

DiGiPort

*Developing Digital Content
(Digital Content Creation)*



Co-funded by the
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Introduction



- The “Developing Digital Content” Module will firstly provide an introduction into what digital content entails and the types of digital content that exist as well as the importance of digital content creation for businesses, organizations, and entrepreneurs.
- The significance of creating digitally accessible content will be presented as a way to open up your work to more people regardless of ability.
- The use of Artificial Intelligence software will be discussed as a method for consistently producing and managing a certain amount of digital content.
- Virtual Reality (VR) and Augmented Reality (AR) technologies are explored as alternative ways of experiencing content through virtual and physical worlds.



Learning outcomes



Understand what digital content is and the different forms that digital content can take.



Recognise the importance and benefits of digital content creation, especially for businesses, organizations and individuals in the cultural and creative industries.



Learning outcomes



Acquire knowledge of digital accessibility and be able to create digital content that is accessible to people regardless of ability.



Recognise the value of using AI technologies in assisting the creation of digital content.



Theory: Developing Digital Content



What is content?

- It is something that needs to be delivered and/or expressed through a form of medium.
- For example:
 - Speech
 - Writing
 - Marketing
 - Publication
 - Etc.
- Some of the most typical forms of content creation include the maintenance and update of websites, photography, videography, blogging, social media accounts and the editing and distribution of digital media.



Developing Digital Content

What is digital content? (1/2)

- Digital content is synonymous to digital media – it is essentially any type of data that exists in a digital form.
- Information that is available to download or distribute on electronic media (i.e., Spotify song, eBook, etc.).
- For example:
 - The online search results that appear after an internet browse
 - The articles that guide you on how to make a recipe
 - The video tutorials for editing videos on Adobe Photoshop



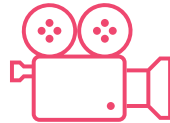
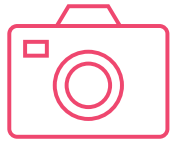
Image from Canva



Developing Digital Content

What is digital content? (2/2)

- Anything that can be published on the internet (image, videos, audio, text, application).



- Digital content can be stored on the internet in a number of digital file formats (.pdf, .jpg, .jpeg, .avi, .wav, .html, etc.).



Developing Digital Content

Digital Content Creation

Pew Research Centre (Lenhart, Fallows and Horrigan, 2004) has declared online content creation as:

“The material people contribute to the online world”



Developing Digital Content

Why create digital content? (1/2)

- In the past few decades since the rise of the internet and world wide web, digital content has flocked our screens.
- The creation of social media platforms (i.e., Instagram, TikTok) and video platforms (i.e., YouTube) have exacerbated the need for digital content creation even more.
- Businesses and organizations need to have an online presence in order to maintain close contact with their audiences and remain relevant within their sector of business.



Developing Digital Content

Why create digital content? (2/2)

- Individuals in the cultural and creative industries (CCI) can benefit from digital content creation in the same way that businesses do.
- By contributing digital content on your own platforms (i.e., social media) you have the opportunity to:
 - Display your work
 - Communicate your practice
 - Connect with your audience regularly and directly



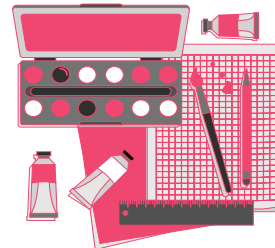
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Developing Digital Content

Importance of content creation (1/2)

1. Trust building with your audience
 - Provides audiences with something valuable to them
 - Being consistent in the delivery of your content will keep your audience and/or customers coming back
2. Allows for brand recognition
 - By creating and sharing digital content that is relevant to your brand, you create a library of resources (i.e., images, videos, etc.)
 - Your brand becomes recognizable



Developing Digital Content

Importance of content creation (2/2)

3. Creation of leads
 - When your content initiates an interest in someone, you create that initial relationship with your customers.
4. Showcases expertise
 - The regular creation of content serves as a way of establishing your knowledge and expertise in an area.
 - Utilize platforms for content sharing to discuss issues in depth and prove to potential clients your expertise.



