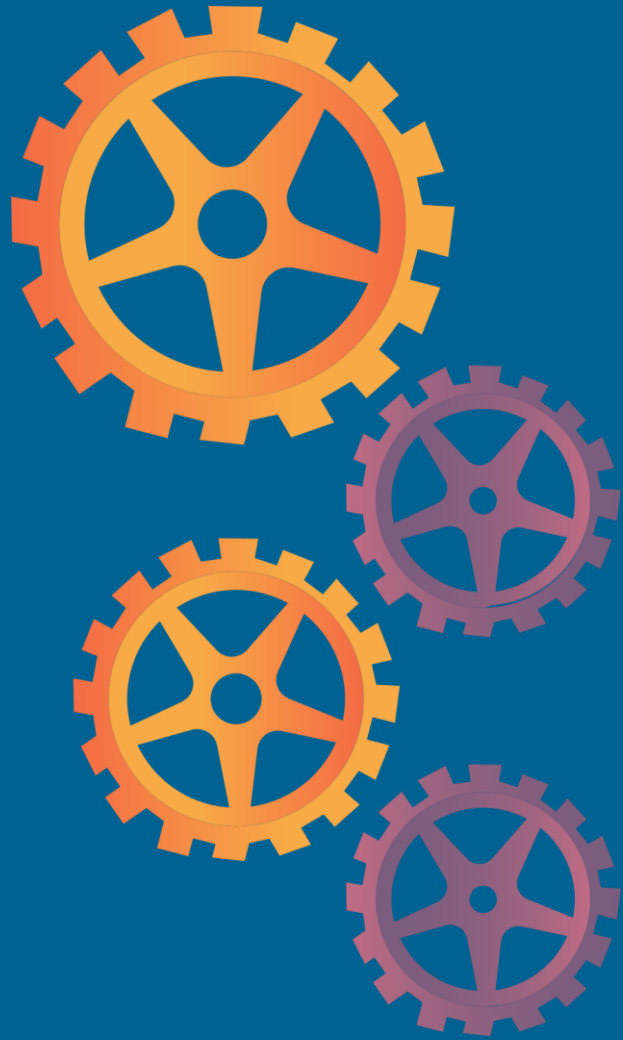


# Digital Content Creation

*Fundamentals of digital content creation*

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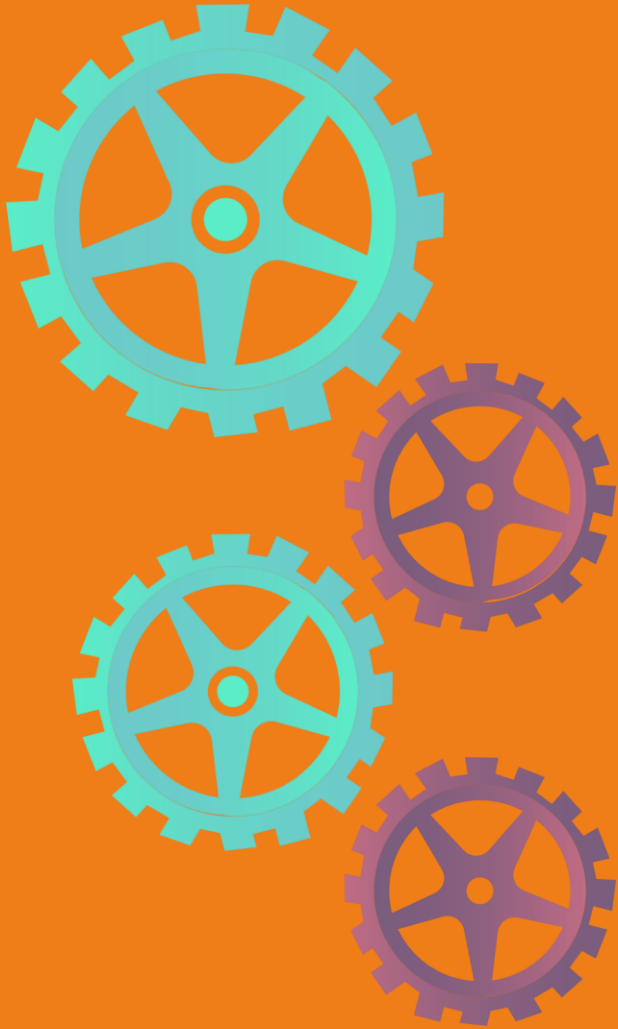


