



# Module 3

## Digital Content Creation

# Module 3 Overview

Within Module 3 you will learn primarily how to create digital content. You will learn how to use different tools and apps associated with how to generate and create digital content.

Within topic 2, you will learn how to create new content from existing material and how you can turn previous successful content into something more.

Next, copyright licensing is introduced, where you will learn about different types of copyrighted materials and situations where you can use this. Several different royalty free apps/ websites are also introduced to give you some ideas for resources that you can use for your own content.

For the final topic, you will be introduced to programming, both code based and drag and drop based programming.



01

Developing digital content

02

Integrating and re-elaborating digital content

03

Understanding copyright and licenses

04

Programming- quick solutions



# Topic 1 - Developing Digital Content

# Relevant Definitions



Before we begin topic 1, here are some useful definitions to help you understand some of the information in this module.

- **Digital Content-** Digital content is any type of material that has been made and distributed digitally. This can cover many different forms of content, such as digital videos, pictures, posters, leaflets, audio recordings, video games, programmes or software.
- **Digital Formats:** A digital format is the type of file that the content is saved as and will depend on the type of content that is created. For example, a digital picture might be distributed as a JPEG, an audio recording might be distributed as a MP3 and a video might be distributed as a MP4 file. Depending on what software has been used, some formats may require additional copywrite licenses. This will be covered later in the module.

# Creating Well Developed Content!

Throughout your career it is likely that you will need to make digital content. Depending on your position, the content that you create will depend on what your organisation needs. For example, you may need to create a poster, leaflet or even a social media post.

This content will need to be well defined, and of high quality, and usually creativity is involved. Generally, there are three steps to creating good quality content.

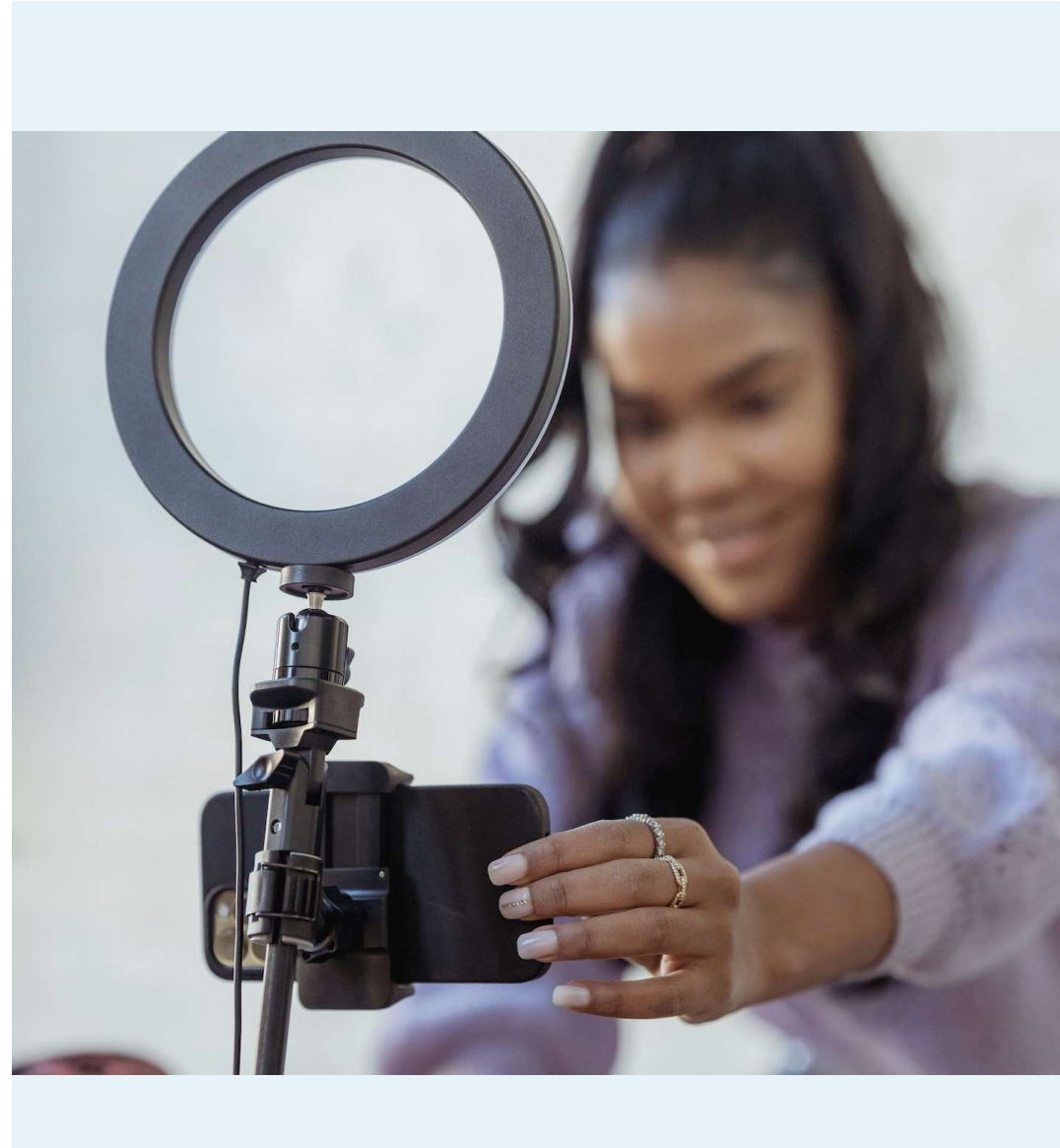
1. Content research and planning
2. Content developing
3. Content sharing

When you make content in a digital setting, it will often need to be precise. We will cover what this means during this module.

# Types of Digital Content

There are many different types of digital content that will be relevant to you, especially when you are looking for employment. We will examine two main types of digital content creation now that can help you become more employable and develop your skills:

1. Creating a blog
2. Developing and Designing Infographics
3. Video Creation



# Creating a Blog



A blog is an online platform where you write posts about topics that interest you. Many people use blog posts as a form of journaling where they discuss their day to day lives. Other people might use blogs as a way to market a product or service that they have. Blogging can be a fantastic way of networking, showing off skills or information that you know, and to build an, . audience and loyal following that can be used to generate business in the future.

There are two main forms of blogging. One is by posting on a specific website or social media platform. The other is to record yourself talking about something, which is often called “Vlogging” (which stands for video blogging).

