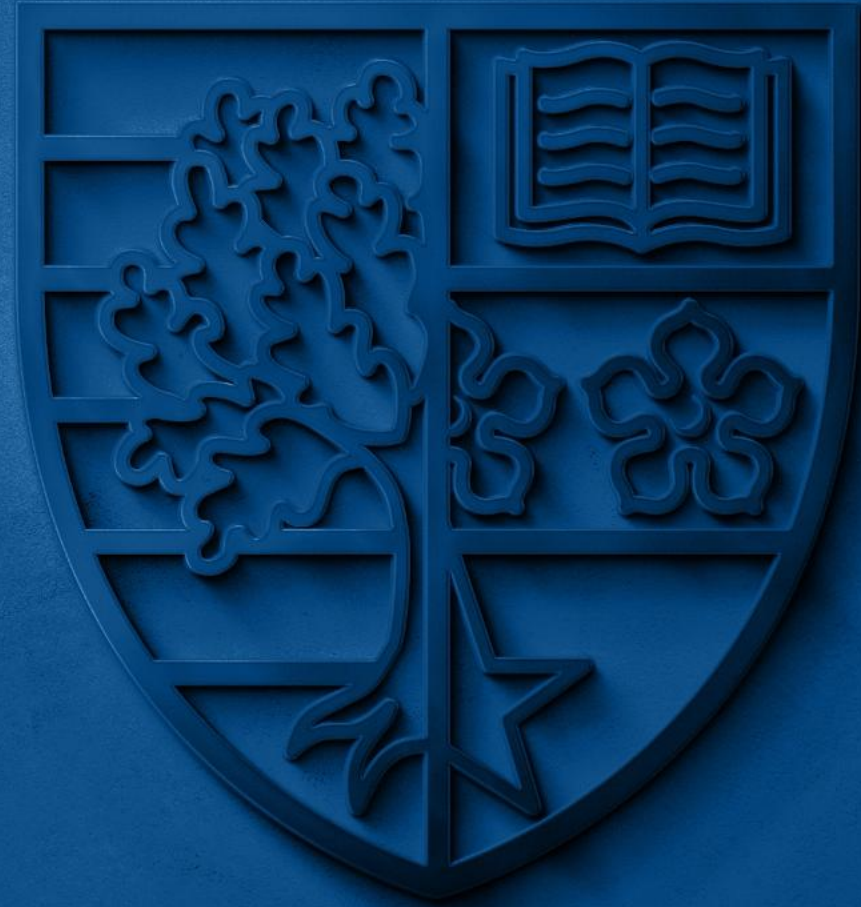

Growing global learning: a producer's playbook for the online campus



How to be a media producer without losing your soul



The Online Campus



Search 

Menu 

The world is your campus

Heriot-Watt Online - your gateway to a world-class university

[Browse our programmes](#)





Global, accessible, practice-orientated education

*Edinburgh Business School - for the
ambitious leaders of tomorrow*

Search programmes





Heriot-Watt Online campus, a snapshot: June 2026

9000+ students, 150+ countries



Country	Active Students
Uganda	438
Norway	296
Egypt	251
United Kingdom	222
United Arab Emirates	142
Malaysia	135
South Africa	125
Canada	123
Trinidad and Tobago	102
Zambia	94
Nigeria	79
Switzerland	72
Greece	71
Kenya	49
United States	48
Ireland	43
Saudi Arabia	41
Singapore	38
India	37
Ukraine	37
Jamaica	34
Germany	33
Jordan	31

*image and sound
for online asynchronous degrees*

2026

*we've worked out 'watt' works
(or rather, what counts)*

2025+ **Optimizers:** impact and growth

2022 **Innovators:** co-productions with Dubai

2020 **Sustainers:** covid

2019 **Pioneers:** culture changers





Growing global learning- 2026 onwards....

- triple annual course output
- 'strategic growth' = commercial
- locked deadlines, shorter turnarounds
- **no increase in production resource**

Do more with less



A producer's playbook

A **playbook** is a collection of documented strategies, rules, and repeatable processes.

Playbooks are designed to keep teams aligned, allowing members to respond to common scenarios with consistent, best-practice actions rather than starting from scratch.

Do More with less



In a world of 'do more with less'...
what can we control?

Scaling with integrity



*In a world of 'do more with less'...
what can we control?*

Practical solutions to the challenge



Media Producer
explaining media



Faculty







A close-up photograph of a hand holding a camera lens. The lens is dark and has several concentric rings. The hand is positioned on the left side of the frame, with fingers wrapped around the lens. The background is blurred, showing warm, golden light. The text "SCOPE REDEFINED" is overlaid in white, bold, sans-serif font across the upper portion of the lens.

SCOPE REDEFINED

PLAYBOOK FOUNDATIONS

HUMAN PRESENCE

"[...] matching a human voice with a human image activates learners' social responses, thereby enhancing their social presence"

(Jing et al., 2006, citing Lee et al., 2006). *Examining the Voice-Image Matching for Pedagogical Agents Presented in Instructional Videos.*

DEMONSTRABLE CARE FOR STUDENTS

"Students, who perceive their teachers as caring, have a better sense of belonging in school and tend to show more progress when it comes to learning"

(Owusu-Ansah and 2016, citing Beland, 2014). *Going Back to the Basics: Demonstrating Care, Connectedness, and a Pedagogy of Relationship in Education.*

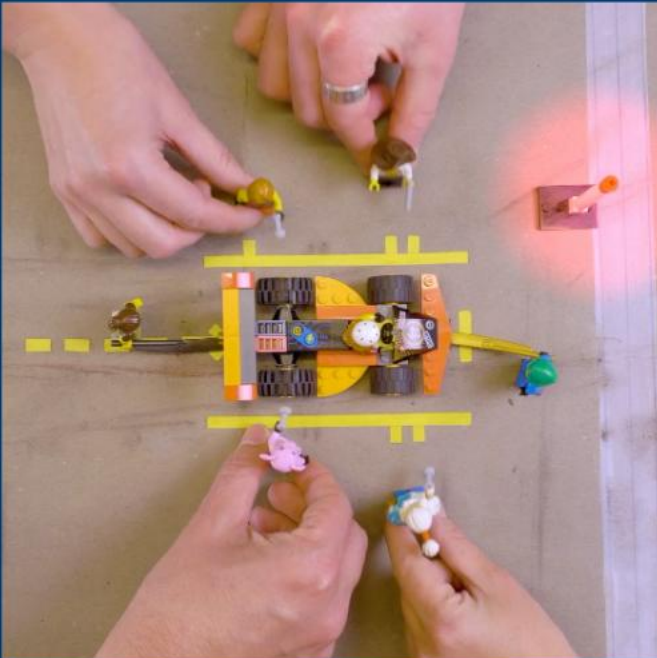
INDUSTRY ALIGNMENT

"Global, accessible, practice-orientated education"

hw.ac.uk/online

PLAYBOOK FORMATS

Voice +



In conversation



Presenting



Voice +

In conversation

Presenting



- **Minimize what is not under our control**
- **Strive for inclusive language, free from media jargon**
- **Job satisfaction**

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