Developing Digital Content

Content development process (1/2)

1. Planning your content

- It is the foundation that will assist with the production of digital content.
- Research possible topics for content (this is where you should spend a good amount of time).
- Define your audience; easier for established entrepreneurs to know who their audience is; newcomers in the entrepreneurial scene will have to make assumptions.
- Audience on assumptions can be based on defining characteristics like age, gender, ethnicity, hobbies, opinions, issues they are concerned with.



Developing Digital Content

Content development process (2/2)

2. Decide what content you want to make

- Once you are done with identifying the audience and research on possible topics for your content, you can now start working on the content creation process;
- Decide what medium you want to use in order to communicate your content (i.e. video, image, blog post, infographic, etc.)

Being a solo entrepreneur from the creative industry offers the advantage of being able to use a variety of mediums to communicate your content.

This is where you should let your creativity shine!



Developing Digital Content

Artificial Intelligence (AI) systems in the creation of digital content

- Technological progress and the development of AI has allowed for the creation of software that are able to create content for you.
- The type of content AI creates range from:
 - Blog posts,
 - Social media posts,
 - Emails,
 - Ebooks,
 - Product listings,
 - Audio and video content

There are many different tools which can offer a variety of skills through AI technology.



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Theory: Developing Digital Content



How does content creation through AI tools work? (1/3)

- The human element is not completely removed as the AI software used needs various prompts in order to function.
- For example, before the AI tool generates the content, you have to input:
 - descriptions
 - ideas on color scheme
 - tone of voice
 - other key elements
- AI tools use natural language process (NLP) and natural language generation (NLG) to learn human language's genetic markup and create their own versions that will sound like they were written by a real human.



Developing Digital Content

How does content creation using AI tools work? (2/3)

- Take for example the AI tool Jasper which is a writing assistant. When you input prompts (keywords, a description of your practice or work, etc.) the tool uses the information provided and other data to which it has access to (billions of content on the internet) to create content that is close to what you want.



