Project IDCAP: Improve Digital Competence in Adult People

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Creation of digital content

Developing digital content

Introduction

Digital content has acquired great importance in this society so digitalized and dependent on the Internet. For this reason, throughout this module it will be explained that they are digital content, why they are important and what benefits are obtained from developing quality content, as well as what are the most used tools for the creation of digital content.

In summary, the objectives to be achieved in this module are:

- Know the digital content.

- Differentiate tools for creating digital content.

- Understand the importance of the process of creating digital content.

1. What are digital content?

Today, society is highly digitized, that is, it is highly influenced by new technologies, since these are increasingly indispensable for work and study, as well as in people's daily lives..

This has created the need to design tools that facilitate the transfer of content that is on paper to a digital format, as well as tools to create all kinds of content, such as texts, documents, presentations, databases, photos or videos, among others, directly in digital format.

Thanks to digital content, access to information is faster and accessible to a greater number of people, since these digital contents can be shared and sent over the Internet, so that anyone can access that information. This is very useful in education, because students have a greater amount of information available, which implies a deeper knowledge on any subject. But not only does education benefit from the creation and use of digital content, since the world of work has also taken advantage of these digital contents, which has been able to simplify processes, improve the performance of its workers and reduce the use of role, among other advantages, since not all professional sectors have the same advantages, such as the advertising and marketing sectors, where the use of digital content has opened up new ways and strategies for approaching the consumer.

Finally, the creation and use of digital content is present in people's daily lives, given that many people or users, the name that people who use new technologies receive, use digital content to share their knowledge, information, experiences, opinions, feelings or advice, among other data, with other people through the Internet.

2. Tips for creating digital content

Given the popularity of the Internet and the great utility of digital content, the tools for creating this type of content are designed to be easy and simple to use by all users. However, creating digital content in any way can be detrimental, since, as with physical content such as paper, it is necessary to meet a series of minimum requirements for digital content to be considered quality and reliable in its contents.

In this sense, we must understand the creation of content such as the elaboration of pieces of information in different formats (documents, texts, post, reports, ebooks, etc.), with the aim of attracting users, attracting their attention and awakening ideas positive about you or your work or business, if you have a company. Therefore, some technical aspects to consider are:

- **Cleaning:** in the digital format there is no trace of errors that have been eliminated or modifications made, so this point refers to the content being well organized and pleasing to the eye, so that this content is easy to read and understand.

- **Coherent:** as in the physical contents, the information collected in a digital format must be consistent and well structured, where the main ideas are easily identifiable and understandable.

- **Moderation:** the tools for creating digital content offer a multitude of options to present the information, but this does not imply that you have to use them all, but to know which option best suits the type of information that you want to display and use. Many times, the simpler the better.

To be able to accomplish this, that is, the creation of quality digital content, you must have patience and motivation, since creating content is a process that takes time, especially if you want it to be good, since it does not imply Only sitting down to write the content, but there is a previous and also subsequent work, which although not mandatory, is highly recommended.

The steps for creating quality digital content are:

- **Planning**: the first of all is to be clear about what you want to create, and from there, think about which users are going to see this and what may be your needs.

- **Production**: once you know what the content you are going to develop, it is time to create the content and share it. If the contents are intended to be shared on a social network, it is important that you have a strategy for the times of content production and when to publish them, and stay true to those times.

- **Distribution**: once the digital content is created, it is time to decide to share it, if desired, for which you must choose the best means to send it according to the recipient. For example, if the recipient is only one or more people you know personally, you can use email or instant messaging applications to share digital content; But if you want to share it with everyone, it is best to make use of social networks or create a web page where you can share the contents.

- **Analysis**: like anything that is done in this life, you have to evaluate if this procedure is giving the expected results, see what you do well and what you do wrong, so that you can improve it for the next time.

- **Repeat**: finally, the creation of new content will be done taking into account the impressions you have made in the assessment of the previous process, so that you can improve this new process and to make it more and more effective.

