Training Fiche

Title	Digital content creation: a practical guide
Keywords	Digital content, audio content, website, blog, podcast
Language	English
Competence area	**1. Information and Data Literacy** Competences ☐ Media Literacy ☐ Browsing, Searching and filtering data, information and digital content **2. Communication and Collaboration** Competences ☐ Engaging Citizenship through digital technologies ☐ Interacting with digital technologies for entertainment and culture **3. Digital content creation** Competences ☒ Developing digital content **4. Safety** Competences ☐ Protecting the environment ☐ Preventing and recognize fake news ☐ Protecting health and well-being **5. Problem Solving** Competences ☐ Creatively using Digital Technologies
Objective and Goal	- Promote culture, correct information and critical thinking through content creation - Explain the different types of digital content and the tools that can help with their development - Discuss the main platforms where to publish content and the existing free tools to develop them - Discuss the potentiality of audio content and podcasts, and how to develop them

Learning outcomes	- Learn how to develop quality digital content (text, graphic and audio) - Learn to develop and manage online platforms like websites and blogs - Learn to set up a podcast
Contents arranged in 3 levels	**Module name: Digital content creation: a practical guide** **Introduction. Digital content creation and DIGCOMP 2.2** DigComp is a framework created by the European Commission to assess and understand digital competencies. The latest version, DigComp 2.2, has seven main areas of focus, including communication and collaboration, digital content creation, and safety. This framework helps individuals, organizations, and policymakers improve their understanding of digital skills. Competence 3, which involves developing digital content, falls under the Digital Content Creation area of DigComp. This competence can be applied in the field of entertainment and culture. Developing this competence enhances digital literacy and enables full participation in the cultural and entertainment opportunities offered by the digital age. **1. Unit name: Creative content development** 1.1 Section name: Quality content If your vocation is to create quality content (cultural, informative or leisure) to attract and engage visitors, you have to stay away from unverified sources of information and avoid plagiarism. Your aim should be to create online content that provides your users with incentives through three main media: Text Image Audio 1.2 Section name: Text content Before you start writing, you must have in mind who you are writing to and what message you want to convey.
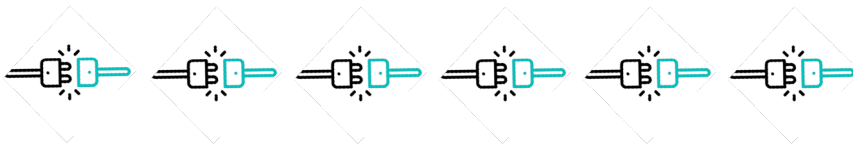
- **Post original content**: Try to make your content unique and don't be afraid to use your imagination.
- **Interact with your readers**:
  - Directly: always reply to comments, especially in cases of negative feedback
  - Indirectly: try to address your audience directly when writing
- **Use keywords:** This way it will be easier from users to find your content. Remember to use keywords especially in the first paragraph.

Creating digital textual content is slightly different from writing text that will be printed. The reader's attention is divided differently on the screen and it is also important to consider the dynamics of the internet.

- **Use Proper Formatting for Readability**: Your content must be easily read and the way you format and design it plays a major role in the outcome. Use small blocks of text, headings and subheadings, lists. People and search engines prefer that to long text paragraphs.

1.3 Section name: Graphic content

Graphic design is the activity and art of using visual content to communicate ideas. The visual content (images, videos, infographics), has a greater impact on the user.

- On websites such as Freepik, Pexels and Pixabay you can find free photos and images that you can use as they are or you can customize them.

  - It is possible to filter by color, orientation, dimension, type of image (photo, vector, icon…), etc.

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- Apps like Canva and Powtoon allow you to create more original and personalised contents. They are very easy to use and provide some guides and tutorials.