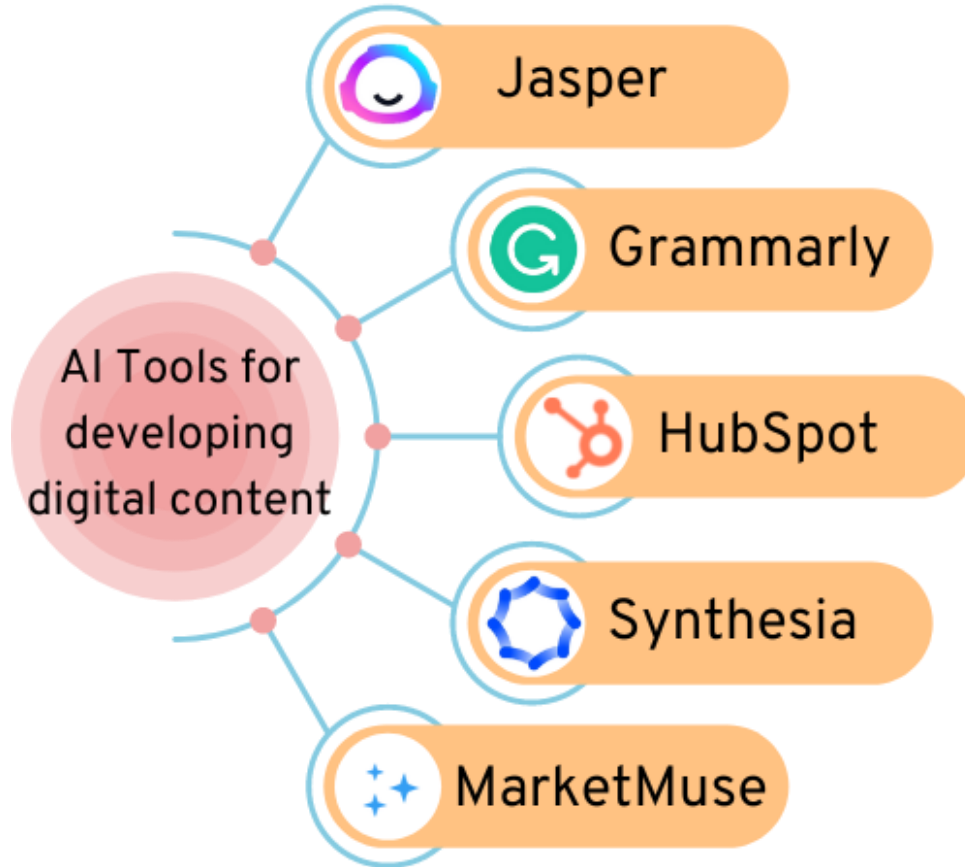
Developing Digital Content

How does content creation using AI tools work? (3/3)

- AI tools can also help you identify what to write about as well as how to write about it.
- Using the vast amounts of available information on the internet and following topic ideas, AI tools can suggest outlines and relevant information to include.
- Allows for consistency and comprehensiveness on content created and ensures that you provide all the information the audience needs leading to credibility and trust for your brand.
- This is particularly useful in our digital societies where there is a constant need for content development in order for businesses and individuals in certain industries to stay relevant.



Developing Digital Content



Developing Digital Content

Developing digital content and digital accessibility

- “Digital accessibility refers to how useable a website, app, or other digital experience is by all possible users, regardless of their ability or disability” (Perkins, 2021).
- Digital accessibility is about making your digital content available to as many individuals as possible.
- By creating digitally accessible content you open up your content to be consumed and enjoyed by everyone regardless of their ability and/or neurodiversity (e.g., dyslexia).



Developing Digital Content

How to develop digitally accessible content (1/3):

1) Structure:

- Always put the most important information at the top of the page.
- Use headings and sub-headings for easier navigation.
- Avoid increasing font size or just using bold formatting.
- Microsoft Office software has digital accessibility in-built.

2) Color & Contrast:

- How information is perceived can be affected by the color contrast.
- If color contrast between a text and its background is insufficient, some people may not be able to see it.
- Useful websites for checking color contrast:
 - [Contrast Finder](#)
 - [WebAIM](#)
 - [Colour Contrast Checker](#)



Image from Canva



Developing Digital Content

How to develop digitally accessible content (2/3):

3) Using Images

- Include alternative (alt) text to images.
- Avoid using images containing text.

4) Use of Links

- Add descriptive link text.
- Do not use “click here” (Cf. slide [12](#)).

5) Plain language

- Use of clear and simple language.
- When using acronyms, firstly describe them in full, e.g., European Union (EU).



Image from Canva



Developing Digital Content

European accessibility act (1/2)

The European accessibility act is a directive that aims to improve the functioning of the internal market for **accessible products and services**, by removing barriers created by divergent rules in Member States.

Businesses will benefit from:

- common rules on accessibility in the EU leading to costs reduction
- easier cross-border trading
- more market opportunities for their accessible products and services



Developing Digital Content

European accessibility act (2/2)

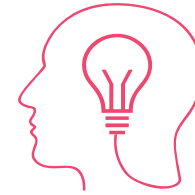
Persons with disabilities and elderly people will benefit from:

- more accessible products and services in the market
- accessible products and services at more competitive prices
- fewer barriers when accessing transport, education and the open labour market
- more jobs available where accessibility expertise is needed

The Commission consulted stakeholders and experts on accessibility and took into account the obligations deriving from the **UN convention on persons with disabilities**.



Theory: Developing Digital Content



UN convention on persons with disabilities

The UN Convention on the Rights of Persons with Disabilities (UNCRPD) is the first international, legally binding instrument setting minimum standards for rights of people with disabilities, and the first human rights convention to which the EU has become a party.

The UN Convention says that persons with disabilities have the same rights as everyone else. It also tells how countries can protect these rights.