There are many platforms available that can host your blog. One of the most common is [Wordpress](#), which we will look at more closely in the next few slides. Social media platforms can also be used, [Twitter](#) was originally intended to be a Micro-blogging platform. Try using [Instagram](#) for image based blogs, or try using [YouTube](#), [Facebook](#) or [TikTok](#) for a video based blog. We will focus on video content later in this topic.

## Creating a Blog on Wordpress

Wordpress is the largest blogging platform, and the most basic version is free to use. Wordpress has a large array of third-party plugins, allowing Wordpress to be used with many other tools and offers consistent usage between mobile and computer browsing.

It is regularly used by individuals and organisations to create a website as well as a blogging space for the organisation.

Tool Website: [WordPress.com: Create a Free Website or Blog](https://WordPress.com)





# Pros and Cons of Wordpress



**There are many benefits to Wordpress, such as:**

- Very easy to use. You can organise and create content without any prior website management knowledge.
- Many plugins are available, which means you can fully customise Wordpress websites.
- Lots of themes are available allowing for consistency between mobile and web versions of your website.

**Some drawbacks to Wordpress include:**

- Over customisation may cause your website to "break".
- Due to Wordpress being open source, it could be targeted by potential hackers.

## Video: Introduction Word Press



Check out this handy video which explains how to get started with setting up a Wordpress website:

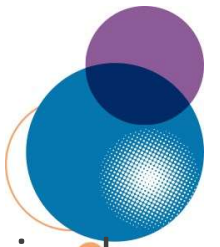
<https://www.youtube.com/watch?v=oB6b5P6bcZg&>



Click to watch



# Introduction to Infographics



An infographic is a highly visual graphic that contains data visualisations and minimal text. The aim of an infographic is to display information about something in an easy to read and summarised way. These are extremely useful in a business or workplace setting as you can use them to summarise much relevant data such as sales, key performance indicators (KPIs) or instructional “how to” guides.

When you know how to create an infographic, your skills will be transferrable. If you needed to make a poster for your workplace, you will be able to. You could also use it to help design personal things such as a business card or poster to advertise your skills and that you are looking for work.

# Creating Digital Content with Canva

Canva



Canva is a fantastic and simple-to-use tool for producing basic and animated graphics and videos. It is a powerful tool for visual storytelling and can be easily customized with a choice of fonts, backgrounds, frames and more. Canva has an impressive suite of graphic design tools available on the web, as well as options for Android and iOS (iPhone).

You can use Canva to create visual stories that can be delivered in a number of ways for example via social media posts, video, newsletters and more. We particularly love Canva because it is easy for beginners to grasp and the Canva Design School ([click here for a link](#)) has lots of learning resources to help you make the most of this tool.

Link to the tool website: [Canva- What will you design today?](#)

# Pros and Cons of Using Canva



There are many benefits to Canva, such as:

- Great font/template options. Everything you wish to create can be highly customised.
- Canva offers great organization and storage- you can easily see all of your previously worked on projects and they can be shared between people very easily.
- Lots of features like a photo editor, transparent backgrounds and automatic resize.
- Canva is very affordable as there are many free to use options.

Some drawbacks to Canva include:

- Does require a small learning curve. Once you have got the hang of Canva, it is easy to use and knowledge of how to use Canva can be transferred to the different functions of Canva such as video editing.
- Limited number of free icons available. Canva charge €/ \$1 per icon.

## Video: Introduction Canva

Check out this handy video which explains how to get started with creating content on Canva:

<https://www.youtube.com/watch?v=cVUxd2ZwYE0>



Click to watch



# Canva



# Activity 1: Design a business card with Canva



The steps, what needs to be done:

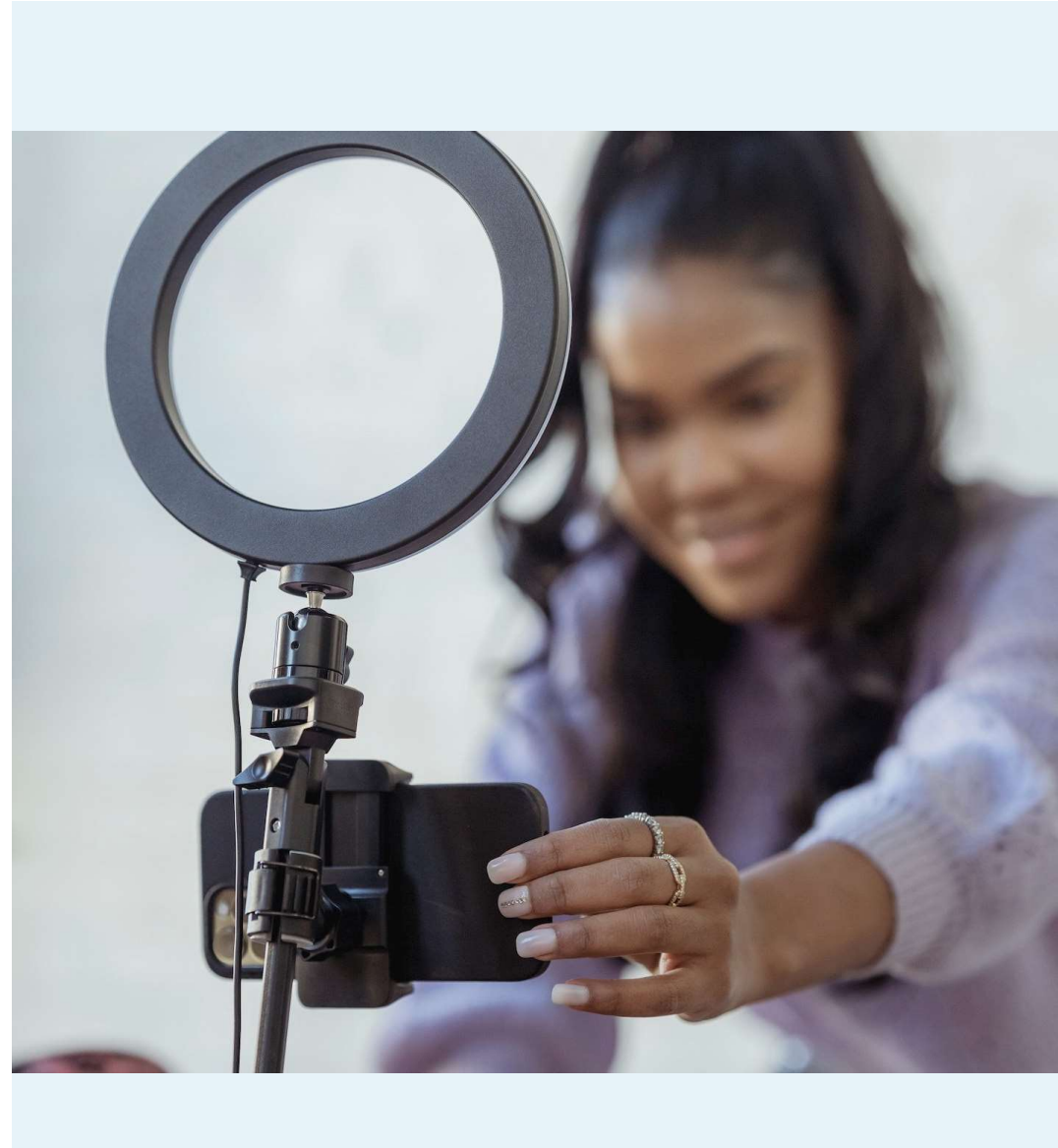
1. Open Canva.com
2. Search for “Business Cards”
3. Browse ready-made templates
4. Personalize your design -change name, address etc.
5. Download
6. Send to print service (by e-mail)