  - With these apps, images and videos can be created and customised from scratch or from predefined templates
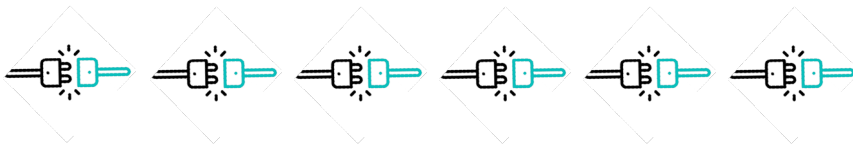
1.4 Section name: Audio content

The same rules of offline communication apply when creating audio content online. The interlocutor wants to be entertained, not instructed. To achieve this, you could for example try **speaking with emotion**, varying the **pace of speech** and your **vocal tone**.

- Consider recording together with other people on a more or less constant basis. They can be 'occasional guests', interviewees or co-hosts.

  - Don't let distance stop you. You can use platforms like Zoom or Google Meet to record with someone remotely.

- One thing to pay close attention to when recording is **background noise**. To create quality content, you have to minimise any interference and create a controlled environmental environment that softens sounds and eliminates echoes.

  - Before you start recording, test and hear if there is any interference or if the sound is clean enough. If you can, soundproof the room with adhesive acoustic rolls or panels and equip your microphone with an anti-pop filter

There are several applications, software and websites that allow you to edit your audio easily and intuitively. Among them, Audacity is a completely free audio software

2. Unit name: Online platforms

2.1 Section name: Website

Online platforms are the best way to bring your information, cultural, service or leisure projects to the user. Your website, for example, can become a reference of **truthful** and **verified information**

Wix is the World's largest website builder, with more than 100 million users.
It has several functionalities and offers the possibility of designing a website in 3 different ways.
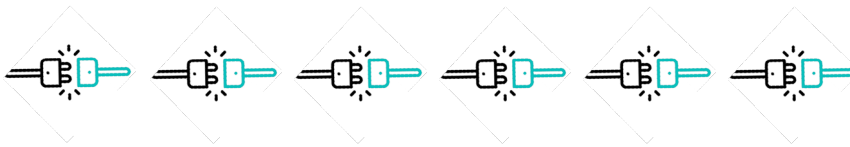
Thanks to its **editor**, it is possible to design the site in complete freedom, but always in an easy and intuitive way thanks to drag and drop technology.
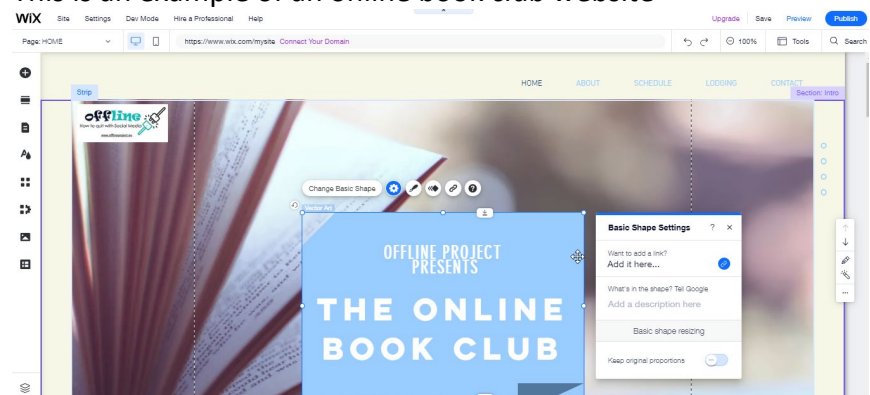**Wix ADI** (Artificial Design Intelligence) allows you to create your website by exploiting the potential of AI.
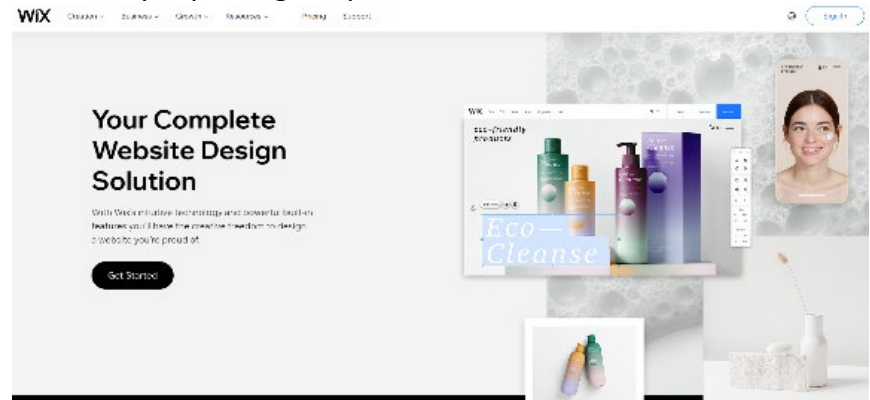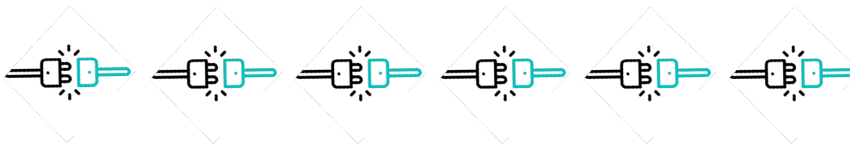
Wix offers a large number of **design templates** to choose from. Select a template adapted to what will be the subject of your website
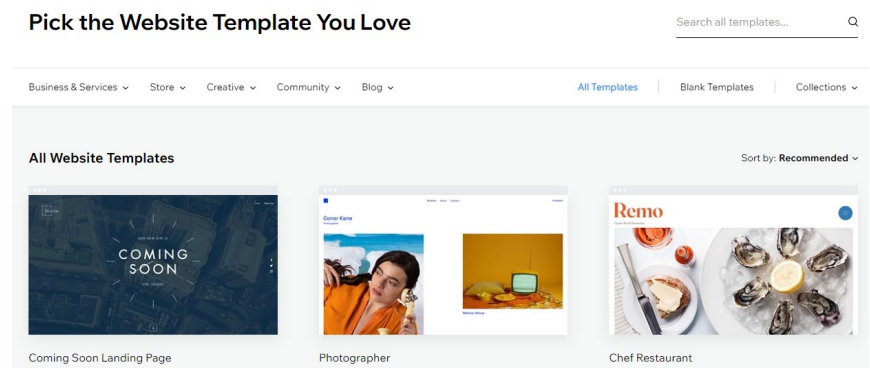
Choose the design you like and edit the website.
This is an example of an online book club website

