

UAL Level 3 Diploma in Creative Practice: Art, Design and Communication (Content Creation With Esports)

Course Code: MG1DCMPES1

Level: 3

Type: Full Time

02/09/2027 - 23/06/2028 () Cambridge Campus

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2 Year(s)

Need to speak to us about a course?

01223 226315

enquiry@camre.ac.uk

Apply Here:

https://www.camre.ac.uk/course/pdf/MG1DCMPES1/

Two pathways. One course. Your lane.

If you're passionate about producing innovative, high-quality content that reaches diverse audiences across digital platforms, this course is for you. Whether you want to be behind the camera, in front of it, or both, you'll gain the creative and technical skills to thrive in a fast-evolving media landscape.

Short-form and live content are mainstream. We'll teach you to plan, produce and distribute work people actually watch, for clients, communities, or your own brand.

Pick your path (you can switch focus as you find your voice).

Pathway A Content Creation (Core)

For creators in any niche (music, sport, fashion, education, charities, local business, events and more).

- Make short-form and long-form videos, podcasts and graphics.
- Build a personal brand or deliver client briefs.
- Use analytics to grow audiences with ethical, brand-safe strategies.

Pathway B Esports Production (Optional)

For those who want live broadcasts and highlighted work.

- Stream competitive matches, cut replays, produce promos, and write reviews.
- Crew live shows (producer/caster/OBS), run team socials, support events.
- Insights into how the esports industry works and where the jobs are.

Optional team play: join tournaments if you keep 95%+ attendance and stay up to date with coursework.

What you'll learn

This course develops your expertise in video production, image manipulation, editing and audience analytics. You'll also explore graphic design, journalism, marketing, web design and more, so you can craft engaging content and apply strategies to grow and retain audiences responsibly.

Professional skills you'll take anywhere: teamwork, communication, critical thinking, time management, organisation, strategic planning, and delivering under pressure.

What you'll actually do

Shoot & edit with real tools: Premiere/CapCut, Photoshop, After Effects, and OBS.
Design & motion: thumbnails, brand packs, titles, lower thirds, and motion loops.
Editorial & presenting: scripting, shot lists, on-camera confidence, VO.
Distribution & growth: platform strategy, posting calendars, analytics, A/B testing.

Work like a pro: respond to briefs, clear rights, collaborate, and hit deadlines.

Qualification & UCAS points
Year 1 UAL Level 3 Diploma (Creative Media Production & Technology)
UCAS Points: Pass 36 ? Merit 60 ? Distinction 84
Year 2 UAL Level 3 Extended Diploma (Creative Media Production & Technology)
UCAS Points: Pass 72 ? Merit 120 ? Distinction 168

Quick FAQ (for students & parents)

Is this just playing games? No. The core is Content Creation for any niche. Esports is an optional production context.
Will I only make trends? No. You'll follow professional briefs, use analytics and keep it brand-safe.
Not into gaming? No problem, complete the whole course via the Content Creation pathway.
Does it count for uni? Yes, it's a recognised UAL Level 3 with full UCAS points.

About the course
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Progression and career opportunities
This qualification helps you to progress on to:
Where this can take you

Roles: Content Creator • Editor • Social/Video Producer • Broadcast/Stream Technician • Community Manager • Marketing Assistant • Motion Designer • Web/Content Assistant • Events Media • Esports Content Specialist.

Next steps: Degrees in Media Production, Digital Marketing, Film/TV, Journalism, Game/Esports Production, Graphic Design, or straight into junior roles/freelance.

Entry requirements
• You should be at least 16 years of age
• A minimum of 4 GCSEs at grade C/4 or above, or a Merit at UAL L2 Diploma in Creative Practice: Art, Design and Communication, or Level 2 BTEC Extended Diploma or equivalent

• GCSE English language grade C/4 or above is essential and GCSE Maths grade C/4 or above is highly desirable
• A reference is required

If you are under 18 - As well as the above requirements an online interview including your parent/guardian will be required to run through the demands of the course and set out required expectations.

In addition to the entry qualifications listed, the offer of a place on the course is subject to the outcomes of initial assessment, which will be taken at the College as part of the admissions process. Please note that entry criteria may vary quite significantly between courses at the same level. This is to take account of the specific skills needed for success on particular courses, the length of the course and the requirements for progression to the next level. Entry criteria are given as a guide, and the exact requirements in order to obtain a place on a particular course will be confirmed following attendance at a Welcome Event/Interview.

Assessment
We want you to achieve to the very best of your ability at CRC. To make this happen we offer both learning and personal support by specialist staff tailored to meet your specific needs.

A range of methods, which may include projects, assignments, case studies, course work, self-assessment, feedback from clients and panel reviews, continually assesses course work. Grades from Pass, Merit, Distinction may be awarded to course work.

The Study Programmes are over 3 days each week.
There is regular one to one tutorial provision.

Finance and Funding

Fully-Funded Level 3 Qualifications
This course is fully funded, free, for learners who are aged 19 and above and earn below £25,000, or below £30,491 and live in the Cambridgeshire and Peterborough Combined Authority area.
CPCA Funding
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Disclaimer

Whilst every effort is made to ensure the information is correct, some details may be subject to change. Cambridge Regional College reserves the right to make amendments to the courses, dates, fees or other details, and to make cancellations or changes if numbers are insufficient.