## *Contents*

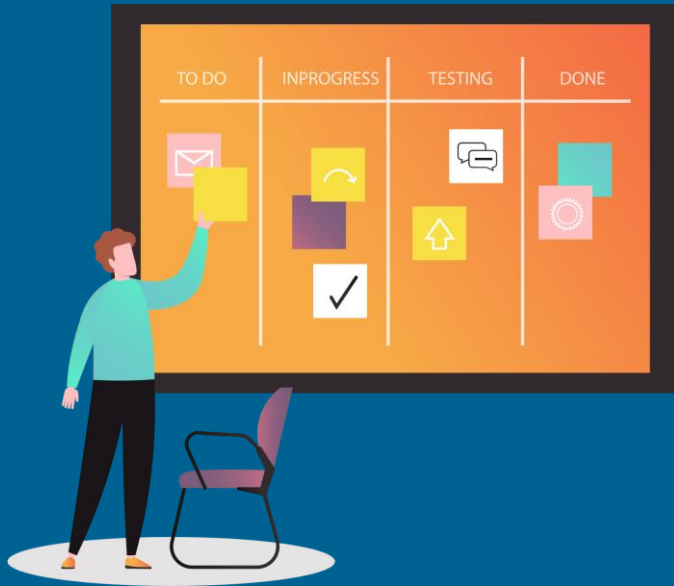
- Digital content creation
  - Tools and platforms
  - Advantages and Challenges
  - Development Roadmap

# *Digital Content Creation*

- **Digital content creation** is the process of using digital tools and technologies in order to create and disseminate various forms of digital content
- This can take many different forms; text, images, audio, video and interactive media
- The goal of digital content creation is to engage and inform audiences, as well as to promote and advertise products or services
- In the education domain, the goal is to inform/teach/train students in an attractive and creative manner



## Tools & Platforms



## *Digital Content Creation / Tools*

- There are many tools and technologies used in digital content creation
- These tools allow users to create, handle and develop digital media such as
  - images/graphics,
  - videos,
  - podcasts,
  - animations,
  - presentations,
  - websites,
  - newsletters,
  - infographics,
  - whitepapers,
  - ebooks, etc

## Digital Content Creation / Tools



- *Please note that in the context of this module, we will refrain from focusing on the use of specific tool(s), but will rather focus on discussing the principles and providing guidelines that a digital content creator needs to be aware of*
- *You are invited to perform a search engine query using the following text “free digital visual content creation tools” in order to discover some of the most widely used tools for that matter*
- *Moreover, a list of relevant tools will be presented to you in unit 21.3a*

