MODERN DIGITAL SKILLS

The University of Jordan

King Abdullah II School of
Information Technology

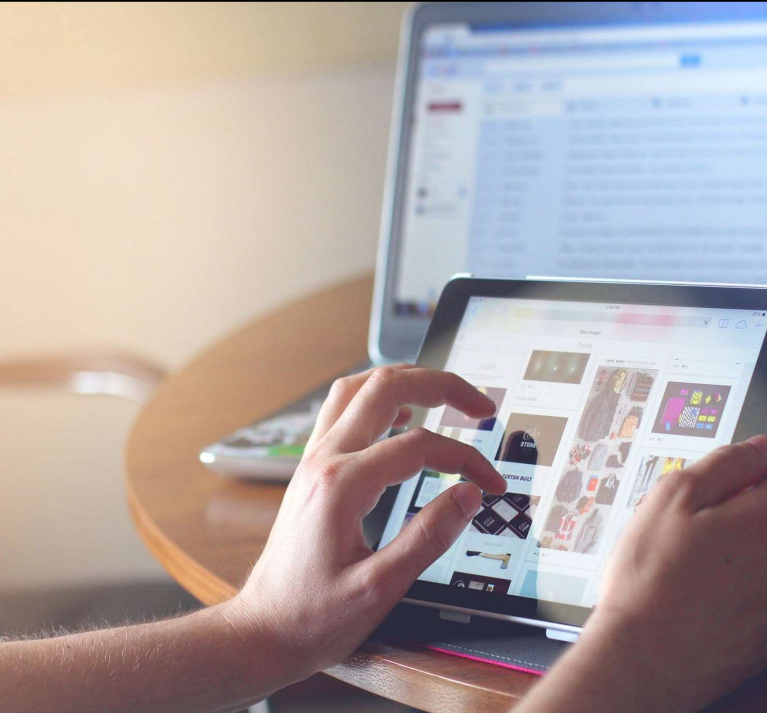# CHAPTER 5: DIGITAL CONTENT CREATION

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2. Steps to successful Digital content creation
3. Steps to Create a Digital Content strategy
4. Some useful tools and applications for Digital content creation
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   - One Note
   - MS Forms

What is Digital Content Creation?

	What is **Content**?	Any type of **INFORMATION**, that users/consumers can get **VALUE** from
	What is **Digital Content**?	Information in a **computerized format** such as text, image, audio, or video which is created and shared by digital **devices** such as PCs or phones.
	Who is Digital **Content Creator**?	A person who can **develop (create) digital content** using special applications or tools
	What is **Digital Content Creation**?	Turning the **ideas** of the content creator into a **digital content**.
	Who is the **ethical Digital Content Creation**?	**Responsible** digital creation that provides **credible** ideas and respects **copyright and privacy**.

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Steps to successful Digital Content Creation

➢ Once you have identified your **target audience**, Follow this **Strategy** to create your successful content:

1	2	3	4	5	6
Determine the **purpose** of content	Create **useful** content	**Promote** content on social media	Use **photos** and **Multimedia**	Implement an **SEO** program	**Track** and **Analyze** content

(Search Engine Optimizer)

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Steps to Create a Digital Content strategy

1) Determine

Determine the **purpose** to improve the likelihood of your content reaching the desired results.

2) Create

Create **useful and quality content**

* The more useful the content, the easier for people to relate it to their own views and share it within their networks

3) Promote

Promote content on **social media platforms**.

* Distribute your content across different social media platforms,

* Customize your content for each platform to encourage your followers to follow from different networks.

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Steps to Create a Digital Content strategy

4) Utilize

Utilize multimedia in your content like images, audios, and videos.

*Content with attractive images is likely to get more views

5) Implement

Implement an SEO program.

SEO (Search Engine Optimizer)*: is a strategy of **organizing** your content by **topic** to **improve the chance** of appearing in search results*

*Powerful **SEO** ensures that your **content is relevant** and **valuable** to your target audience

* Powerful **SEO** helps you **identify the right keywords** to use so the content can be found by people who are searching for that information

6) Track

Track and analyze content because It's important to stay aware of your ranking in the best search engines and continually aim to improve these rankings.