- All texts and menus can be modified by simply clicking on them.
- You can intuitively upload your logo and photos.
- The template includes all the standard sections of the chosen activity.
- You can add new sections easily.
- You have a save option so that you do not lose track of where you are.
- At any time you can check how your design is progressing with the Preview option.
- When everything is ready you just have to click the publish button to publish your site.
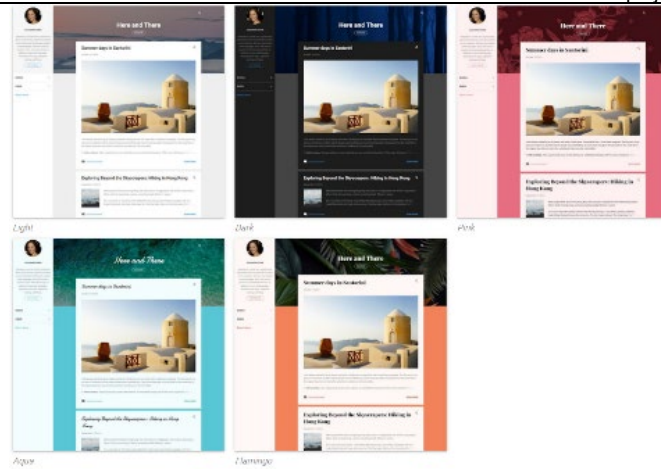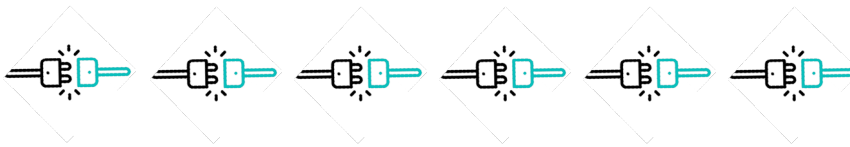
2.2 Section name: Blog