For the EU, the convention entered into force on 22 January 2011. All EU Member States have signed and ratified the convention.



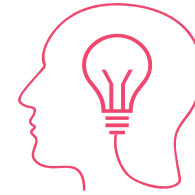
Developing Digital Content

Virtual Reality (VR) and Augmented Reality (AR) Content:

- Developments around VR and AR technologies have enabled new ways to explore and experience different environments and interactions within both the physical and digital worlds.
- VR and AR develops content that is engaging for the users where they end up interacting and sharing it, hence, opening the content up to new audiences.
- AR and VR content “are the building blocks of a shared online experience” (Meta 2022), providing new dimensions for audiences / consumers to connect with creatives / brands and their products.



Theory: Developing Digital Content



What is VR and AR content?

- Virtual Reality Content – the content is delivered in a completely artificial environment where the user is fully immersed. The use of additional hardware (i.e., VR headsets) is necessary.
- Augmented Reality Content – the content is delivered in a blend of the real world with virtual objects, where the users are not removed from their physical environment. The immersive experience can be shared and interacted with in real time (i.e., photo filters, etc.).
- [Infographic Matrix on the differences between VR and AR content.](#)



Examples/Good Practices



How to add alternative text for images:

1. Facebook

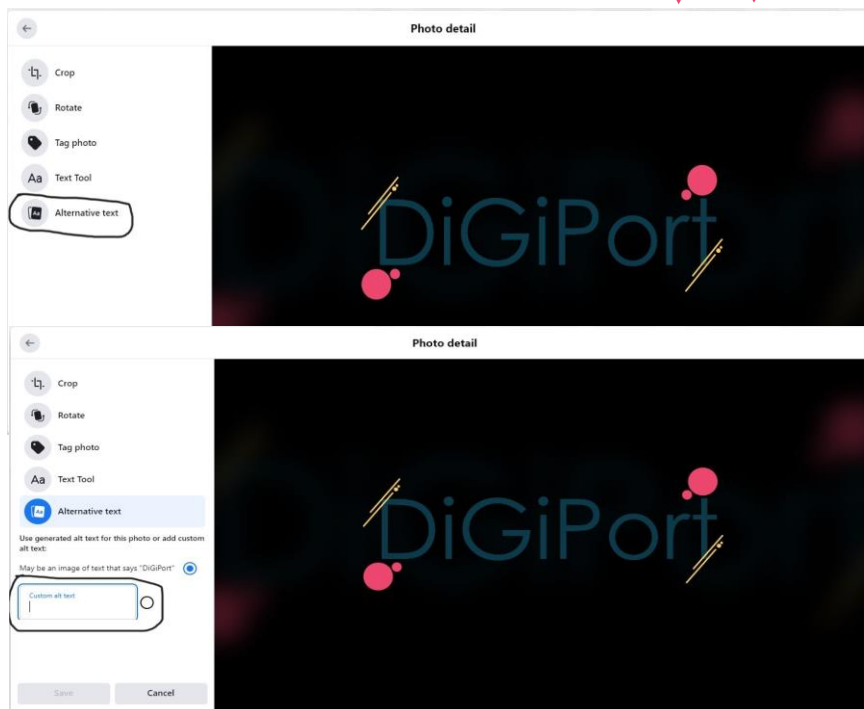
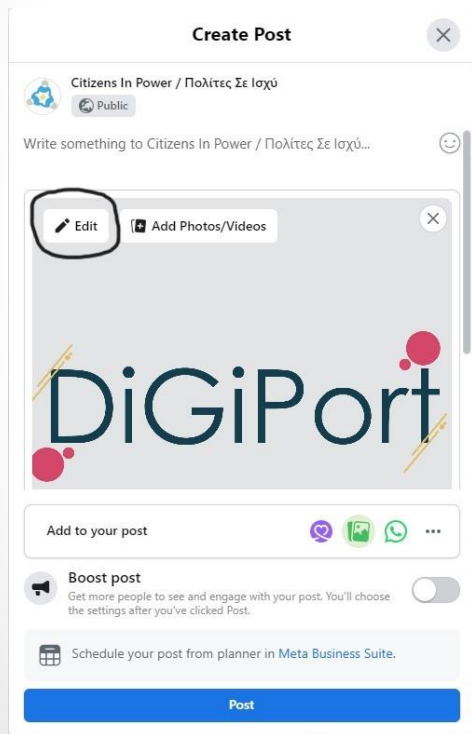
- i. Go to “Create new post”
- ii. Add image
- iii. Click on “Edit photo
- iv. Select “Alternative Text”
- v. Select “Custom Alternative Text”
- vi. Click on “Save”