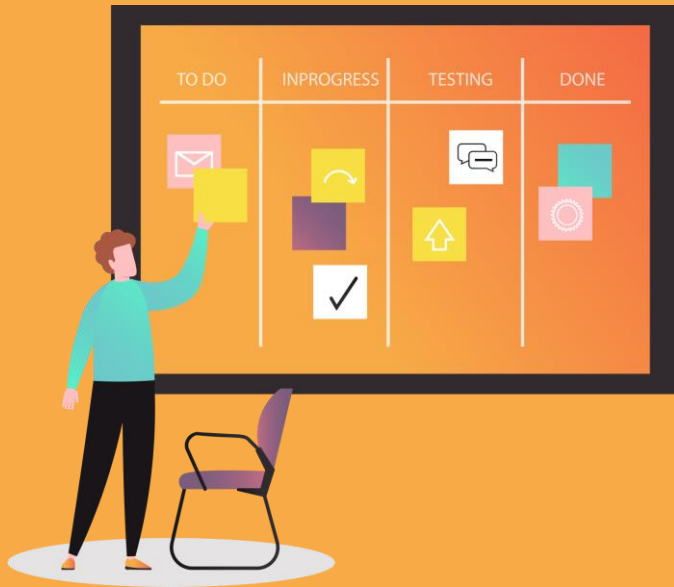


## *Digital Content Creation / Platforms*

- Additionally to these tools, digital content creators can also use a diverse range of digital devices and platforms in order to create and distribute their content.
- These can include personal computers, tablets and of course smartphones as well as social media platforms and websites
- The extensive availability and accessibility (usually free of cost) of these tools and platforms has made it easier than ever before for teachers and organizations to produce and make digital content available to a wide audience

> You are invited to perform a search engine query using the following text “digital content creation platforms”

## Advantages & Challenges



## Digital Content Creation / Advantages

- One of the key advantages of digital content creation is that it allows for a high level of **accessibility**, **reach** and **cost-effective, environmentally friendly distribution**

Unlike traditional forms of media such as print, digital content can be easily accessed and shared, making it more convenient and accessible to audiences

Moreover, it can literally reach a global audience, allowing for greater exposure and engagement, while at the same time keeping the costs down since it can be distributed via the internet at a low cost

Eliminating the need for physical distribution, a great reduction in the use of paper and other physical resources is achievable, making it also an environmentally friendly activity

## *Digital Content Creation / Advantages*

- Another advantage of digital content creation is that it allows for a high level of **flexibility** and **customization**

Digital content can be easily and swiftly edited and updated, allowing thus creators to easily make changes and improvements

This means that digital content can be tailored to specific audiences and goals and also be easily repurposed for various platforms and formats



## *Digital Content Creation / Advantages*

- Another advantage of digital content creation is that it is highly **measurable** and **trackable**

Using analytics tools and platforms, content creators can track the performance of their content (even in real-time) and therefore gain insights into how it is being received and engaged with by their audience

This allows for the adjustment of the content in order to maximize its impact and effectiveness



## *Digital Content Creation / Advantages*

- Digital content creation is also a highly **collaborative process**

By using online collaboration tools and platforms, content creators can easily work with others (in our case students) in real-time, regardless of location

This gives space for higher creativity and innovation, as well as the capacity to tap into the expertise and perspectives of others (in our case, our students)





## *Digital Content Creation / Challenges*

Despite the before handed impactful advantages, digital content creation also faces numerous challenges/potential disadvantages

The creators need to be aware of and address whenever possible these challenges, so as to maximize the impact and value of the content developed

These challenges are discussed in the next few slides, along with suggested course of action to limit their potential impact (in **blue** color)

## *Digital Content Creation / Challenges*



- **Technical barriers:** Not all individuals have the necessary skills or equipment to create and access digital content
  - ✓ Reskill, Upskill, keep up to current state of art in terms of technology and tools available. Use school equipment if not privately possessing a pc
- **Quality issues:** Digital content can sometimes be of lower quality than traditional forms of content, due to the ease and swiftness with which it can be created and distributed
  - ✓ Keep a high quality standard. Whenever possible/applicable use references and include creator contact info in the material developed in order to be able to receive feedback from end users regarding the content and potential errata

## *Digital Content Creation / Challenges*



- **Dependence on technology:** Digital content creation and distribution are heavily dependent on technology, which can make it vulnerable to technical failures and outages (e.g. lack of internet connection makes impossible to access online material)
  - ✓ Could keep copies of material in various platforms in case the main one is “down”. Not much to do if no internet connection is available though...
- **Overload and distraction:** With so much digital content available, it can be difficult for audiences to find and engage with relevant content
  - ✓ Make your material stand out in terms of quality, quantity and relevance