This process of creation and feedback will help you create quality and original content, which will have a very positive effect on your reputation, especially if you use these digital content on the Internet, such as:

- **Consistency**: the constant and regular publication of updated and attractive content will reinforce your position on the network and user loyalty.

- **Variety** of social networks: social networks are an important part of everyday life, so publishing on them is important, as long as you have something to say, and thanks to the content you publish, you have stories to share on social networks, and not depend on information from third parties.

- **Improvement of positioning**: the more content you create, the more pages your website will have, which will contribute to improving your position in search engines. In addition, in your closest environment you will also have a better rating.

- **Opinion leader**: when creating quality and reliable content, you set the stage for users to trust your opinions and come for advice.

You've seen what the content creation, its importance today, such as creating quality content and what are some of the benefits you can expect from creating quality digital content, so then some will be explained in the tools that you can use to make digital content.

3. Tools for creating digital content

There is a great multitude of tools for the creation of digital content, which range from the creation of texts to the development of simple video games, through the creation and editing of photos, images and videos.

But in this section we will focus on the simple and common, since they are present in all computers or electronic devices. These tools are known as office tools, where the term "office automation" comes from the conjunction of two words, "office" and "computer science." From this it can be deduced that the office tools are the set of techniques, applications and computer tools that are used in the office with the aim of optimizing, automating and improving the procedures and tasks that are carried out. They are usually grouped in packages called "office or office suite".

These tools are easy, intuitive and simple to use at a basic level, which can make you forget that they are tools with many functionalities, and that due to their complexity or ignorance of them, many of these functionalities were not used. For this reason it is advisable to participate in advanced courses on its use or search for information on the internet. However, it is not necessary to know all these functionalities to be able to carry out the creation of large digital content.

Today, the main tool packages belong, for the paid part, to Microsoft Office and, for the free part, to Open Office. For this reason, when you buy a new computer, the most common is that it comes with a pre-installed office suite, surely Microsoft Office, whose price will be included in the computer.

The main office automation tools are:

- **Text processors**.

Word processors are computer applications intended for the creation, editing, modifying and processing of texts on a computer. These applications emerged to replace typewriters, since unlike these, word processors can edit and modify the text at the same time they write it.

Among the different features that we can find these applications we can highlight the ability to change the font size, typography, highlight words (bold, underlined, colors, etc.), align the text, set indentations, separate paragraphs, list lists, create tables, text boxes, page breaks, headings, footers, hyperlinks and insert images. In addition, they usually come with spell checkers and synonyms dictionary.

Some word processors are:

- o Microsoft Word.

- o Open Office Writer.

- o WordPerfect.

o Google Docs.

o WPS Office.

- **Spreadsheets**.

Spreadsheets are software, in addition to a type of document, that allows you to manipulate numeric and alphanumeric data represented in tables composed of cells and arranged in rows and columns.

The cell is the basic structure of a spreadsheet, and is the result of the intersection of a row and a column, from which it receives a two-digit identification code, one letter per column and one number per row.

This type of software is characterized by having the necessary tools to perform the operations of addition, subtraction, multiplication and division through formulas or functions, which allow us to count, concatenate, round, find the average or trend of the data.

Thanks to the spreadsheets a large amount of data can be managed, so it was initially used by large companies, but given its simplicity of use, it has been extended to small businesses and people.

We can highlight the following spreadsheets:

o Microsoft Excel.

o Libre Office Calc.

o Spreadsheets Google Drive.

- **Databases**.

It is a software that consists of a set of contents organized and structured in a specific way, following certain parameters, so that they can be accessed quickly and easily.

Thanks to these programs, data redundancy is avoided, that is, unnecessary copying of the files, thus saving memory and reducing the risk of data inconsistency. It facilitates access to data by third parties, improves confidence about the reliability of the data, as well as its security, in addition to respecting the standards set by the company, institution or state.

