

HND Esports - Production

Department	Digital and Creative Technologies
Awarding Body	PEARSON
Additional Accreditations	N/A
Full-time Duration	One Years
Part-time Duration	This course is not available on a part time basis
Full-time Annual Fee	£6,360
Part-time Annual Fee	N/A
Entry Requirements	<p>UCAS Tariff: 80 points A Level: CC Extended Diploma: MMP</p> <p>Students not meeting exact requirements can be assessed on a case-by-case basis, particularly where industry experience is evident.</p>
Study Location	University and Professional Development Centre, 73 Western Way, Bury St Edmunds UK
Subject to Validation	No
Additional Potential Costs	
Narrative	
Key Course Features	<p>This Higher Education Esports course provides a seamless progression pathway for Level 3 Esports students and offers new opportunities for Access to Higher Education learners, particularly those interested in broadcasting and content creation. Designed to meet the growing demands of the esports industry, the course develops key skills such as event management, creative broadcasting, branding and sponsorship, content creation, and on-air talent. Students will benefit from hands-on learning in the college's state-of-the-art XR Lab, a facility purpose-built for esports, where they will gain experience using industry-standard tools and software. The course emphasises real-world application, with opportunities to organise grassroots esports tournaments involving local schools and the wider community. Graduates will be well-prepared for roles such as event managers, broadcast producers, content creators, and presenters, with skills that are also transferable to related industries like media production and digital marketing. With a strong focus on employability, professional networking, and practical experience, this course equips students with the knowledge and confidence to excel in the rapidly growing esports sector.</p>
Career Prospects	The Pearson BTEC Level 5 Higher National Diploma is recognised by Higher Education providers as meeting admission requirements to many relevant related courses, for example:

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Students should always check the entry requirements for degree programmes at specific Higher Education providers. After completing a Pearson BTEC Higher National Certificate or Diploma, students can also progress directly into employment.

Typical job roles and salaries:

Graduates of the **HNC/D in Esports (Production)** can pursue a range of exciting career opportunities in the growing esports industry. Typical roles include **broadcast producers, content creators, streaming specialists**, and **on-air talent**, with salaries ranging from £20,000 to £50,000 or more, depending on experience. Event-focused positions such as **esports event managers, tournament coordinators**, and **marketing and sponsorship managers** offer salaries between £30,000 and £55,000. Creative and technical roles, including **video editors, 3D artists**, and **narrative designers**, provide opportunities for those with skills in software like Maya and Unreal, with earnings from £22,000 to £50,000+. Additionally, roles like **community managers, social media managers**, and **data analysts** allow graduates to leverage their skills in audience engagement, analytics, and strategy, with salaries ranging from £25,000 to £50,000+. These careers highlight the diverse pathways available to students, blending technical expertise, creativity, and management skills in one of the fastest-growing global industries.

Module Summary

Level 4 (Year 1)

Unit 401 – Esports Ecosystem

This unit explores the rapidly growing esports industry, its key stakeholders, career opportunities, structural challenges, and governance issues, enabling students to analyse the ecosystem, future developments, and formulate strategic career plans.

Unit 402 – Skills and Tactics Analysis

This unit equips students with the knowledge and skills to analyse and enhance individual and team performance in esports through gameplay evaluation, fostering critical thinking, adaptability, and evidence-based strategies essential for roles like athletes, coaches, or performance analysts in the evolving esports industry.

Unit 403 – Event Planning and Delivery

This unit prepares students to plan, budget, deliver, and evaluate engaging esports events, equipping them with organisational, administrative, and financial skills relevant to careers in event planning and management.

Unit 404 – Planning an Esports Project

This unit develops students' research, decision-making, and problem-solving skills through a Pearson-set project, enabling them to analyse esports industry drivers and propose evidence-based solutions to business-focused challenges.

Unit 408 – Audio-Visual Production

This unit equips students with the technical knowledge and practical skills in audio-visual production, enabling them to enhance audience experiences, meet industry demands, and prepare for dynamic roles in esports event production.

Unit 409 – Streaming and Broadcasting

This unit equips students with the knowledge and skills to excel in esports streaming and broadcasting by mastering platforms, workflows, audience interaction, and technical setups, preparing them for roles in creating engaging, high-quality, and interactive content for a global audience.

Unit 410 – On-Air Talent

This unit develops students' performance, voice mastery, storytelling, and collaborative skills for roles in esports talent teams, equipping them with communication and analysis expertise applicable to casting, hosting, and various professional fields.

Unit 406 – Branding and Sponsorship

This unit provides students with a comprehensive understanding of esports branding and sponsorship, focusing on creating distinctive brand identities, forming effective sponsorships, analysing target audiences, and using data-driven methods to evaluate and enhance the impact and ROI of branding strategies in the esports industry.

