

DIPLOMA IN DIGITAL CONTENT CREATION

Program Description

The Diploma in Digital Content Creation is a two-year, 60-credit program at QFEmirates Level 4. The program prepares students for entry-level employment in digital media, content creation, advertising, marketing and creative production. Students develop practical skills in writing Arabic and English digital content, capturing and editing visual media, producing short-form video and audio, applying visual design principles, using AI-assisted media tools, managing social and digital campaigns, and interpreting basic performance analytics.

Learning is delivered through classroom instruction, laboratory practice, authentic content briefs, client projects and structured workplace learning. Students apply ethical, legal, accessibility and UAE cultural requirements when developing content for different audiences and digital platforms. The program concludes with workplace-based projects and a curated professional portfolio. Graduates may enter junior content and campaign-support roles or progress to Level 6 study in Digital Media.

Program Learning Outcomes

The Diploma in Digital Content Creation aims to:

1. Develop students' understanding of digital media concepts, platforms, formats, audiences and responsible content practices in UAE, and international contexts.
2. Develop practical skills in producing platform-ready written, visual, video, audio and graphic content using entry-level tools and workflows.
3. Prepare students to plan, deliver and evaluate social and digital content campaigns using audience research, platform requirements and performance analytics.
4. Develop professional communication, teamwork, client collaboration, time management and workplace problem-solving skills.
5. Prepare graduates for entry-level employment and further study through workplace projects, client-based production and a curated professional portfolio.

Requirements

Completion Requirements

To qualify for the Diploma in Digital Content Creation, students must:

- Successfully complete a minimum of **60 credits** at QFEmirates Level 4.
- Complete **3 credits of General Studies** and **57 credits of required program courses**.
- Successfully complete all 16 required courses. The program contains no optional modules or electives.
- Achieve the minimum competent standard in all required summative assessments in accordance with HCT and NQC assessment requirements.

- Complete the required practical, laboratory, client-based and workplace-learning activities.
- Demonstrate achievement of all five Program Learning Outcomes.
- Complete and present a professional digital content portfolio containing evidence of the required knowledge, skills and workplace competencies.
- Satisfy any additional institutional academic, attendance and residency requirements applicable to HCT diploma programs.

Code	Title	Credit Hours
General Studies		
Required Credits : 3		
GED 100	Develop English language skills	3
Core Courses		
Required Credits : 57		
DCC 101	Explain Digital Media Concepts and Ethics	4
DCC 102	Capture Media for Digital Platforms	4
DCC 103	Write Bilingual Digital Media Content	4
DCC 104	Use AI in Media Production	4
DCC 105	Create Short-Form Digital Stories	4
DCC 106	Apply Visual Design Fundamentals	4
DCC 107	Edit Media for Digital Platforms	4
DCC 201	Analyze the Performance of Digital Media	3
DCC 230	Produce Bilingual Digital Content	4
DCC 231	Produce Media Content for Clients	4
DCC 232	Produce Visual Assets for Clients	4
DCC 233	Deliver a Creative Campaign - English	4
DCC 234	Deliver a Creative Campaign - Arabic	4
DCC 235	Apply Digital Analysis Tools	3
DCC 236	Build and Present a Portfolio	3
Description		
Total Required Credits		60
Maximum Duration of Study		3 years
Minimum Duration of Study		2 years
Program Code		DPDCC
Major Code		DCC

Ideal Study Plan

Recommended Sequence of Study

Diploma in Digital Content Creation

Year 1		
Semester 1		Credit Hours
GED 100	Develop English language skills	3
DCC 101	Explain Digital Media Concepts and Ethics	4
DCC 102	Capture Media for Digital Platforms	4
DCC 103	Write Bilingual Digital Media Content	4
Credit Hours		15
Semester 2		
DCC 104	Use AI in Media Production	4
DCC 105	Create Short-Form Digital Stories	4
DCC 106	Apply Visual Design Fundamentals	4

DCC 107	Edit Media for Digital Platforms	4
Credit Hours		16
Year 2		
Semester 3		
DCC 201	Analyze the Performance of Digital Media	3
DCC 230	Produce Bilingual Digital Content	4
DCC 231	Produce Media Content for Clients	4
DCC 232	Produce Visual Assets for Clients	4
Credit Hours		15
Semester 4		
DCC 233	Deliver a Creative Campaign - English	4
DCC 234	Deliver a Creative Campaign - Arabic	4
DCC 235	Apply Digital Analysis Tools	3
DCC 236	Build and Present a Portfolio	3
Credit Hours		14
Total Credit Hours		60