A blog is a **key tool for cultural or leisure content**. Through our blog we can publish theatre or film reviews, inform about future exhibitions or events, and suggest attractive leisure activities. Blogger is one of the best options to create your blog without any coding or programming skills.
You only need a bit of **creativity** and **imagination**.
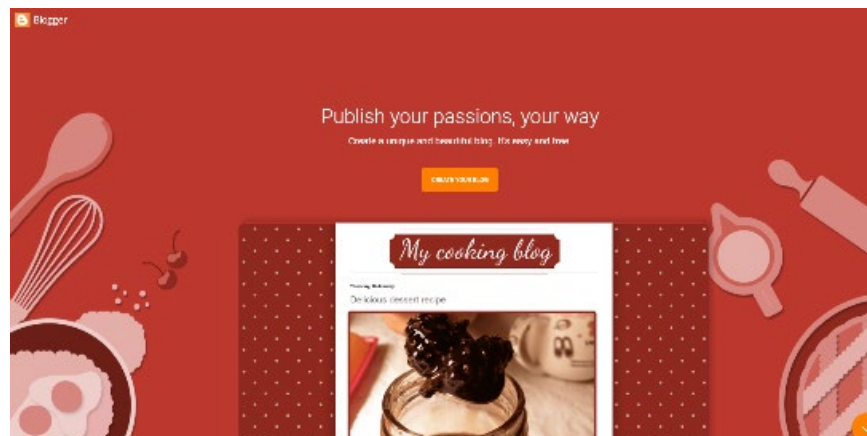
Remember: creativity can and must be cultivated to reach its full potential. If you practise it constantly, creativity can be learned.
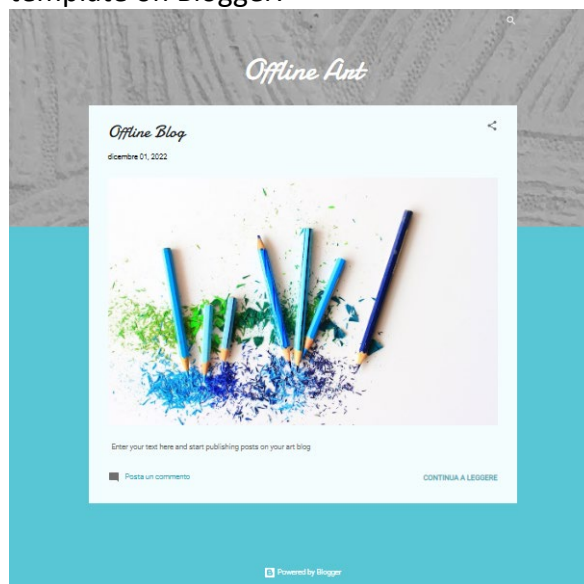
There are different templates to choose from, but you can also design it totally by yourself. It is very simple and a quick process.

- You can easily customise the images, texts, add a logo, etc.
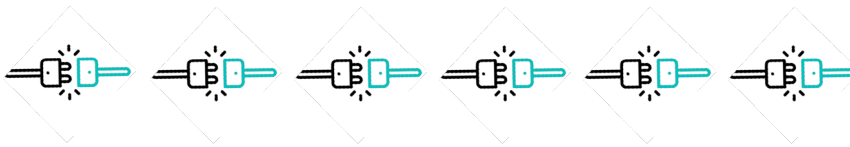- You will be posting blogs in a few minutes.

This is an example of blog with its first post.
It was created in just 15 minutes by modifying and customising a template on Blogger:

2.3 Section name: Podcast

Podcasts are digital audio files published and distributed on internet as a series of episodes. The podcast format is excellent for **generating discussions** on current topics, interviews with personalities, readings, etc.