Level 5 (Year 2)

Unit 501: Professional Development

This module explores the skills and knowledge needed in the growing esports industry, focusing on communication, teamwork, leadership, and problem-solving. Students will create personal development plans, develop management skills, and learn the importance of continuing professional development (CPD). Through designing and delivering an esports event, they will gain hands-on experience to prepare for success in this dynamic field.

Unit 502: Esports Research Project

This unit equips students with essential research skills critical for the esports industry, including problem-solving, information collection, time management, and effective communication. Students will select relevant research topics, explore methodologies, and present findings to stakeholders, addressing real-world esports challenges. Assessed through a Pearson-set assignment, the unit fosters skills in academic writing, critical analysis, and independent thinking, preparing students to conduct impactful research and inform future industry practices.

Unit 506: Content Creation

This unit focuses on content creation in the esports industry, a key driver of audience engagement and digital marketing. Students will explore existing esports content and how it increases public engagement, develop media content plans, and create campaign content in video, visual, and audio formats. They will gain practical skills in video, image, and audio editing, as well as content writing and journalism, while learning to evaluate their work's impact on target audiences. This unit prepares students for roles in content creation, social media, and digital marketing within the esports industry.

Unit 507: Set Design

This unit focuses on the importance of set design in creating immersive and engaging esports experiences. Students will explore design principles, branding, 3D modelling, and the integration of lighting, audio, and video systems. The unit emphasizes sustainability, augmented reality (AR), and interactivity to enhance viewer engagement while considering environmental practices. Students will develop skills in creating visually appealing and functional sets, using sketches, mood boards, and software tools to communicate ideas effectively. Upon completion, students will be

equipped to contribute to the dynamic field of esports set design, blending creativity, technology, and sustainability.

Unit 508: Creative Direction and Narratives

This unit focuses on the role of narrative in esports media products, exploring how engaging stories captivate target audiences. Students will study different types of narratives and theoretical concepts to create original concepts for media products such as videos, documentaries, or broadcasts. They will develop skills in planning and integrating technical production aspects to effectively communicate their narrative. By completing this unit, students will understand the importance of storytelling in esports and gain skills relevant to careers in media production, content creation, and design.

Unit 512: Emerging Technologies

This unit explores the impact of emerging technologies, such as VR, AR, AI, and cloud-based solutions, on the esports industry. Students will examine how these advancements enhance gameplay, audience engagement, and business models while considering trends, benefits, risks, and ethical implications. They will critically review a specific technology, evaluate its feasibility, costs, and societal impact, and propose improvements. By completing this unit, students will develop critical thinking and reasoning skills, preparing them for careers in esports and fostering academic growth.

Unit 504: Social Media Management

This unit focuses on social media management in the esports industry, highlighting its role in audience engagement, brand growth, and sponsorship opportunities. Students will learn to create and execute content strategies, analyse emerging platforms, curate diverse content, and use metrics to measure performance. By understanding professional strategies and adhering to brand guidelines, students will develop transferable skills applicable to marketing and social media roles across industries, preparing them to manage accounts effectively and foster audience connections.

Staff Team

Programme Lead: Ben Lewis

Lecturers – Michael Harding, Sam Gibbs, Michael Kerry

Assessment Methods

Projects, Report, Portfolio, Review, Reflection, Action Research.

Students enrolled in this programme are required to gain a work placement in the sector to support the completion of projects in both year one and year two. While students are encouraged to secure their own placements, West Suffolk College offers support and guidance if needed to help them find suitable opportunities within the industry.

Typical Module Diet

All modules are 15 credits unless stated

Year 1 Semester 1:

Unit 401: Esports Ecosystem

Unit 402: Skills and Tactics Analysis

Unit 403: Event Planning and Delivery

Unit 404: Planning an Esports Project

Year 1 Semester 2:

	Unit 408: Audio-Visual Production Unit 409: Streaming and Broadcasting Unit 410: On-Air Talent Unit 406: Branding and Sponsorship Year 2 Semester 1: Unit 501: Professional Development Unit 502: Esports Research Project Unit 505: Social Media Management Year 2 Semester 2: Unit 507: Set Design Unit 508: Creative Direction and Narratives Unit 512: Emerging Technologies Unit 506: Content Creation
Study Hours	Study Hours per 15 credit Module: 150 hours Lectures and Seminars: 45 hours per module Assessments: 30 hours Preparation and Independent study: 60 hours *Typically, four 15 credit modules will be studied per Semester. There are two Semesters a year.

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