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Some useful tools and Applications for Digital Content Creation

Public Portals	Office Apps	Google Apps

• **YouTube (from Google)**
  • Free video distribution
 	
• **Wikipedia**
  • Similar to a digital online publicly-written Encyclopedia
	• **MS Word**
	• **MS Excel**
	• **MS PowerPoint**
	• **One Note**
		• **Docs**
		• **Sheets**
		• **Slides**

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Some useful tools and Applications for Digital Content Creation

E-mail	Cloud Storage	Forms
•*Outlook* (Microsoft) •*Gmail* (Google) •Use it for electronic communication by sending and receiving messages	• *OneDrive* (Microsoft) • *Drive* (Google) • *Dropbox* (Dropbox) • Use it for storing, accessing, and sharing files online	• *Ms Forms* (Microsoft) • *Google Forms* (Google) • Use it for Online surveys and statistical analysis

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Digital Content Creation

Some useful tools and Applications: One Drive

- **One Drive** A **cloud storage service** from Microsoft that enables users to store files online, access them from any device, and share them securely with others

- Uses of **One Drive**:
  - **File Storage**: Store documents, photos, and videos online, freeing up space on local devices.
  - **File Sharing**: Easily share files or folders with others by sending links
  - **Collaboration**: Work on documents and projects in real-time with others, making it easy to edit and update files simultaneously.

Watch this Video Now!

> *Let's watch this video about OneDrive from YouTube*

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Digital Content Creation

Some useful tools and Applications: One Drive

Type : https://www.office.com
Enter your Email address and password

The following window will appear welcoming you to **Microsoft 365**
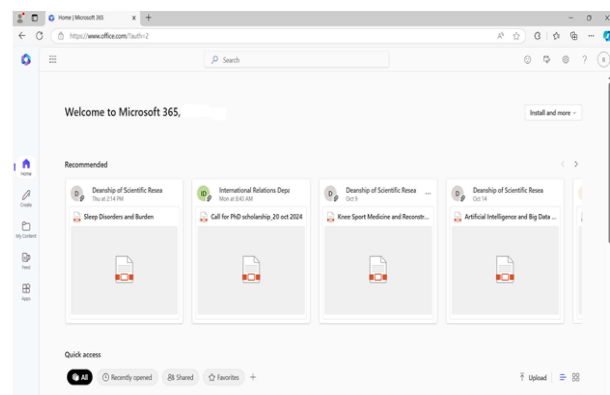
10

Digital Content Creation

Some useful tools and Applications: One Drive

Click the **App Launcher** (the dots) then choose **OneDrive**
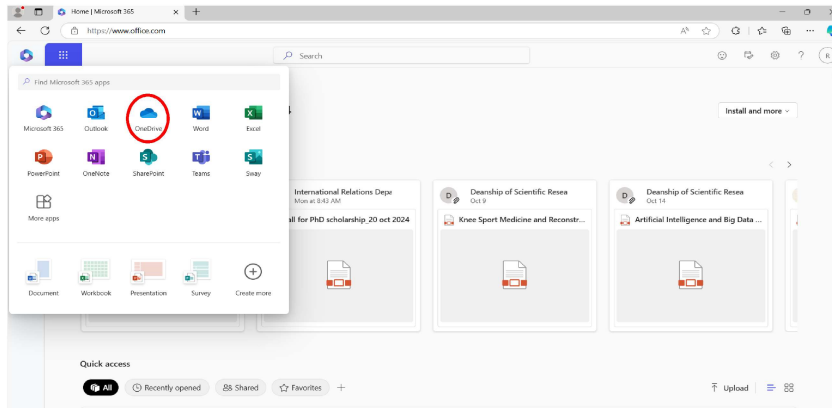
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Digital Content Creation

Some useful tools and Applications: One Drive

The following window of the **OneDrive** will appear

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Digital Content Creation

Some useful tools and Applications: One Drive

Click on **My files** to display your files:

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Digital Content Creation

Some useful tools and Applications: One Drive

Click on **My files** to display your files , then choose the file Document. Click on the three dots …

Digital Content Creation

Some useful tools and Applications: One Drive

✔ W Document.docx ... ← click

- 🔗 Share **1**
- 🔗 Copy link **2**
- 🗂 Request files
- 👤 Manage access **3**
- 🗑 Delete
- ⭐ Favorite
- ⬇ Download **4**
- 🖊 Rename
- 🗂 Move to
- 📄 Copy to
- 🎨 Folder color ● >
- ⚙ Automate >
- 🕘 Version history
- 🗔 Details

1. **Share** : Allows you to share the folder with People via email.
2. **Copy Link** : Copy the folder or File link ,to share it with others.
3. **Manage Access** : Manage the privileges given to people
4. **Download:** to download your files and folders.