## *Digital Content Creation / Challenges*



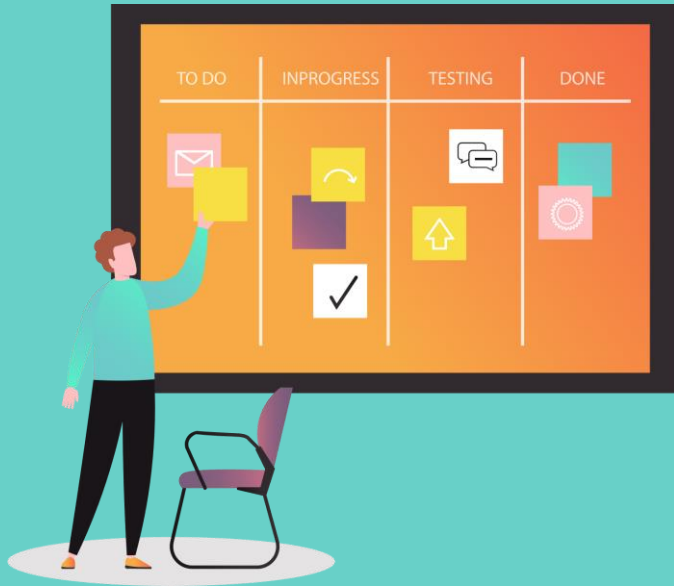
- **Limited control over distribution:** Once digital content is published, it can be easily shared and distributed beyond the original intended audience. This can limit control over its use and impact
- **Lack of authenticity:** Digital content can be manipulated or fabricated, making it difficult for end users to distinguish between credible and non-credible sources
  - ✓ Include creator contact info and add elements such as watermarks, digital signatures etc. in the material developed
  - ✓ Use password to protected content or digital rights management (DRM) technologies to control access



## *Digital Content Creation / Challenges*

- **Cyber security:** Digital content is vulnerable to hacking and other cyber threats, which could compromise its integrity and security
  - ✓ Make sure that the material developed reside in a protected online environment/repository/platform
- **Privacy concerns:** Digital content creation and distribution can raise concerns about personal privacy and data security
  - ✓ Follow GDPR legislation
- **Intellectual property:** Digital content creation is closely interlinked to IP related issues; both in terms of rights and obligations/restriction
  - ✓ Be fully aware of IP related issues and carefully adhere to the relative laws and regulations

## Development roadmap



## *Digital Content Creation / Development roadmap*

The steps to follow in order to develop digital content are the following;

1. **Planning;** The first step is to plan out what you want to create and how you want to create it. This could include deciding on the topic, format, and target audience for your content
2. **Research;** Once you have a plan prepared, the next step is to research the topic you will be creating content about. This could include reading articles, watching videos or conducting interviews to gather data and stimulus
3. **Creation;** After having gathered all the information needed, you can commence creating your digital content. This could consist of writing text, recording audio or video or/and creating images or graphics. It is important to take into account any special needs of those that are to use our content (i.e. students with special needs, elderly people, etc) and adjust the creation process accordingly

## *Digital Content Creation / Development roadmap*



4. **Editing;** Once the content is done, you will need to review/edit it in order to make sure that it is clear, concise and free of errata. This could involve activities like proofreading the text, adjusting the audio levels on a recording or editing an image
5. **Optimization;** Once the content is reviewed/completed, it will (most probably) need to be adjusted for the web. This could entail compressing images, adding meta tags and optimizing text for search engines
6. **Promotion;** Finally, we will need to promote/ disseminate the digital content created. This could include emailing it to students, submitting it to online directories/platforms, sharing it on social media, etc

## *Digital Content Creation*

- In the following presentation we will discuss the important topic of copyright and licensing of digital content



# Thank you.

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