

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

Responsible partner: [Dom Spain]

Tutor: Ona Ventura	No of weeks/sessions: 1	Hours per week/ per session: 4 hours	Total GLH: 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.

Date/Week/ Session No	No. of hours	Topic/Content	Learning Outcome(s)	Method(s) of delivery
1	1 hour	Content strategy (goals, audience, and purpose)	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 	<ul style="list-style-type: none"> • Team work exercises • Oral communication • Listening • Peer learning • Peer assessment • Maslow pyramid • SMART • PURE • CLEAR

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

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