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Digital Content Creation

Some useful tools and Applications: One Drive

🔗 Share **1**

🔗 Copy link **2**

🔗 Share **1**

Share "Document.docx" ... ⓘ X

👤 Add a name, group, or email   👁 ∨

✉ Add a message

👤   🔗 Copy link ⚙ ▷ Send

🔗 Copy link **2**

👁 ∨

✅ **Link copied** X

Anyone with the link can view.   ⚙ Settings

- ✏ **Can edit**
  Make any changes
- 👥 **Can review**
  Suggest changes
- ✓ 👁 **Can view**
  Can't make changes
- ⬊ **Can't download**
  Can view, but not download

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Digital Content Creation

Some useful tools and Applications: **One Drive**

Digital Content Creation

Some useful tools and Applications: **One Drive**

Click **Shared** , you will see that **Document** file is shared **By you** to other people with specified granted access

Digital Content Creation

Some useful tools and Applications: One Drive

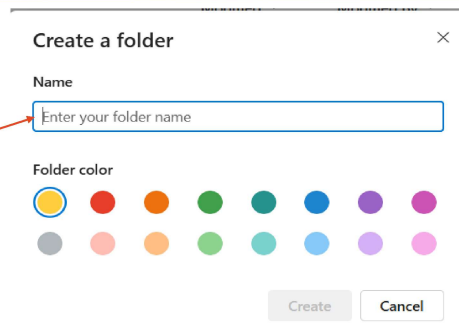Click on **Add new** to upload a **File** or a **Folder** or create a New File or Folder .
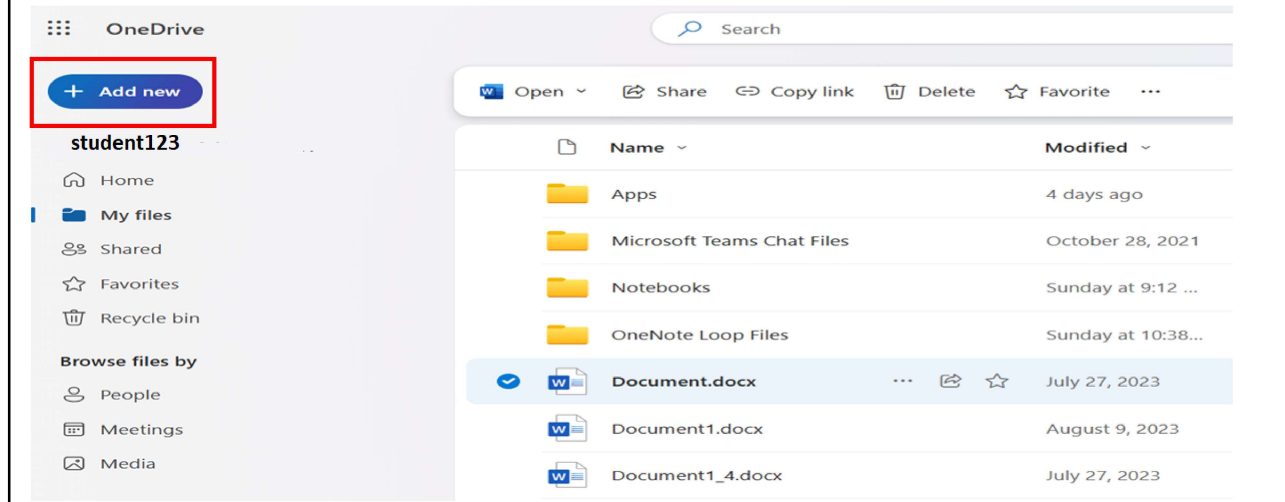
Digital Content Creation

Some useful tools and Applications: One Drive

Click on **Add new** to upload a **File** or a **Folder**
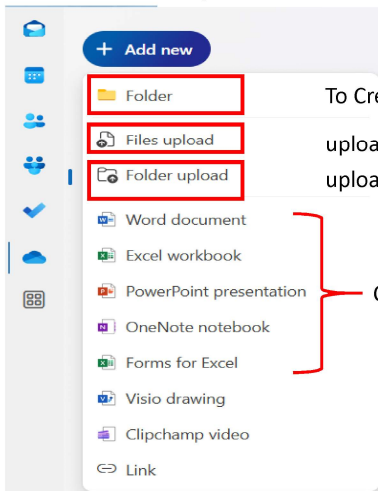
To Create a folder in your Drive .

upload a File from your device .
upload a Folder from your device.

Create a MS Office File

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Digital Content Creation

Some useful tools and Applications: One Note

- **One Note** is a digital **note-taking application** from Microsoft that allows users to create, organize, and share notes (especially for university lectures) in a flexible and collaborative way.