These episodes can be published on one's own site or on podcast hosting platforms. These types of platforms generally allow greater visibility and offer additional services.

- One of the most famous is Spotify, a digital music service that also allows the publication of podcasts free of charge.

- Buzzsprout, on the other hand, is a real podcast hosting platform that also offers a free service package.

Publishing a podcast on Buzzsprout is very easy. Once you have selected your payment plan (there is a free basic package), you enter your podcast information: title, description, profile picture, category, language and time zone.

- You can immediately start uploading episodes. The free package allows a maximum of 2 hours of podcasts per month.

- You can customize the player and the page layout and colors as well as the domain name of the URL page.

3. Unit name: Recommendations and tips

3.1 Section name: General tips

- **Research**
Research what other content creators in your specific area are doing and talking about, how much content they post and with what frequency.

- **Try to understand your audience**
Interact with them and try to understand what they like to post more specific content.

- **Be careful with what you share**
Double-check the information you share with your audience and trust only reliable sources and search engines (like Google Scholar)
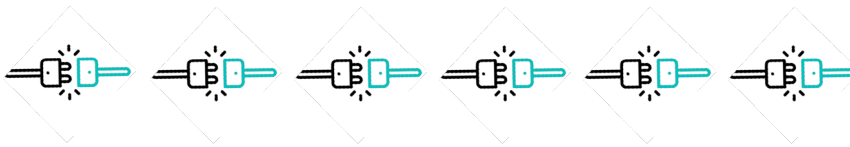
- **Find your voice**
Put yourself out there. Don't be afraid to put your own spin to your content.
Even when you follow trends, you can do it with your own style.

offline
How to quit with Social Media
www.offlineproject.eu
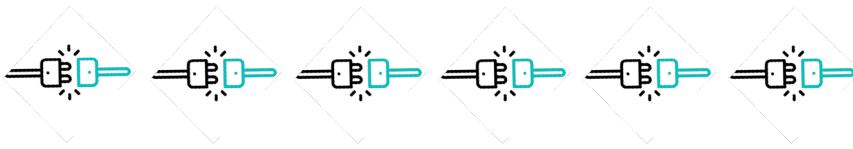
3.2 Section name: Do's and Don'ts

DO...		DONT...	
✓	Look for **visual clarity**	X	**Center** everything
✓	Cut **unnecessary information**	X	**Copy** content
✓	Use **obvious keywords**	X	**Overwhelm** with too much content
✓	**Keyword research**	X	Use **jargon** or **acronyms**
✓	Find a **niche**	X	**Ramble**
✓	Keep **practicing**	X	Get **discouraged**

Glossary

Podcast: Digital audio files published and distributed on internet as a series of episodes.

Blog: A section of a website or a website itself dedicated to the creation of articles and written posts about a specific theme.

Search engine: A software program that allows you to do researches through keywords or phrases.

Content quality: It refers to the depth of information and insight contained within a piece of content.

Post: A piece of writing, image, or any other type of content published online, typically on a blog or on social media.

Practical advices

- Research
- Try to understand your audience
- Double-check what you share
- Trust only reliable sources
- Find your voice

Self-evaluation (multiple choice queries and answers)

1. Where in the text is it better to use keywords?

a) At the beginning
b) At the end
c) It doesn't change

2. What does the user want and expects from online contents?

a) To be instructed
b) To be entertained
c) Both

3. Which of the followings is a free website builder platform?

	a) Powtoon b) Audacity **c) Wix** 4. Buzzsprout is a… a) Digital music service **b) Podcast hosting platform** c) Social media 5. What shouldn't you do when creating digital content? **a) Publish too much content** b) Use obvious keywords c) Cut unnecessary information
Resources (videos, reference link)	
Related material	
Related PPT	
Bibliography	https://www.smashnegativity.com/content-creation-for-beginners/ https://contentmarketinginstitute.com/articles/5-tips-for-creating-professional-quality-audio-content/ https://insense.pro/blog/content-creation-tips-for-aspiring-creators-in-2021-improve-your-content-now
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