# Introduction to Video Creation

Video creation is where you create videos of your choice. These could be to show off your skills and knowledge base, or to attract people to gain a social media following.

There are many different types of video, and you may find what suits you can change over time. We would always recommend trying a few different formats and see how you get on.

It is important to remember when you create videos that will be published online, make sure you do not have copyrighted material within it. There is more about copyrighting in Topic 3 of this Module.





## Video Creation Tools

There are several ways that you can create video content, and these will depend on your target market and the way you like to create videos. Most people will record video on their phones, and either edit it on their phone, or transfer the video to their computer and use video editing software.

Some apps offer direct editing and uploading for your videos. [TikTok](#), [Instagram](#), [YouTube](#) and [Snapchat](#) are all apps that will allow you to record, edit and upload videos to their platform.



# Camtasia



Camtasia is a tool which can be used to edit and create videos, and has a built-in feature that allows the user to screencast or directly record presentations. With a small learning curve, the user can create professional, visually stunning content.

Camtasia has several built-in effects to help make your video look even better.

Generally, Camtasia is a paid for product, but it also does offer a free 30-day trial. However, any videos created during this trial will have a watermark.



# Pros and Cons of Camtasia



## Pros for Camtasia:

- A great first video editing software that is easy to learn
- Amazing built-in effects to make your video look even more professional
- Make your video interactive by adding quizzes to the video

## Cons for Camtasia:

- Can be viewed as expensive, but it is a once off cost
- Learning curve could be difficult for some
- Exporting files between video editing software can sometimes cause to crash

## Video: Introduction Camtasia

Check out this handy video which explains how to get started with creating video content on Camtasia:

<https://youtu.be/uoRG7zivQYw>



 Click to watch



## Video: Creating Videos on Canva

We introduced you to Canva a few slides ago. It is a tool that can also be used to make videos. Check out the video to learn how to use Canva to make video content.

<https://www.youtube.com/watch?v=AlrC-XaKwew>



Click to watch



# Canva



## Case Study



Sometimes there may be a situation where a migrant woman needs to send a digital copy of a document, such as a certificate of education. But this document is in paper format. How to solve the problem and create a digital copy in pdf format?

Intervention- The solution is to use mobile phone with Android and Google Drive App to create digital copy of document.






Outcomes- People will gain skills of how to quickly solve a problem of document scanning. If you have the skills to scan document using mobile phone, you don't need to spend money and go to a scanning service. These skills will save your time.

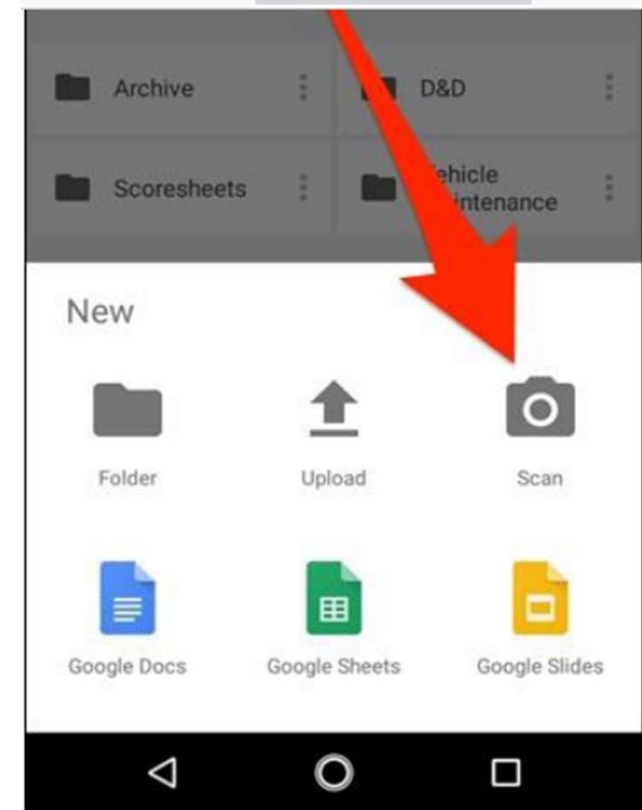
Check out the following slide for instructions on how to do this!

# How to Make a Digital Copy of a Document at Home



Main learning of the case study: How to scan documents at home using mobile phone with Android and Google Drive app.

1. Open the Google Drive app .
2. In the bottom right, tap Add +.
3. Tap Scan .
4. Take a photo of the document you'd like to scan.
  - Adjust scan area: Tap Crop .
  - Take photo again: Tap Re-scan current page .
  - Scan another page: Tap Add +.
5. To save the finished document, tap Done .





## Topic 2: Integrating and re-elaborating digital content

supporting migrant and minority ethnic women through digital education





## What Does it Mean to Re-elaborate or Integrate Digital Content?

As you develop different types of digital content, you might find that there is something that has already been created, and that you want to do your own version of it. This is what is known as re-elaborating or re-using content.

It is very important to remember that copyright laws may apply, and that you may need the permission of the original creator to edit or add to their work. The legal side to Copyright is covered later on in this module.



