

Individual Exercise: Practice Using a Digital Tool

Objective:

Participants will individually practice using a specific digital tool to create a piece of digital media content. This exercise aims to enhance their proficiency in using text, image, or video creation tools and to produce shareable content that can be utilized in various digital platforms.

Duration:

45 minutes

Materials Needed:

1. Devices:

- Laptop, desktop, or tablet with internet access.

2. Software/Tools:

- **Text:** Google Docs, Microsoft Word, or any text editor.
- **Images:** Canva, Adobe Photoshop, Illustrator, or any graphic design tool.
- **Video:** iMovie, Adobe Premiere Pro, Final Cut Pro, or any video editing software.

3. Access Credentials:

- Ensure participants have accounts or access to the chosen tools (e.g., Canva account).

4. Instructions Sheet:

- A printed or digital sheet outlining the exercise steps.

5. Optional:

- Headphones for video editing.

- Pre-selected templates for Canva or other design tools to streamline the process.
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Exercise Instructions:

1. Choose Your Tool and Content Type (5 minutes):

- **Text:** Write a blog post or a social media caption.
- **Image:** Design a promotional flyer or a social media graphic.
- **Video:** Create a short promotional video (e.g., 30 seconds).

Participants should decide which type of content they want to create based on their interests or the area they wish to improve.

2. Set Up Your Workspace (2 minutes):

- Open the chosen tool on your device.
- If using Canva or similar platforms, select an appropriate template to start with.

3. Create Your Digital Content (20 minutes):

- **For Text:**
 - **Blog Post:** Write a 300-500 word blog post on a topic of your choice. Focus on clarity, engagement, and providing value to the reader.
 - **Social Media Caption:** Compose a compelling caption (100-150 words) for a hypothetical social media post. Ensure it includes a call-to-action and is tailored to the platform (e.g., Instagram, Twitter).
- **For Images:**
 - **Promotional Flyer:** Design a flyer promoting a product, event, or service. Incorporate relevant images, text, and branding elements.
 - **Social Media Graphic:** Create an eye-catching graphic for a social media post, ensuring it adheres to the platform's specifications and best practices.
- **For Video:**

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- **Promotional Teaser:** Produce a 30-second promotional video. Include key product features, branding elements, and a call-to-action. Use transitions, text overlays, and background music to enhance the video's appeal.

4. **Review and Refine** (3 minutes):

- Proofread your text content for any errors.
- Ensure your image design is visually appealing and free from clutter.
- Preview your video to check for smooth transitions and clear messaging.

5. **Save and Share** (Optional, if time permits):

- Save your work in the appropriate format (e.g., PDF for flyers, MP4 for videos).
- Share your content with the instructor or upload it to a shared platform for feedback.

Activity Flow:

1. **Introduction to the Exercise** (2 minutes):

- Briefly explain the purpose of the exercise and what participants are expected to achieve.
- Emphasize the importance of choosing the right tool for the type of content they wish to create.

2. **Execution of the Exercise** (25 minutes):

- Participants work independently to create their chosen piece of digital content.
- Instructors circulate to provide assistance and answer any questions.

3. **Quick Sharing and Feedback** (3 minutes, if time permits):

- Allow a few volunteers to share their creations with the group.
- Provide constructive feedback and highlight effective use of tools and creativity.

Key Takeaways:**1. Tool Proficiency:**

- Participants will gain hands-on experience using specific digital tools tailored to their content creation needs.
- Understanding the functionalities and features of different tools enhances efficiency and quality in content creation.

2. Content Creation Skills:

- Creating diverse types of digital content (text, image, video) helps in developing versatile digital communication skills.
- Emphasis on clarity, engagement, and audience targeting improves the effectiveness of the content.

3. Creativity and Design Principles:

- Participants will apply basic design principles such as balance, contrast, and alignment in their visual content.
- Creativity in combining different media elements (text, images, video) leads to more compelling and dynamic content.

4. Practical Application:

- The exercise bridges theoretical knowledge with practical application, preparing participants to create professional-quality digital content.
- Participants learn to tailor their content for specific platforms and audiences, enhancing their digital marketing and communication strategies.

Expected Outcomes:

- **Enhanced Skillset:** Participants will leave with improved abilities to create, edit, and share digital content using industry-standard tools.
- **Increased Confidence:** Hands-on practice builds confidence in using digital tools and creating content independently.

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- **Ready-to-Use Content:** Participants will have created tangible pieces of digital content that they can further refine or use as part of their portfolios.