Among the features of this software can be found: logical and physical independence of the data, minimum redundancy, access by multiple users, data integrity and access security.

The most used databases are:

- o Microsoft Access.

- o Open Office Base.

- o Oracle.

- o IBM DB2.

- **Programs presentations**.

Presenting a topic consists of exposing some content to a group of people, so that these people get an idea of the subject in question.

In this sense, a presentation program is software that allows you to display information in a simple and attractive way, usually by means of slides. The basic functions of this type of software are: an editor to insert text, a method to insert images and videos, and a system to display the content continuously.

The use of these programs for the presentation of content has its advantages, for example, which makes it easy for people to follow the explanation, is easily modifiable, visual and sound effects are attractive, and are cheap.

Some of the most used are:

- Microsoft Powert Point.

- Keynote.

- Open Office Impress.

4. Other tools to create digital content

- **Prezi**: defines itself as a multimedia application to create dynamic and original presentations. It is a simple and easy to use application. What differentiates it from other applications, is that the end result is not a set of slides, but a single slide where, approaching, you find the information you want to transmit, so all the information is collected in a single image or picture.

- **Slideshare**: unlike Prezi, it is not oriented to create presentations, but to upload and share ready-made presentations, PDF documents, Word, Open Office and even audio and video files. It was designed so that the employees of the companies could share their slides, but spreading, both in public and in product.

- **Emaze**: it is a page where you can create your presentations online through their templates and in a few minutes in an easy and simple way. Being a web page, you can store your projects in your account and access them from any device and web browser.

- **Wideo:** it is a platform for creating animated videos, simple and easy to use. It is used mainly in marketing, given its ease to create, edit and share animated videos, so fashionable lately, to present new products or

explanations, among many other things, since here the only limitation is our imagination.

- **FotoJet:** offers the possibility to edit images, design graphics, make collage with photos or turn these into works of art. It is one of the most complete tools, especially considering that it is an online application and has nothing to envy to desktop applications.

- **Canva:** it is a very popular application, since it allows you to create any type of images, for which it offers a large number of clip art and the possibility of adapting them to the size of social networks, as well as giving it a presentation style or creating infographics.

- **Piktochart:** it is a tool focused on the representation of data through infographics, for which it offers templates to facilitate its creation. In addition, this tool also serves to make reports, posters and presentations. For this reason, this tool is offered by larger companies, such as The Guardian or Survey Monkey, for the creation of digital content.

- **Evernote**: It is an application available for all types of devices, both computers and mobiles or tablets. This application allows us to create all kinds of notes, as well as works as a reminder. In addition, given its ability to work on any device, it is a tool to consider.

- **Checklist**: It is an application that offers the possibility to create specific checklists for each situation, add images, a short description and tag it and then upload it to a publication.

Summary

Throughout this module we have worked on what are digital content and its importance in today's society, as well as the importance of thinking before creating content, developing said content, reviewing it and learning for future creations, so that Digital content is of ever greater quality and provides greater benefits to its authors, such as, for example, greater consistency or becoming a referent of opinion.

On the other hand, in the module the office tools have been studied, which are designer computer programs to facilitate office work, but are easy to use for everyone, favoring the appearance of a large number and variety of digital content. The most commonly used office tools are: the Word Processor, computer applications intended for the creation, editing, modification and processing of texts on a computer; Spreadsheets, a software, in addition to a type of document, which allows manipulating numerical and alphanumeric data represented in tables composed of cells and arranged in rows and columns; Database, is a software that consists of a set of contents organized and structured in a specific way, following certain parameters; and the Presentation Program, which allows you to display information in a simple and attractive way, usually through slides.

Finally, over the years all kinds of simple and easy-to-use programs have emerged for the creation of all kinds of digital content, from notes to videos and simple video games. Some of these programs are: Emaze, Prezi, Evernote, FotoJet ...

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