- Uses of **One Note**:
  - **Note Taking**: Capture text, images, audio, and video notes in a single place, making it easy to organize notes into notebooks, sections, and pages for easy navigation and retrieval.
  - **To-Do Lists**: Create to-do lists and checklists to keep track of tasks and deadlines within your notes.

Watch this Video Now! →

Let's watch this video about One Note from YouTube

Let's watch: To Do List *about One Note from YouTube*

Digital Content Creation

Some useful tools and Applications: One Note

Type : https://www.office.com
Enter your Email address and password
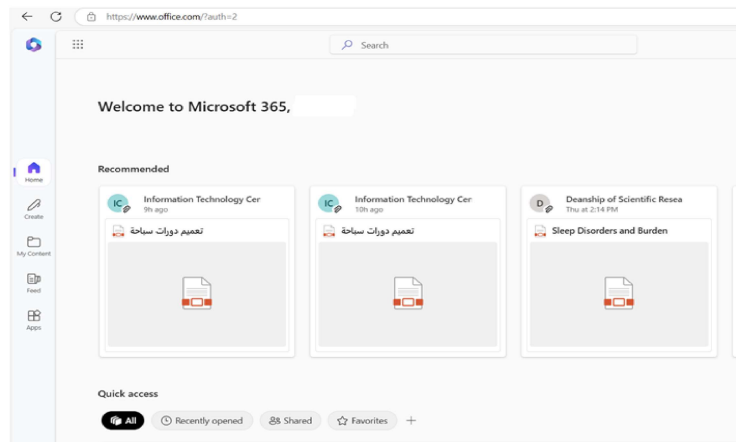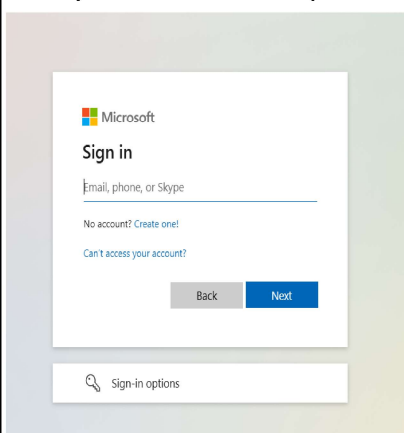
Digital Content Creation

Some useful tools and Applications: One Note

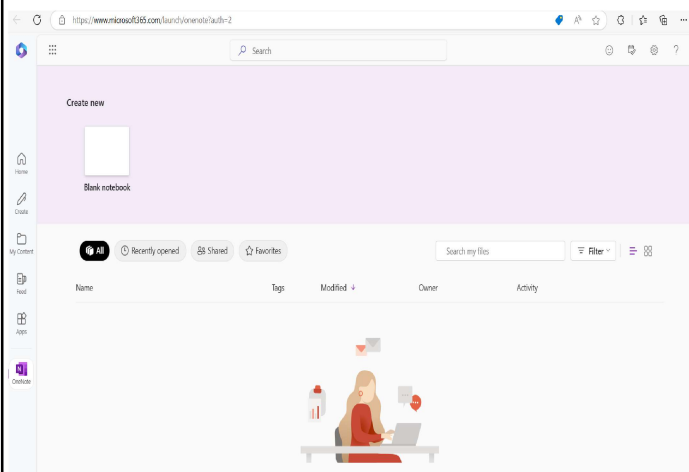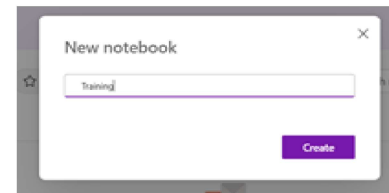**Click the App launcher then click OneNote**
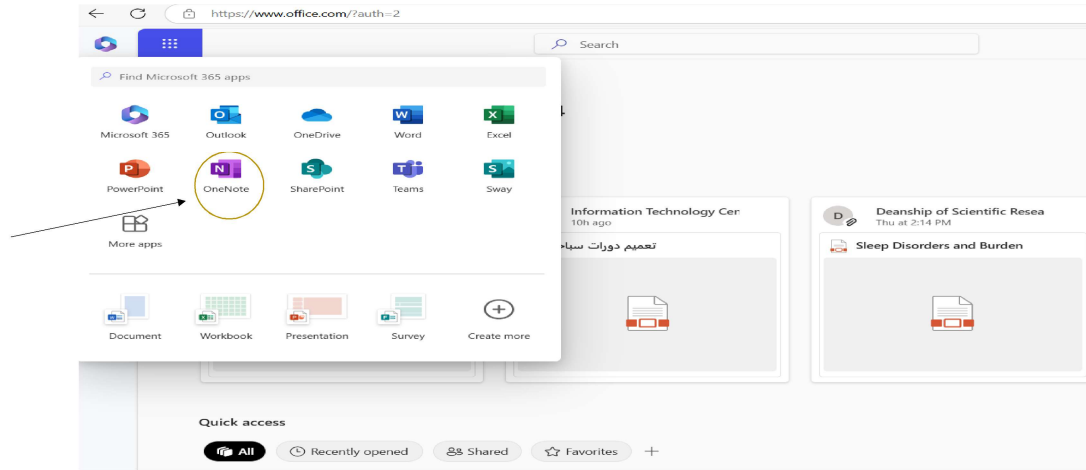
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Digital Content Creation