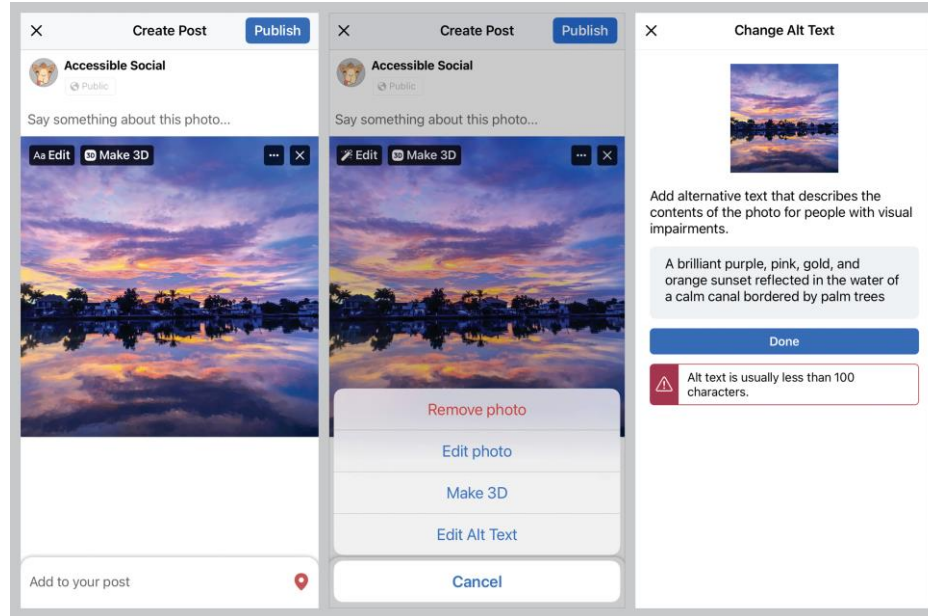
Examples/Good Practices

EXAMPLE 1



Examples/Good Practices

EXAMPLE 2



Examples/Good Practices



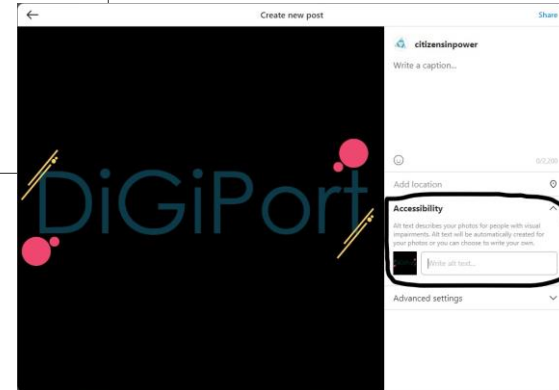
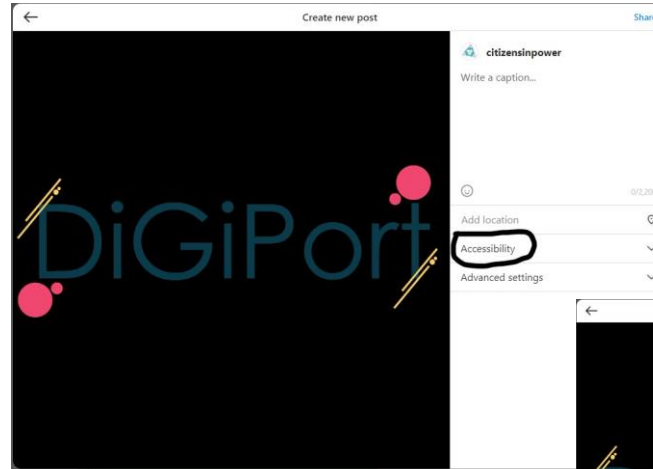
2. Instagram

