

CONTENT CREATION AND STRATEGY

Program: GCCS

Credential: Ontario College Graduate Certificate

Delivery: Full-time + Part-time

Length: 2 Semesters

Duration: 1 Year

Effective: Intake suspension Fall 2027

Location: Barrie Downtown

Description

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'll develop skills in the production and management of social media, communications, video and audio production, photography, and web design and optimization strategies. Focusing on user experience and design functionality, you'll 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 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. assess content performance metrics to propose actions that enhance content reach and participation;
2. develop and implement strategies for professional development to enhance work performance and maximize entrepreneurial opportunities;
3. produce content for diverse audience groups in accordance with industry standards, ethical guidelines, and relevant legislation;
4. research, develop, and distribute content narratives incorporating diverse perspectives to inform and engage audiences in a media-rich environment;
5. create strategic plans for content-focused projects to address organizational goals, target audience requirements, and defined performance metrics;
6. manage content projects to meet client objectives and deadlines.

Program Progression

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

Intake suspension Fall 2027

Fall Intake

- Sem 1: Fall 2027
- Sem 2: Winter 2028

Admission Requirements

- Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent

Applicants who do not possess the above academic requirement are encouraged to submit a portfolio, including sample work, cover letter, and resumé, demonstrating relevant creative abilities and experience.

Bring Your Own Device (BYOD) requirements

All Georgian College students are required to bring their own device (BYOD) (<https://georgiancollege.ca/byod/>) that meets the technology requirements (<https://georgiancollege.ca/byod/>) for their program. Having access to a personal laptop that meets your program's technical requirements will ensure you're prepared for in-class, online and hybrid learning activities. Students are responsible for the cost, software installation, maintenance and repair of their device.

Graduation Requirements

14 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 1003	Digital Photography	42
DGCC 1005	Principles of Visual Media	42
DGCC 1010	Video and Audio Editing	42
DGCC 1015	Website Design and Optimization Strategies	42
DGCC 1016	Writing For Online Narratives	42
Hours		294
Semester 2		
Program Courses		
DGCC 1006	Content Creation Strategies	42
DGCC 1008	Advanced Photography and Editing	42
DGCC 1009	Advanced Video	42
DGCC 1012	Project Management for Media	42
DGCC 1014	Content Creator Capstone	56
DGCC 1017	Podcast Production	42
DGCC 1018	Media Matters: Ethics, Sustainability, and Trends	42
Hours		308
Total Hours		602

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.