# Exercise - Create a job listing for yourself.



During the last topic you were introduced to a digital content creation tool called Canva.

Try this exercise to help you learn about digital content creation using Canva.

**Step 1:** Think about a job you would love to work as- this can be anything you can create it up yourself.

**Step 2:** Use one of the templates [found here at this link](#) to create the job listing

**Step 3:** Add different features to the template, such as who the employer is and what the work would be.

**Step 4:** Be as creative as you can!

## Repurposing Your Own Content

Whilst there is an abundance of other people's work you might want to add to, there may also be occasions where you want to repurpose or redo your own content.

This may be a blog post that you have written or could even be a video or infographic that you have created previously.

Why might you want to repurpose an older post/information? There are several reasons you might want to do this. Let's take a closer look on the following slide.



# Why Reuse Older Content?

So why would you want to reuse your previously made content?

**Create more content.** Often TV shows and films will have related spin offs where they repurpose some of the characters to tell a different story. You can try doing this yourself to give you ideas for generating new content.

**Make new media out of older posts.** Some of your content might be some great ideas that you have written into a blog post. You could try making that information into an infographic or short video, where you are generating new posts from previously created content.



## Why Reuse Older Content?

**Increase your reach.** You might find that several of your posts were very successful and that you would like to piggy back off of that success. You might find that you had a post that was talking about a specific idea- try making more content about that idea and increase your reach to new followers.

**Reinforce your message.** One of the best ways to enforce your message is to repeat it. Do you want employers to see how much you know about a certain topic? Try writing similar content but with new ideas brought forward each time!



## Watch the Video: 10 Ways To Repurpose Content

Take a look at the following video which highlights 10 ways that you can repurpose content for social media using a specific model.

<https://www.youtube.com/watch?v=NeSTJw5QK0Q>



Click to watch

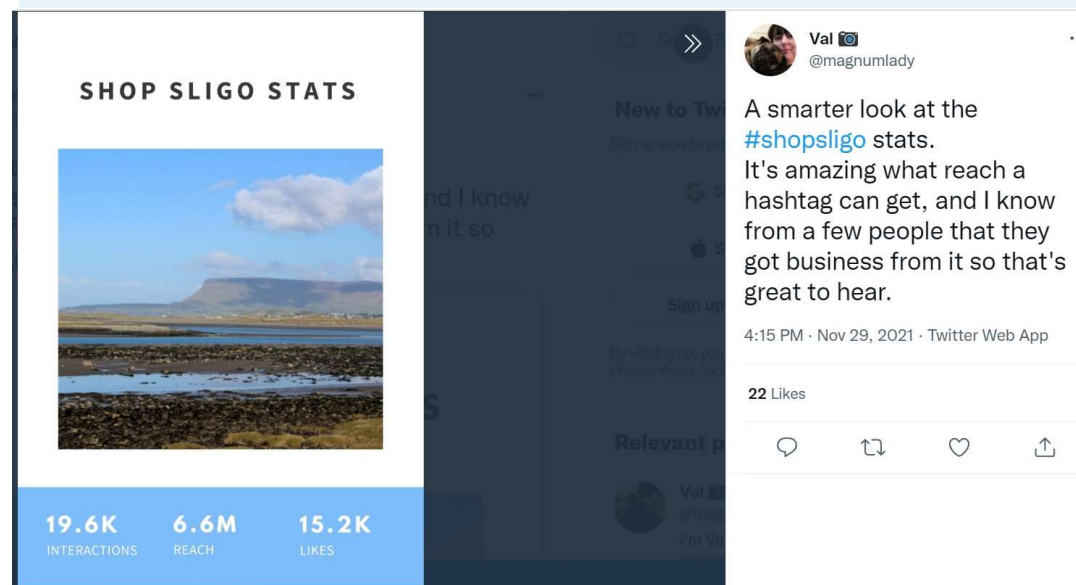




## Case Study - Reusing Content for a Greater Impact

Following the success of the #lovesligo campaign, Val wanted to use a similar hashtag, but one that directly impacted business in Sligo. She developed the #shopsligo campaign, where she encouraged local businesses to tag their posts with the #shopsligo tag.

This was a massive success which ended up creating an organic reach of 6.6 million viewers and generated over 15,000 likes. Val was commended for her efforts of bringing so much notice to Sligo and was awarded the Cathaoirleach's award (Spirit of Sligo) award. She also won a Gold and Silver National Social Media award for her campaign.





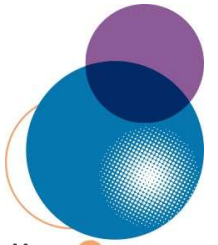
# Activity - Insert a YouTube video into Google slides



The steps, that need to be done:

1. Search for the online app Google Slides
2. Click *Insert* in the top toolbar
2. Select *Insert Video* from the dropdown menu.
3. In the search menu bar enter keywords or the title of the YouTube video you want to embed.
4. Select the video you want to embed.

# Changing PDF Documents



With regard to employment or job search, there may be situations where migrant women have to fill in or make changes to documents by digitally editing them. Problems can occur if documents are saved in formats that cannot be edited with text editors. For example the agreement document needs to be corrected, but the agreement is saved as a pdf file that cannot be edited.

The solution is to use document format conversion platforms such as [ilovepdf.com](https://ilovepdf.com) and convert document from pdf format to WORD document.

People will gain knowledge of how to solve a problem if they need to correct a document received as a pdf file. If you have the skills to convert a document to an editable format, you do not need to rewrite the document text. You can only edit the parts of the text you need. These skills will save you time.

Have a look at the following slide on how to do this.

# What to do if you need to make changes to a pdf document?

How to convert a document from an uneditable pdf format to an editable text document and add new content.

1. Open [www.ilovepdf.com](http://www.ilovepdf.com)
2. Click: PDF to Word
3. Click: Select PDF file
4. Click: Convert to WORD
5. Click: Download WORD
6. Open document and change content



The screenshot shows the I Love PDF website interface. The browser address bar shows the URL <https://www.ilovepdf.com>, which is circled in red and labeled with a red '1.'. The website header includes the logo 'I Love PDF' and navigation links for 'MERGE PDF', 'SPLIT PDF', 'COMPRESS PDF', 'CONVERT PDF', and 'ALL PDF TOOLS'. The main content area features a dark blue banner with the text 'Every tool you need to work with PDFs in one place' and a sub-header 'Every tool you need to use PDFs, at your fingertips. All are 100% FREE and easy to use! Merge, split, compress, convert, rotate, unlock and watermark PDFs with just a few clicks.' Below the banner are five tool cards: 'Merge PDF', 'Split PDF', 'Compress PDF', 'PDF to Word', and 'PDF to Excel'. The 'PDF to Word' card is circled in red and labeled with a red '2.'. Below the tool cards are three red buttons: 'Select PDF file' (labeled with a red '3.'), 'Convert to WORD' (labeled with a red '4.'), and 'Download WORD' (labeled with a red '5.'). The 'Download WORD' button is highlighted with a red box. A notification at the bottom of the interface reads 'Your PDF has been converted to an editable WORD document'.



