

# Media and Photography

## Digital Design and Marketing Level 3 Full-time

### In Brief

#### Start Date / Duration

This course starts in September 2024 and will be completed in two years.

#### Entry Requirements

- Five GCSEs at grade 4 or above including GCSE English and maths
- A genuine enthusiasm for creative design and production

#### You will achieve

UAL Level 3 Extended Diploma in Digital Design

### Course Overview

Digital marketing is part of our everyday lives. If you are considering a career in the Creative and Digital Industries and you like the sound of content creation, producing digital video content, planning an effective strategy for a brand and implementing it through social media campaigns, this is the study programme for you.

### Course Content

You will develop and demonstrate knowledge of the essential skills required to work within the digital design industry and produce a series of creative and professional products that will help you stand out from the crowd. You will gain hands-on experience in a variety of activities, such as digital design, developing your own brand including logo design, create an advertising and marketing campaign, develop content for web and gain an understanding of design theories to add to your creative work. You will also explore user experience and interfaces and design relevant products; this is one of the biggest growths in the sector. You will use industry standard hardware and software in order to create a portfolio to propel you into a career in the digital sector.

As part of your course you will study the following units:

- Branding
- Digital design
- Web design
- UX/UI design

- Digital marketing strategic planning
- Advertising
- Audience investigation
- Social media campaigns

## How will I be assessed?

You will be assessed on your practical work and coursework.

## What Equipment Will I Need?

You will need writing materials, paper, A4 ring binder and a USB memory stick.

## Where will I study?

Old Mill Lane campus  
Church Street  
Barnsley  
S70 2AX

## What can I do next?

**Employment:** This course can form the foundations for future study and work in a variety of industries including graphic design, website production, advertising and marketing, journalism, games design, plus many more.

**Education:** This Extended Diploma allows you to pick from a wide range of Higher Education courses. Subjects such as Graphic Design, Advertising, Web Design, Photography, Journalism, Games Design and Film Studies are amongst some of the courses that previous students have progressed onto at university.

See what careers are available in the Media [<https://www.barnsley.ac.uk/app/uploads/2023/10/Media-careers-2023-24.pdf>] sector. Use our online careers tool, Career Coach [<https://barnsley.lightcastcc.com/?radius=&region=Barnsley>] , to find out what your next steps could be.

## How much does the course cost?

### 16 – 18 year olds

Full-time Barnsley College students aged 16-18 years old do not have to pay tuition fees.

## Financial support

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on +44 (0)1226 216 267.

## Extra information

### Advanced Learner Loans

This course may be eligible for an Advanced Learner Loan. Contact our friendly Information Team on +44 (0)1226 216 123 or email [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [mailto:info@barnsley.ac.uk] . about eligibility and how to apply. You can also visit the Advanced Learner Loan [<https://www.barnsley.ac.uk/courses/paying-for-your-course/advanced-learner-loans/>] page.

### Contact the Information Unit

For further information please contact our friendly Information Team on +44 (0)1226 216 123 or email [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [mailto:info@barnsley.ac.uk]

### Want to join Barnsley Sports Academy and the Sports Village?

Barnsley College has a range of sports opportunities for all students to take part in, gain professional training and compete nationally and internationally. We also have a state-of-the-art fitness village, Honeywell Sports Village [<https://www.barnsley.ac.uk/shops-services/honeywell-sports-village/>] where students can make use of our fitness suite, spinning studio and classes for competitive rates. You don't have to be studying sport to get involved in the Sports Academy [<https://www.barnsley.ac.uk/barnsley-sports-academy/>] .

### Additional Learning Support

Our Additional Learning Support team can provide you with the support you need. Please contact them on +44 (0)1226 216 769.

### Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

**Last updated:** 9th May 2024

#### Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started  
Call us on **01226 216 123**