

## UAL Level 3 Diploma and Extended Diploma in Creative Media Production and Technology (E-Sports)

Study Mode: Full-time | Course Level:

### Is this course right for me?

This course is designed to give you a thorough introduction to esports as well as new evolving online media. At present esports is one of the fastest growing industries in the world with a projected growth of around 5 billion, with 2.76 billion hours of content watched each year. This course will teach students the fundamentals of esports from gameplay strategies, and analysis, to multimedia marketing and events management.

There are a range of transferable skills throughout the course that range from teamwork, communication, networking, organisation, time keeping, strategy, active listening, critical thinking, and work ethic under pressure. As well as these skills students will also learn about filming, editing, graphic design, SEO, Social Media, Branding, and creating esports events.

Students will be encouraged to work together, enter various tournaments, compete against other students from across the UK, and develop Marketing Skills.

### Entry Requirements

To access this course you are required to:

- Have five or more GCSEs at Grade C / 4 or above
- Attend an interview and provide examples of your own work to demonstrate your suitability for the course

### What will I learn?

During this course you will study:

- Esports Industry Knowledge
- Tournament Organisation and Events Management
- Broadcasting and Streaming
- Esports Skills, Strategy and Analysis
- Marketing techniques, skills and strategies
- Multimedia marketing, including SEO and social media
- Producing an Esports brand
- Breaking down gameplay mechanics
- Entrepreneurship and merchandising

### What skills will I gain?

By studying this course you will learn the following skills:

- Video editing
- Presentational skills
- Multi-media marketing
- Business to business marketing
- Business to consumer marketing
- Branding
- Analytics
- Events management
- Event planning
- Graphic design

## **How will I be assessed?**

The course is project/assignment based and there are no exams. You will be continually assessed throughout the course and the year will culminate with a final project which will be graded as a pass, merit or distinction.

## **What can I do next?**

After successful completion of the UAL Level 3 Games and eSports Qualification you can progress into higher education at university and degree level apprenticeships.

Career pathways include:

- Professional e-sports player
- E-sports manager
- Events planner
- Social media marketing
- Marketing specialist
- Content creator/editor
- Entrepreneur

## **Why study with us?**

As part of the National Skills Academy for Creative and Culture we pride ourselves as being at the forefront of education and training for the ever changing games and social media industry. Linking with local games companies such as Void Games and hosting a range of guest speakers allows all learners to gain current and relevant training which gives them not just a qualification, but the experience in the career they wish to pursue.

Our creative arts courses have been named the best in the country and earned the college a prestigious national award. We have been named Training Provider of the Year at the Creative and Cultural Skills Awards 2019!

Our creative arts department is forward thinking, innovative, committed and that's why we have been nationally recognised. Arts Council England has endorsed the quality of our teaching and learning and links with employers by awarding us 'Arts Mark Gold'. City of Wolverhampton College is an approved centre for UAL Awarding Body Level 3 Award and Diploma in Creative Media Production and Technology (E-Sports).

## Delivery

**Location:** Paget Road Campus

**Start Date:** 02/09/2024

**Day:**

**Time:**

**Course Fee:**

**Course Code:** CP0318

**Study Mode:** Full-time

Apply online: [www.wolvcoll.ac.uk/apply](http://www.wolvcoll.ac.uk/apply)