## Topic 3: Understanding copyright and licenses

# Relevant Definitions



Before we begin topic 3, here are some useful definitions to help you understand some of the information in this module.

- **Copyright** is an intellectual property right (IPR) that grants authors, artists and other creator's protection for their literary, artistic and scientific creations, generally referred to as "works". This recognises people's ownership of an idea.
- **Licenses** are permissions given by the copyright holder for their content. Licenses can be applied to copyrighted material in order to give permission for certain uses of the material. Copyright is still held by the creator in these cases, but the creator has decided to allow others to use their work. Sometimes licenses are purchased and sometimes they are given freely by the creator.
- **Creative Commons** licenses are applied by the copyright owner to their own works. It is a type of copyright license which is free and allows creators to give permission for others to use the work under certain conditions.

## Video: The Difference Between Copyright Ownership and Copyright License

Check out this short video which explains what the difference is between copyright ownership and a copyright license.

<https://www.youtube.com/watch?v=Cx4Oh7mIpv8>



Click to watch



# The Four Types of a Copyright License



There are four main types of a copyright license:

- **Exclusive license** - this allows the licensee to make use of the copyright work to the exclusion of everyone else, including the copyright owner.
- **Limited use license** - A limited use license is where a copyright owner allows a work to be used only in a specific way.
- **Creative Commons license** - Some creators of work allow users to have free access and make use of their work by granting a Creative Commons license. These licenses enable people to share and build on the work of other people by remixing or rebuilding.
- **Collecting societies** - For some copyright owners, it is difficult and potentially expensive to license individual users, so they have grouped together to form organisations known as collecting societies and licensing bodies.

You can find out more about each type of license by clicking on this link:

<https://www.nibusinessinfo.co.uk/content/different-types-copyright-licences>

## Extra Copyright tips

It is important to remember with copyright laws that you cannot use or copy information that someone has provided if they have assigned a copyright to it. You may have noticed at the start of each of the modules that they have a Creative Commons license. That means that you can use information that is contained within these modules as long as you attribute us as the authors. Here are some extra tips when thinking about copyright licensing:

- Be careful downloading files, including videos on YouTube. Everything will have a specific permission to use, and it is important that you have permission to download or use it.
- Music will usually be copyrighted, so you will need permission to reuse music.
- Similarly, many photos can be copyrighted.
- All types of intellectual property can be copyrighted.





# Resources for Copyright Free Materials



Royalty-free is another term for uncopyrighted materials. Below are some websites we would recommend for some free to use videos, music and images.

