Course Specification

BSc Content Creation

Course Code: BCONC

2026/27

leedsbeckett.ac.uk

Award and Title: BSc (Hons) Content Creation (BCONC)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	Bachelor of Science with Honours Content Creation
Contained awards	Bachelor of Science Content Creation Diploma of Higher Education Content Creation Certificate of Higher Education Content Creation
Awarding body	Leeds Beckett University
Level of qualification and credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course lengths and standard timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is: • 3 years (full time, campus based) • 4 years (full time, campus based, with placement year – if applicable)
Part time study	N/A
Location(s) of delivery	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
Entry requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/ Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.
Course fees	Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

Professional body

N/A

Accreditation/recognition summary

N/A

'In Year' Work Placement Information

Summary

The optional 120 credit placement year can be referred to as a 'sandwich year', 'internship' or 'work experience'. An industrial placement is an excellent opportunity to improve your employability and job prospects. Through practical work experience an industrial placement will help you acquire and evidence the skills employers want and make valuable contacts within the industry.

The industrial placement year involves sourcing and undertaking a placement between your second and third year of study, effectively making your degree 4 years in length. Whilst there is a support network in place to help you source and obtain a placement, you must take responsibility for your own placement and actively engage with the process.

Placement Delivery

As a placement year student, you are expected to find employment in the subject area for a minimum of 40 weeks. This may consist of up to three separate placements, although it is recommended that you complete the placement year with one company for the entire duration or two placements of approximately equal length.

Location

You are responsible for securing your own placement, with support and guidance available from the university. Your placement can be based in the Leeds area, elsewhere in the UK, or internationally, depending on your circumstances and the opportunities available.

When considering a placement location, you should take into account factors such as accommodation costs, travel expenses, and overall affordability. It is important to note that you will need to cover your own travel costs to and from your placement, so choosing a financially viable location is essential. Careful planning will help ensure a successful and manageable experience.

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

Timetables for Semester 1 will be made available to students during induction week via:
i)   The Student Portal (MyBeckett)
ii)   The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Key Contacts

Your course director   Che John

Your course administrator   Maya Kempe-Stanners (CreativeTechnologyAdmin@leedsbeckett.ac.uk)

Course Overview

Aims

The aims of the programme are to:

The course prepares students for a career in fields related to the creative industries. Students may graduate to full-time work with a wide range of employers across the creative industry landscape, choose to work as freelancers or start their own media production companies. With equal emphasis on the technical aspects and theoretical concepts related to the creative industries, the course takes students through the process of creativity in design and design ideation, technological craft and critical thinking. Students will master creating media for emerging technologies across internet and social platforms, digital agency, SVODS, Broadcast TV, and Film. Students will learn the critical role of visual design in shaping the future of content. Students will be given opportunities to author with generative media and immersive technologies, working with industry experienced tutors and interacting with professional experts.

Advanced digital production techniques are employed, and students learn the theory behind their practice. The course has a practical focus, supported by theoretical delivery, and develops research skills relating to the creative industries. Students will enhance their employability by developing a professional portfolio that demonstrates their technical and creative skills but also features critical workplace skills such as: pitching, communication, active listening, project management and teamwork.

Students will have opportunities to enhance their university experience whilst developing their portfolio, including international volunteering and industrial placements. Students may also wish to volunteer for the course-related roles within the university and/or join some of the 40 student societies, playing in sports teams and/or being a student academic representative.

The course aims to produce versatile graduates who have the theoretical understanding and practical, hands-on experience in all elements of content creation. They will be accomplished individual thinkers as well as skilled team participants. Students will have an opportunity to develop their skillset from a wide range of different disciplines and technical approaches: audio content, immersive and interactive media, 3d, animation, graphics, illustration, web design, UX design, and video production.

Graduates should develop an understanding of industry practice in the UK and be able to apply their skills professionally. This will be developed through regular guest speakers, exposure to industry practice, visits to creative workplaces, opportunities for course-related work experience and the development of a professional portfolio of work that enables students to showcase their practice both meaningfully and effectively.

Course learning outcomes

At the end of the course, students will be able to:

1	Develop a combination of creative, technical and entrepreneurial skills related to the rapidly changing creative industries.
2	Develop independently, undertaking research and critically evaluate arguments, assumptions, abstract concepts and data, to achieve a solution to a problem.
3	Develop professional practice and personal growth through continuous critical self-reflection and team collaboration.

| 4 | Develop and research original ideas, then communicate and manage production workflow and responsibilities to format these creative concepts into content. |
| 5 | Develop transferable employability and professional skills that fit multicultural and global employment environments including development of their own personal portfolio. |

Teaching and Learning Activities

Summary

Each week students will normally receive a programme of lectures covering the core areas of teaching for the week followed by tutorials/ practical studio and/or lab-based session(s). These are supplemented with guest speakers and industry-led seminars. This structure is preferred within such a vocational award where students are learning specialised skills for a specific career. This award is a hands-on subject area where theory alone would be unlikely to allow a student to achieve successful employment in the creative screen industries. Practical exercises allow for students to implement their theoretical learning and see how it relates to tutors and guest lecturers experience of industry. Integrated practice-based assignments together with critical review drive the learning in this award. Students engage in formative discussion at key points during their studies and synthesise their knowledge as they develop their critical practice. Assessment is seen as an integral part of the teaching process across the award with each assessment point providing clear indicators (via feedback) on how student performance can improve. In this way, the course provides a clear, robust framework which will enhance the learning process.

The use of a group project at level 5 allows students to develop communicative skills with their peers. This will include peer evaluation and where possible engaging with a global outlook strategy which draws on design, sonic and narrative practice within other world and contemporary cultures. Individuals are encouraged to work within a team-based context experiencing new collaborations and collaborators.

The end of level 5 allows for work placement opportunities, either through a sandwich year or through shorter periods of work-based learning. The sandwich year will normally be 48 weeks in duration.

Level 6 assessments can be understood to be part of a year-long process. Students choose a main context specialism during their major creative project, while maintaining a broad expertise across the year.

The overall scheme of assessment from level 4 to level 6 is designed in such a way as to maximise the opportunity for progression. This approach provides a strong context for learning. Students are encouraged to develop an independent learning strategy in consultation with tutors at level 6, allowing them to determine their own goals and aspire to high quality, professional levels of practice and industry skillsets while also developing their individual voice. All teaching will be delivered in person and on campus.

Your modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 4

Compulsory modules

Module title	Credits	Semester/ teaching period
Creative Camera and Audio	20	1
Graphics and Illustration	20	1
Web Interaction	20	1
Podcasting and Radio	20	2
Social Media	20	2
3D Principles	20	2
Number of credits of compulsory modules	120	

Level 5

Compulsory modules

Module title	Credits	Semester/ teaching period
Creative Video Production	20	1
Animation Principles	20	1
Interaction Design	20	1
Live Project	40	2
Immersive Technologies	20	2
Number of credits of compulsory modules	120	

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Major Creative Project	40	1 and 2
Experimental Video	20	1
Advanced Podcasting and Radio	20	1
Advanced Creative Technology	20	2
Storytelling	20	2
Number of credits of compulsory modules	120	

Assessment and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director, but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4

Level 4 is assessed by coursework predominately, with some practical assessments.

Level 5

Level 5 is assessed by coursework predominately, with some oral assessments.

Level 6

Level 6 is assessed by coursework predominately, with some oral assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, learning and assessment	312 hours	216 hours	216 hours
Independent study	888 hours	984 hours	984 hours
Placement	0 hours	0 Hours	0 hours