- i. Click on ⊕ to create new post.
- ii. Upload the image you want to post.
- iii. Click the option “Next” twice.
- iv. Select “Accessibility”
- v. Click “Share”





Examples/Good Practices





Examples/Good Practices

3. Twitter

- i. Add picture to a new Tweet
- ii. Just below the uploaded image, select "Add description"
- iii. Insert alternative text
- iv. Select "Save"





Examples/Good Practices

The image displays three overlapping screenshots from a social media platform, illustrating the process of adding alt text to an image. The top screenshot shows the 'Add description' button circled in black. The middle screenshot shows the 'Edit image description' dialog with the 'ALT' label circled in black. The bottom screenshot shows the 'What is alt text?' input field.



Examples/Good Practices

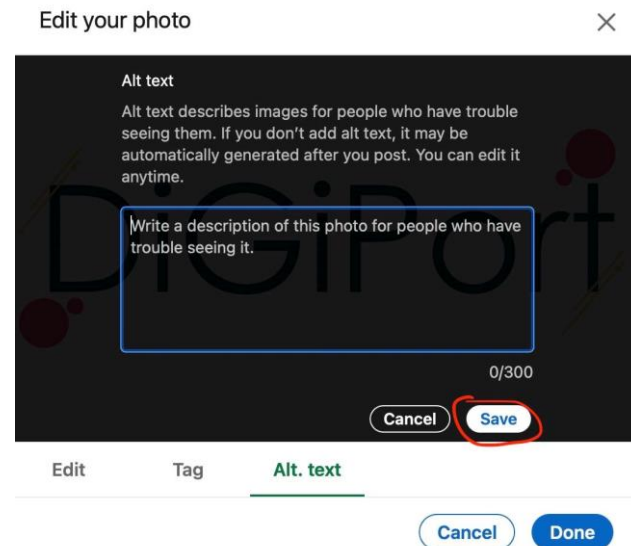
4. LinkedIn

- i. Click on the photo icon
- ii. Click on “Select image to share” and choose image
- iii. Select “Alt. text” and write a description of the photo
- iv. Select “Save”





Examples/Good Practices



IT'S QUIZ TIME!



Let's see what you have learned



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Quizzes



1. **Choose the two correct sentences and one the one that is false.**

a) Digital accessibility helps open up your content to be consumed by individuals regardless of ability.

b) The creation of digitally accessible content refers only to addition of alternative texts on images.

c) Creating digitally accessible content has many components such as the addition of alternative text to images and GIFs and the use of colour combinations with the proper colour contrast.



Quizzes



2. What is digital content?

- A) Any type of data that exists in a physical form
- B) Any type of data that exists in a digital form
- C) Any type of data that exists in an analog form
- D) Any type of data that exists in a print form



Quizzes



3. **What is the first step in the content development process?**

- A) Planning your content
- B) Deciding what content you want to make
- C) Researching possible topics for content
- D) Defining your audience



Quizzes



4. What is an advantage of being a solo entrepreneur from the creative industry?

- A) Ability to use a variety of mediums to communicate content
- B) Easier to know who their audience is
- C) Ability to make assumptions about their audience
- D) Ability to use a variety of tools to create content



Quizzes

5. AI tools can use natural language generation to produce content that sounds human-like.

- A) True
- B) False

6. AI tools are not useful for businesses in our digital societies.

- A) True
- B) False



Exercise

In groups of 4,

Discuss what were the key takeaways from the “Developing Digital Content” Module.

Consider which are some of the knowledge or practices that you were already implementing which of the points mentioned in the module you could implement from now on.



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