

VENUE AND DURATION OF COURSE:

John Ruskin College, Selsdon Park Road, South Croydon, CR2 8JJ, full time, 3 days per week.

ENTRY REQUIREMENTS:

5 GCSEs grade 9-3 (A*-D) that include English and Maths or a Level 1 Diploma at Merit/Distinction and GCSE English and Maths grade 9-3 (A*-D).

WHAT QUALIFICATIONS WILL I GET?

UAL Level 3 Extended Diploma Creative Media Production and Technology – eSports & Digital Media

COURSE DESCRIPTION:

This exciting new course provides a broad grounding in eSports and associated Digital Media.

Esports are professionally organised multiplayer, competitive video games, played individually or in teams. They are played either online or live in stadiums, usually for a cash prize, like other sporting events.

There is a huge multi-million-pound industry around eSports with roles including gaming, marketing, event planning and promotion, live streaming, graphic design, journalism, broadcasting, sales & coaching, as well as health and safety which will be covered in this course. This provides excellent transferrable skills and scope for a wide range of career pathways.

We offer a range of exciting facilities and software, plus staff who have excellent knowledge of the skills needed for this industry. Students will work on a range of projects either in teams or individually, such as promotional films, podcasts, animations, graphic design, audio commentary, journalism, marketing and event planning within the context of eSports and Digital Media. The final major project allows the student to develop their own assignment, depending on their areas of interest.

The creative industries require a mix of essential transferrable skills such as communication and collaboration, research, planning, design, business and problem-solving skills.

UNITS/TOPICS COVERED:

There are eight units delivered over the course of the year along with the opportunity to retake GCSE English and Maths if necessary. Units include:

- Introduction to Creative Media Methods and Skills
- Introduction to Production Techniques
- Understanding an Audience in Creative Media Production
- Contextual Research for Creative Media
- Exploring Audio Production and Technology
- Exploring Video Production and Technology
- Exploring Interactive Media Production and Technology
- Personal Project and Presentation in Creative Media Production

TYPE OF ASSESSMENT:

Assessment will be a combination of coursework and practical assignments/presentations set within each project.

EQUIPMENT NEEDED:



Headphones are essential.

WHERE CAN IT LEAD?

Students who successfully complete the course will be able to progress either to higher study or work in the creative industries.

COURSE FEE:

If you are under 19 on 31/08/2025, tuition is free. If you are 19 or over, please consult Client Services for advice and guidance on funding and eligibility.

Please be aware that there may be additional costs for equipment and educational visits. This information will be available from the curriculum staff at interview.

WHAT TO DO NEXT:

If you have any outstanding queries please contact our Client Services team on 01737 788444 or at clientservices@esc.ac.uk.

To apply online for this course please visit www.esc.ac.uk.

Disclaimer:

Every effort has been made to ensure that the details contained in this leaflet are up-to-date and accurate at the time of printing. However, the College reserves the right to alter or cancel courses, their content, entry requirements, fees or other details should circumstances dictate.

Should you require this leaflet in a different format please contact Client Services on 01737 788444.