## Royalty free images:

<https://pixabay.com/>

<https://www.pexels.com/>

## Videos:

<https://www.storyblocks.com/>

<https://coverr.co/>

## Music:

<https://pixabay.com/music/>

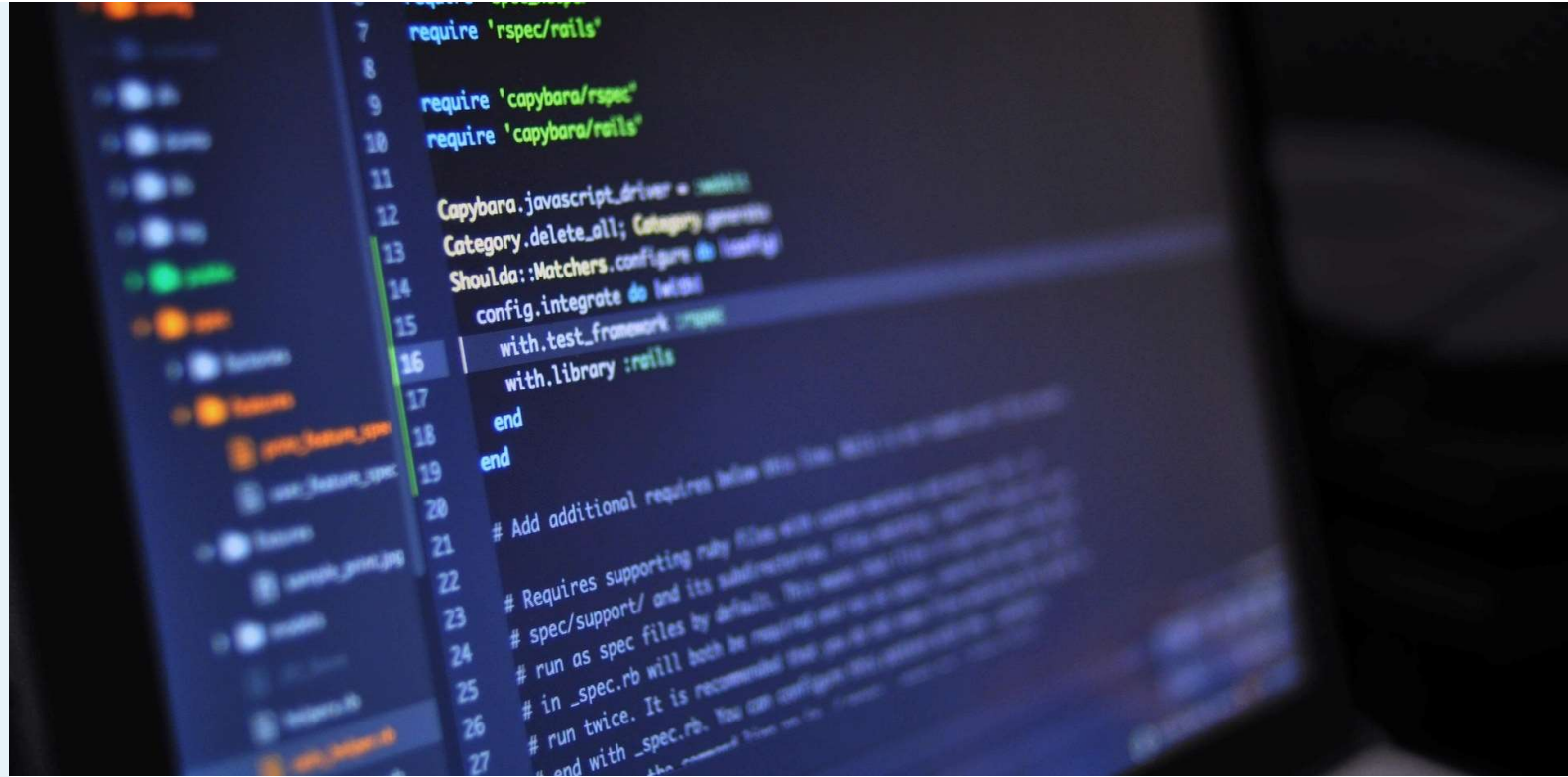
<https://freemusicarchive.org/>

# Activity - How to check if a YouTube Video is Creative Commons



A Creative Commons license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted "work". The steps, what needs to be done:

1. Go to the website [www.YouTube.com](http://www.YouTube.com)
2. Type keywords into the search bar.
3. Click on the three lines to include filters.
4. Select the *Features* tab.
5. Under *Features*, choose Creative Commons.
6. All of the results will be YouTube videos that are licensed under Creative Commons.



## Topic 4: Programming - quick solutions

# Relevant Definitions



Before we begin topic 4, here are some useful definitions to help you understand some of the information in this module.

- **Computer programming** - Programming is writing computer code to create a program, in order to solve a problem. There are many programming languages available which we will look at in this module.
- **No-code development platforms** allow programmers and non-programmers to create application software through graphical user interfaces and configuration instead of traditional computer programming.

## Taking a Closer Look at Programming

To tell a computer to do something, a program must be written to tell it exactly what to do and how to do it.

These lines of code that provide the computer with the set of instructions to follow is known as an algorithm.

If an algorithm has been designed, the computer program will follow it in a step-by-step order, which will then tell the computer exactly what it should do or shouldn't do.

A coder is someone who creates the lines of code that a computer can read as a program.



# Coding Languages



Coding has emerged as the number-one in-demand skill in recent years, but it can be a challenging and time-consuming task to learn coding. If you can code, you can type down these instructions so that a computer can read them. These lines of code are created into an artificial language that a computer can understand, and the language is made up of series of statements that fit together to form instructions. These instructions tell a computer what to do.

There are many different types of coding languages, but the most common are:

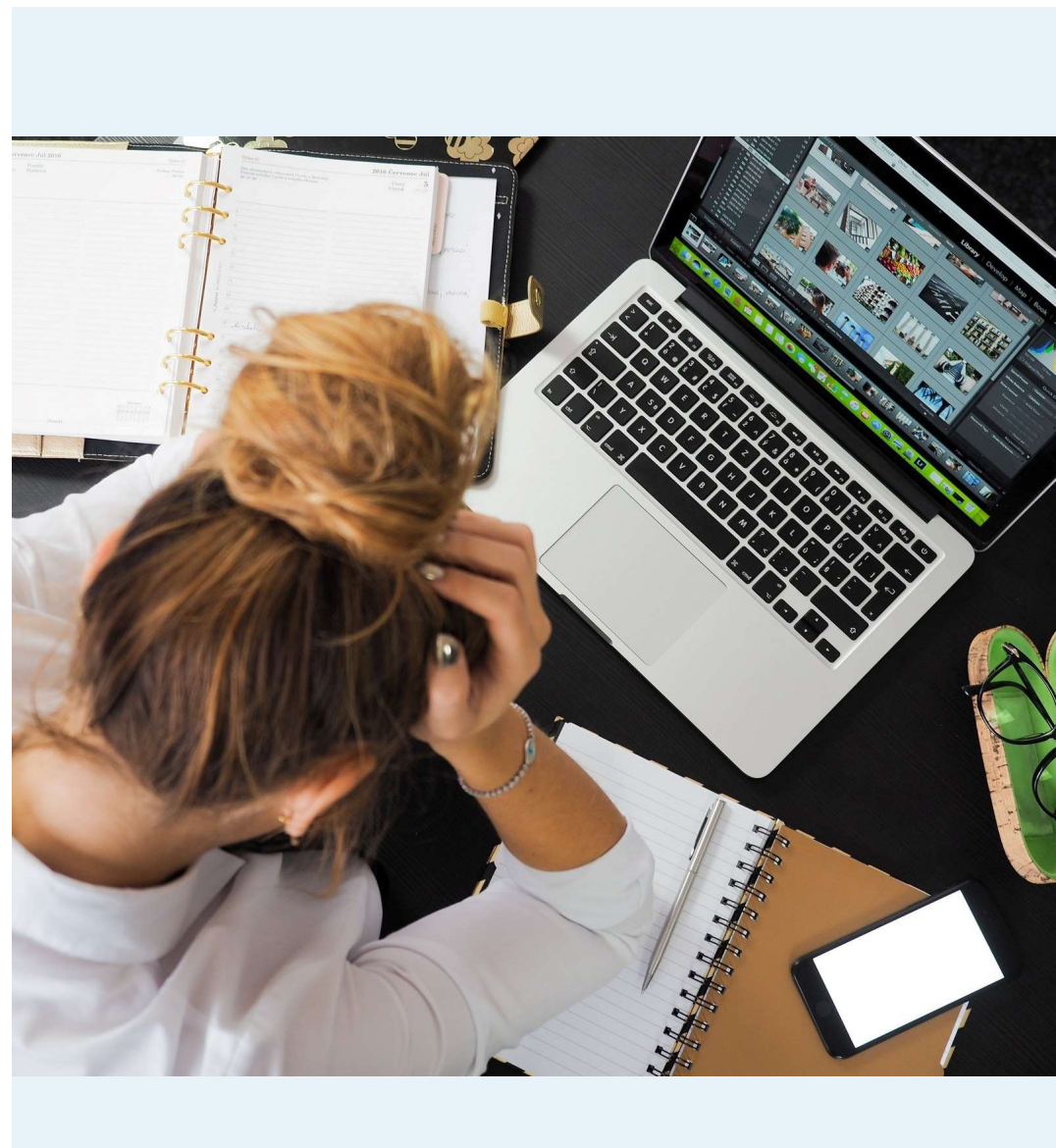
- Python
- Java
- C++
- BASIC
- Scratch

# Learning To Code

It is possible to teach yourself how to code. We would recommend a few different resources to get your coding journey started.

