Module code: MOD011569	Version: 1 Date Amended: 14/Jan/2026
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1. Module Title
Digital Content Creation

2a. Module Leader
Loren McCarthy

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module is your creative launchpad into the fast-paced world of digital media. You'll get hands-on with photography, video, and interactive design learning how to make scroll-stopping content for the web and social platforms like Instagram, TikTok, and YouTube.

You'll explore what makes content go viral, how trends evolve, and why some posts hit harder than others. Along the way, you'll build your own creative toolkit using industry-standard software and gear, while developing the language to talk about digital culture like a pro.

In workshops and seminars, you'll learn by doing by experimenting with different styles, formats, and platforms. You'll get real feedback to help you grow, and work on projects that mirror what it's like to create content in the real world. By the end of the module, you'll have a polished portfolio that shows off your skills and your understanding of how digital content connects, communicates, and makes an impact.

6b. Outline Content

- Develop core practical skills in digital photography, short-form video production (short-form and long-form), and design
- Mastering industry standard software and mobile creation tools
- Learn to craft and adapt content for major social media platforms
- Explore cutting-edge tools for ideation and workflow efficiency, while learning to interpret platform analytics to measure content success and make data-driven decisions

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

- Media services
- Adobe Creative Cloud
- Photography Hub
- Futures Lab
- Computer suites.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Apply established theories, creative strategies and professional practices of digital content creation to produce content tailored for specific audiences.
2	Knowledge and Understanding	Demonstrate technical competence in the use of digital media tools for photography, video, and interactive content creation.
3	Intellectual, practical, affective and transferrable skills	Manage a self-directed creative project from initial concept to final delivery, demonstrating initiative and problem-solving skills.
4	Intellectual, practical, affective and transferrable skills	Communicate creative concepts and decisions clearly and professionally in response to project briefs.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	Lecture 1hr x 12 weeks
Other teacher managed learning	24	1-4	Workshops with crits and seminars 2hr x 12 weeks
Student managed learning	114	1-4	Use of open access computer suites and homebase room, Off-site location working. Research in libraries, museums and galleries.
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	0 (%)	Pass/Fail	100 (%)

Portfolio of coursework including concept development (storyboards and mood boards), photography and short-form video for social media and a brief critical reflection (equivalent to 2,000 words)

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]