

## Creative & Digital Media Entry 3 : Social Media and Videography

### Course Code

ICT/DGMDE3/23/3/K

### Time and duration

Start Date: 23 April 2024

Start Time: 09:30

Weeks: 12

### Location

Kingsway Learning Centre

Victoria Road

Widnes

WA8 7QY

### Duration

10 weeks

### Attendance

One 5-hour session per week

### Description

A 10-week course for those learners with basic computer knowledge who want to develop further on a vocational path or just want to learn more and develop their IT skills. This course will use a variety of methods to help learners build their knowledge and skills for use in both at home and the workplace.

Are you interested in learning how to use video clips in social media? This course is designed to develop fundamental skills in videography for use in social media channels. You will also learn how to keep yourself safe online and be able to interact on the internet with confidence.

### Topic Covered

Learners will cover a few different areas, with two major units:

Using a device to record and edit a short film

Using videos in a business social media account

By the end of the course, the learners will have a good understanding of the following areas:

Experience in using cameras to take video clips

Planning, scripting and shooting a short video

Transferring files from one storage device to another

Use digital media to identify how a company promotes services or products

Plan and promote a service using your own video

## How will I be assessed?

The evidence portfolio you build over the time of the course will covers the relevant assessment criteria to support you with the final assessment. This will be assessed internally and then externally.

You will not sit a formal assessment or exam, instead the work you undertake will be the evidence needed to achieve this qualification.

Assessment methods will include practical demonstrations, an evidence portfolio, individual and group work, and written evidence.

## What are the entry requirements?

While there are no formal requirements for this course, it is advised that learners who do not have a strong grasp of English undertake an English course alongside this, to support with accessing the course materials.

You must be able to read and understand simple instructions (written & verbal)  
Access to a computer/tablet or willingness to attend drop in or other facility (to practice in-between sessions) and complete some home study is essential.

## Are there any costs?

No, the course is free of charge.

## What will this course lead to?

Completing the learning outcomes of this course grants you an Entry Level 3 Award in Creative and Digital Media.

Learners can progress into one of the Level 1 Awards for Creative and Digital Media, covering other vocational topics or progress onto the Digital Functional Skills Entry 3 and Level 1 qualifications, which cover fundamental IT skills.

## How do I enrol?

For more information, contact Learner Services:  
Tel: 0151 511 7788 or email: [adult.learning@halton.gov.uk](mailto:adult.learning@halton.gov.uk)