

DCC - DIGITAL CONTENT CREATION

DCC 101 Explain Digital Media Concepts and Ethics (2-4-4)

This course introduces digital media concepts, audience and platform contexts, writing practices, and ethical responsibilities. Students learn how audiences and platforms shape digital messages and practice writing hooks, captions, posts, calls to action, and short video scripts. The course covers legal and ethical responsibilities in UAE and international contexts, including privacy, defamation, copyright, advertising, online conduct, and AI-generated content. Students also revise digital copy using feedback and readability techniques to improve clarity, engagement, and purpose.

DCC 102 Capture Media for Digital Platforms (2-4-4)

This course introduces basic photography and videography for digital platforms. Students learn composition, focus, exposure, lighting, stabilisation, sound capture, resolution, frame rate, file formats, and safe and ethical production practices. Through face-to-face demonstrations, studio activities, and a brief-led project, students use standard devices and entry-level tools to capture platform-ready photographs and short-form video for defined audiences. The course builds foundational skills for later study in digital storytelling, media editing, client production, and portfolio development.

DCC 103 Write Bilingual Digital Media Content (2-4-4)

This practical course develops foundational skills in creating Arabic-English content for digital platforms. Students analyse audience, purpose, and platform requirements; write clear and engaging copy; create effective hooks and calls to action; and adapt or transcreate messages for cultural and linguistic contexts. They apply brand voice, tone, digital writing conventions, and ethical practices while revising content in response to feedback. Through guided practice and brief-led tasks, students produce audience-appropriate bilingual content for a range of digital formats.