

SESSION PLAN – SESSION 1

Programme/Qualification Title: Content strategy (goals, audience, and purpose)		Module/Unit Title/Ref No: Digital Content Create	
Tutor: Ona Ventura	No of weeks/sessions 1	Hours per week/per session: 1 hour	Total GLH: 4 hours
Module/Unit Aims: The aim of this training is to help develop your skills to understand the importance of digital content creation, which is playing an increasingly important role in our lives. Therefore, it is essential to be clear about the objectives to be achieved.			
Module/Unit Learning Outcomes: Learn the main principles that make content effective. <ol style="list-style-type: none"> 1. State the objective 2. Determinate the audience 3. Establish where the content will be hosted 4. Set editing standards 5. Indicate what procedure you will follow to make the content 6. Update the content by doing maintenance 			

Timing	Teacher Activities	Key Points/Learning Objectives	Resources	Inclusion	Functional Skills	Assessment, ie: means of evaluating achievement of Learning Outcomes
10 mins	Welcome/ Intro	Know what this course is about	Projector Screen	V,A	Speaking and Listening	Observation of participation
30 mins	Defining objectives	Determinate who it is addressed at	Whiteboard Markers Projector Screen	V,A,R	Speaking and Listening Reading and Writing Reflective Practice	Asking Questions / Seeking feedback Confirmation of understanding Observation of participation
15 mins	Tools for prioritising objectives	Discover aids	Whiteboard Markers Projector Screen	V,A,R	Speaking and Listening Reading and Writing	Observation of participation Asking Questions Seeking feedback
5 mins	Break					
30 mins	Create Maslow Pyramid	Prioritise objectives. Structuring ideas	Flipchart paper Markers Whiteboard Drywipe markers Projector Screen	V,A,R	Speaking and Listening Reading and Writing Reflective Practice Observation Teamwork	Asking questions / Seeking understanding Observation of participation

20 mins	Share our Maslow Pyramid	Show our work. Work self-confidence and trust. Compare with our peers positivity. Learn from our peers.	Projector Screen	V,A,R,K	Speaking and Listening Reflective Practice	Observation of participation Asking Questions
10 mins	Evaluation	Discuss why it is important to have clear objectives before creating digital content. Know pros and cons.	VARK - Questionnaire Flipchart Paper Markers	V,A,R,K	Reading and Writing Speaking and Listening	Participants will know their learning style Asking for feedback