

**SCHEME OF WORK****Module 6 [Digital Content Create]**

Responsible partner: [Dom Spain]

<b>Tutor:</b> Ona Ventura	<b>No of weeks/sessions:</b> 1	<b>Hours per week/ per session:</b> 4 hours	<b>Total GLH:</b> 4 hours
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**Module Aims:****To develop an understanding how digital content create.**

Getting users to content that solves their questions is the goal of a digital content strategy. However, it doesn't stop there. You also need to develop effective content control methods that allow you to maintain a digital content strategy over time.

<b>Date/Week/ Session No</b>	<b>No. of hours</b>	<b>Topic/Content</b>	<b>Learning Outcome(s)</b>	<b>Method(s) of delivery</b>
1	1 hour	Content strategy (goals, audience, and purpose)	Learn the main principles that make content effective. <ol style="list-style-type: none"><li>1. State the objective</li><li>2. Determinate the audience</li><li>3. Establish where the content will be hosted</li><li>4. Set editing standards</li><li>5. Indicate what procedure you will follow to make the content</li><li>6. Update the content by doing maintenance</li></ol>	<ul style="list-style-type: none"><li>• Team work exercises</li><li>• Oral communication</li><li>• Listening</li><li>• Peer learning</li><li>• Peer assessment</li><li>• Maslow pyramid</li><li>• SMART</li><li>• PURE</li><li>• CLEAR</li></ul>

2	2 hours	Create digital content	<ol style="list-style-type: none"> <li>1. Know the public: who it is addressed</li> <li>2. Work the creativity: how to make different and effective content</li> <li>3. Investigate: brainstorming</li> <li>4. Develop the inspiration: that you can use that already exists.</li> <li>5. Measure the effectivity</li> <li>6. Optimization: review before publishing</li> <li>7. Creative a design: to make attractive</li> <li>8. Review the Copyright: how to seduce and inform at the same time</li> </ol>	<ul style="list-style-type: none"> <li>• Canva</li> <li>• Genially</li> <li>• Pow toons</li> <li>• PowerPoint</li> <li>• iMovie</li> <li>• Patreon</li> <li>• LinkedIn</li> <li>• Blogspot</li> <li>• Social networks</li> <li>• Podcast</li> </ul>
3	1 hour	Make accessible content	<ol style="list-style-type: none"> <li>1. Incorporate the element of accessibility in the planning of the content from the beginning.</li> <li>2. Know on the device from which the content should be accessed.</li> <li>3. Use tools with accessibility-driven functionality for the construction of content.</li> <li>4. Ensure that appropriate color contrast is used.</li> <li>5. Incorporate an optional description for images,</li> </ol>	<ul style="list-style-type: none"> <li>• Whocanuse</li> <li>• Peer learning</li> <li>• Peer assessment</li> <li>• Arasaac</li> <li>• AChecker</li> <li>• NoCoffe</li> <li>• WAVE</li> </ul>

			graphics, videos, figures, etc. 6. Try to make hyperlinked text meaningful.	
<b>Syllabus          content          fully          covered:          Yes/No</b>	<b>All learning outcomes fully covered: Yes/No</b>			<b>If syllabus/learning outcomes not fully covered,          where/how will these be covered elsewhere?</b>