

DIGITAL CONTENT CREATION AND STRATEGY

Program: DGCC

Credential: Ontario College Graduate Certificate

Delivery: Full-time + Part-time

Length: 2 Semesters

Duration: 1 Year

Effective: Fall 2023

Location: Barrie Downtown

Description

Digital Content Creation and Strategy prepares you to capture ideas and deliver effective messages in today's media-rich business environment. Through a combination of practical and theory-based learning methods, you develop skills in the production and management of social media, communications, video and audio production, photography, and web design. Focusing on user experience and design functionality, you gain and develop skills through a combination of independent and collaborative projects applied in the context of content creation, strategy and curation. Ultimately, such skills can be applied to almost any sector that informs, engages or educates an audience.

Career Opportunities

Graduates of the Digital Content Creation and Strategy program are well suited to work within the creative, strategic, and information management fields. The types of careers graduates may find themselves in include digital content creator, digital and/or social media creator, and an influencer and/or strategist. Graduates may also create their own entrepreneurial careers as content creators and social media producers.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. create and distribute credible content for a range of platforms using multimedia and interactive tools for the establishment of credible, viable, and trustworthy online content;
2. apply analytical and creative skills to refine the development and deployment of a variety of communication materials to increase audience engagement;
3. cultivate strategies for professional development to enhance work performance and maximize entrepreneurial opportunities, including self-employment;
4. apply professional communications industry standards, best practices, and ethics that adhere to legislation and regulations in the development and delivery of content for diverse audiences;
5. research, develop, and communicate stories that address multiple perspectives using current media technologies;
6. develop a comprehensive strategic plan for digital media/content projects;
7. produce digital content using the appropriate tools and techniques in all stages of production;
8. manage digital media projects independently or as a part of a production team to meet client needs.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024

Admission Requirements

- Ontario College Diploma, Ontario Advanced Diploma, Degree or equivalent, in art, business, design, communication, or production.

Applicants who do not possess the above academic requirement may be considered upon submission of a portfolio, including sample work, cover letter, resumé, and two (2) reference letters, showing evidence of experience in a related field, with a minimum of two or three years' experience in content creation, strategy and/or management.

Additional Information

Students are required to purchase software licences necessary to create and edit digital content assets.

To be successful in this program, students are required to have a personal notebook computer (either PC or Mac architecture) prior to the start of the program that meets or exceeds the following hardware specifications:

- Intel i5 processor or AMD equivalent
- 16GB of memory
- 500GB hard drive (1TB recommended plus an external 2TB hard drive)

Graduation Requirements

15 Program Courses

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
DGCC 1000	Introduction to Video Production	42
DGCC 1001	Still Image Editing	42
DGCC 1002	Web Design	42
DGCC 1003	Digital Photography	42
DGCC 1004	Writing for Social Media	42
DGCC 1005	Principles of Visual Media	42
DGCC 1006	Content Creation Strategies	42
DGCC 1007	Media Trends and Approaches	42
Hours		336
Semester 2		
Program Courses		

DGCC 1008	Advanced Photography and Editing	42
DGCC 1009	Advanced Video	42
DGCC 1010	Video and Audio Editing	42
DGCC 1011	Web Strategies	42
DGCC 1012	Media Project Management	42
DGCC 1013	Cross-Platform Narratives	42
DGCC 1014	Content Creator Capstone	56
Hours		308
Total Hours		644

Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential.

After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.