LEEDS BECKETT UNIVERSITY

Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.
Information provided here was confirmed on 14/10/2026

General information

Programme code
BCONC

Target award
If you complete this course successfully you will be eligible for the award of:
BSc (Hons) Content Creation

Delivery mode
✓ On campus
☐ Distance learning

Where you will study
The majority of teaching will be at City campus but on occasion may be at Headingley campus.

Awarding body
Leeds Beckett University

Regulator
Office for Students

Level of qualification
Level 6 of the Framework for Higher Education Qualifications

Course duration
If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:
3 years full-time
4 years full-time with a placement year

Work placement
This course includes an optional placement module(s).

Summary

Sandwich year between Level 5/6

Placement Delivery

Optional Year Long Placement

Location

Students may be placed with various companies in the Leeds region. Further information on the allocation process is provided by the Course Director prior to option choices being made.

Approval

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

Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course. Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning
If you have questions about entry requirements and admissions, contact AdmissionsEnquiries@leedsbeckett.ac.uk

Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact Fees@leedsbeckett.ac.uk

Timetable

You will receive your full timetable for the year during induction week.

What you will study

Course aims

The aims of the course 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.

Teaching and learning activities

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.

Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

The option modules listed may vary. Those listed here are likely to be offered in a typical year.

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
Total 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

Total number of credits of compulsory modules:	120	

Level 6

Compulsory modules

Module title	Credits	Semester/teaching period
Major Creative Project	40	Full Year
Experimental Video	20	1
Advanced Podcasting and Video	20	1
Advanced Creative Technology	20	2
Storytelling	20	2
Total number of credits of compulsory modules:	120	

Assessment and feedback

The balance of assessment may change depending on which option modules you choose.

Level 4

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

Level 5

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

Placement year

The placement year is assessed entirely by coursework.

The placement year is assessed mostly by coursework, with some examinations and practical assessments.

Level 6

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

Workload

You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

Overall workload	Level 4	Level 5	Placement year (if chosen)	Level 6
Teaching, learning and assessment	312 hours	216 hours	X hours	216 hours
Independent study	888 hours	984 hours	X hours	984 hours
Placement study	X hours	X hours	X hours	X hours