**Google Digital Garage.** This is a free course which introduces the user into the concept of coding and explains how to get started and what benefits you will have by learning to code. If you decide that you like this introduction, Google have over 150 courses dedicated to learning code from home from web designer courses to learning to code with python!

[Click here for a link to the resources.](#)



# Learning To Code

There are many other resources online available to introduce you to coding/ programming. Another resource we would recommend to get you started is **Code Academy**. Code Academy has a free option which introduces you to the concept of coding. If you want to learn more, there are many options available depending on your skill level and what you want to learn.

[Check out the Code Academy website by clicking on this link](#)

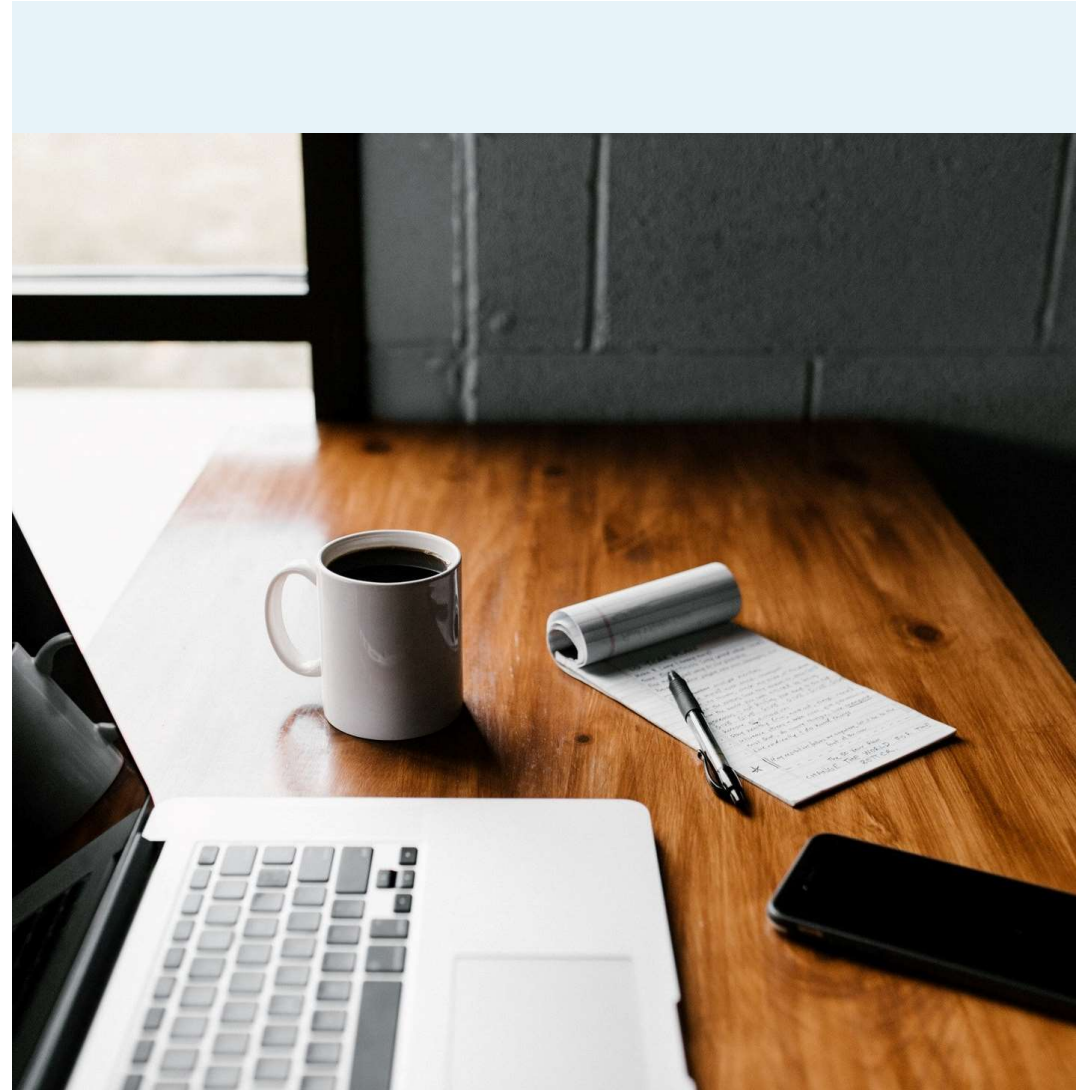




# Programming without code

Learning how to code is not for everyone, and fortunately these days there are many options available for people who may want to design something that traditionally would have involved a lot of coding (such as designing a website).

There are tools available now that require no coding, and are drag and drop based. These tools enable people to create highly complex platforms without the need to know code and some of the results can be quite amazing!



## What Kind of Things Can be Made Without Code?

As technology has progressed, so has the range of what you can do using drag and drop design software. Below are some examples of how projects can be created using no code drag and drop software.

**Websites:** Many major websites such as Shopify, Wordpress and Wix all have drag and drop build features whereby you do not need any knowledge of code.

**Video and Gaming:** Did you know that many tools that create video games are now drag and drop based now? Even Hollywood has gotten onboard and have started using Unreal Engine (a video game tool) to create animated videos.



# Get Started with Shopify



Shopify is a platform that allows people to sell their goods online. They have a free trial where you can learn how the platform works and create your own online shop for free. If you like it you can make it go live by paying their subscription fee.

There are two ways that you can make money off of Shopify. You can either sell products on your store, or you can become a developer for Shopify where you set up online shops for people.

What is nice about Shopify is that the knowledge that you can learn about the drag and drop features can also be applied to other drag and drop platforms such as Wordpress, Squarespace and other websites. You might find in the future that you could work for a small company that would love to create their own online shop, and you have the skills to make that dream a reality.

[Check out the Shopify website by clicking on this link:](#)

## Video: Shopify Tutorial

Check out this short video which explains how to get started with creating a Shopify website from scratch.

[https://www.youtube.com/watch?v=-a\\_F0sJ06QI](https://www.youtube.com/watch?v=-a_F0sJ06QI)



Click to watch

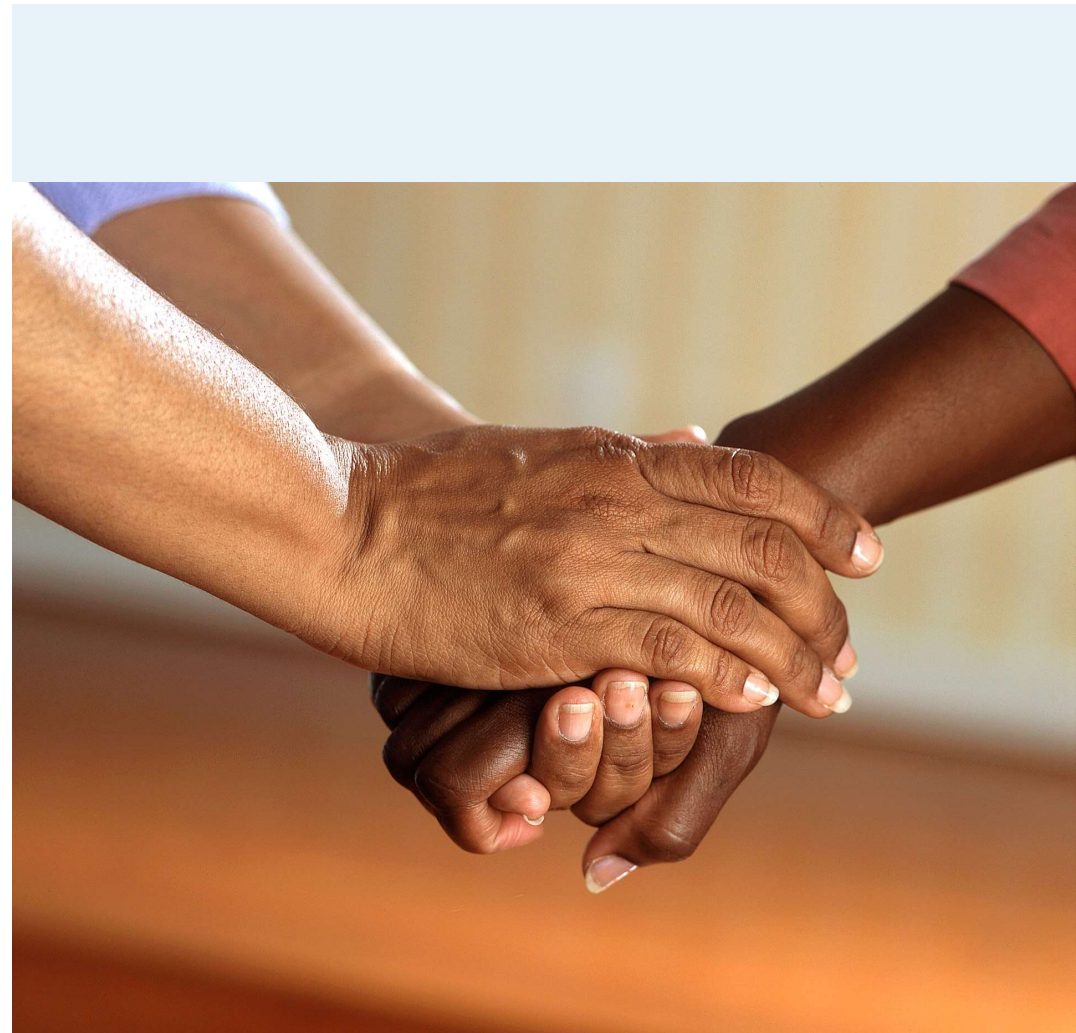


## Case Study - KONEIXO

### Training Migrants and Refugees to Become Digital Professionals

Konexio is a hybrid non-profit and social start-up that provides digital and programming skills training to refugees and migrants with the aim to develop their employability. Konexio's training programmes take into consideration specific barriers faced by migrants and refugees.

Konexio's training is accessible to all learners that are motivated, with only a basic competency of digital skills. Because they provide practical skills to women, they are boosting their learners' self-confidence and provide them networking with the professional world.



## Case Study - KONEIXO

### Training Migrants and Refugees to Become Digital Professionals

Founded in 2016 Konexio started as a series of community workshops serving Paris' immigrant-dense neighborhoods where the digital divide puts society's most vulnerable people at high risk of unemployment.

Today, Konexio's offers a variety of digital training programs which include computer skills for beginners and freelance platform usage to advanced spreadsheet management and full-stack software development. This training provides a bridge to employment and socio-professional inclusion for vulnerable individuals throughout France and international locations.





# KONEIXO: Training Migrants and Refugees to Become Digital Professionals

## How did Konexio become so successful?

- Konexio did this by following a customised, blended learning approach, pairing in-person course with an e-learning interactive platform.
- They include simulations of practical case studies based on real-life scenarios and hold an emphasis on developing soft skills.
- Due to their network of partner companies, Konexio brings a direct link to the professional world.
- The training is complemented with an adaptive and comprehensive support to avoid career breaks and encourage networking, whilst paying attention to the specific barriers that migrants and refugees face.

## What to Keep from Konexio's approach?

- If creating a digital skills/ training programme, try to embrace opportunities for blended learning approach, that is, combining face-to-face training with e-learning participative activities.
- Adopt soft skills based on available case studies. Learning from others compensates for any lack of our own personal experiences and enables us to connect much better with others
- Foster opportunities for networking
- Try to think about your career path in advance and create a strategy of how you might create opportunities that will make that path easier to take.
- Look for opportunities for social integration and inclusion, helping yourself and others in the process.





# Final Resources for Programming



Check out the following resources to help you find answers to any questions that you might have about no code and regular programming:

## YouTube:

- [Thenewboston](#) - Node.js, Angular, Java, C, and more
- [Derek Banas](#) - C#, Python C++, and more
- [DevTips](#) - Design, General Tips, Great CSS explanations, and more

## Sites & communities:

- [Quora](#)
- [Reddit](#)
- [StackExchange](#)
- [CodeProject](#)



# End of Module 3

Thank you for reading Module 3, and we hope you enjoyed it and learned some useful information.

Module 4 of the Teach Digital OERs is titled “**Digital Safety**”. Here, you will find more information on the following topics:

**Topic 1 - Protecting personal data and privacy**

**Topic 2 - Protecting health and well-being**

**Topic 3 - Protecting devices**

**Topic 4 - Protecting the environment**



Co-funded by the  
Erasmus+ Programme  
of the European Union