Some useful tools and Applications: One Note

Click on : Blank notebook

The **New notebook** dialog box appears, type the name of the notebook , for example **Training** then click **create** to create a notebook

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Digital Content Creation

Some useful tools and Applications: One Note

The **Training** notebook gives you the option to select **sections** and **pages** within those sections. At the top there is the ribbon with tools and at the bottom you have **Add section** and **Add page.** The notebook is empty so now will add sections and pages.
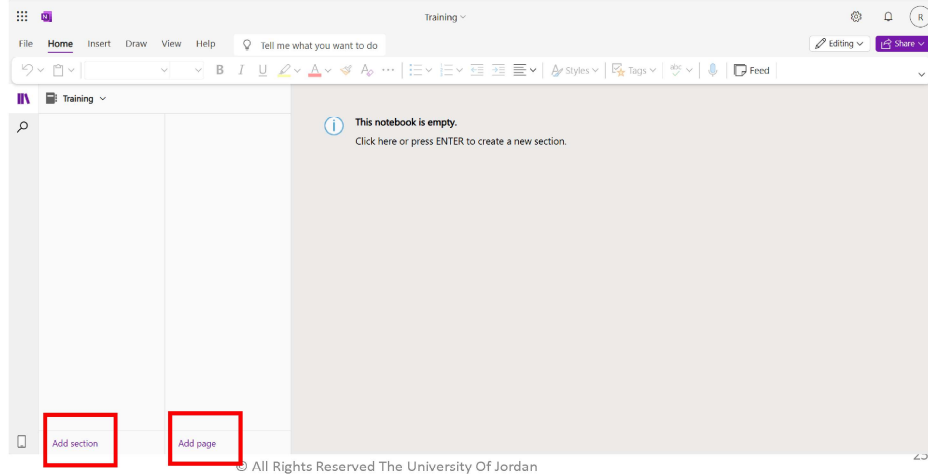
Digital Content Creation

Some useful tools and Applications: One Note

To add a section click **Add section**. A box will appear then type the name of the section for example **Word.** Then click **OK**
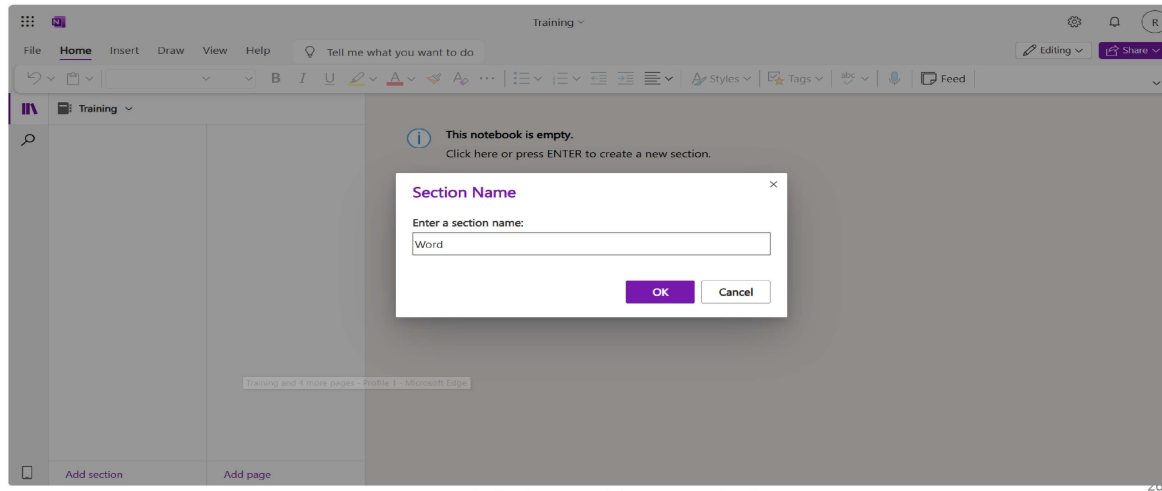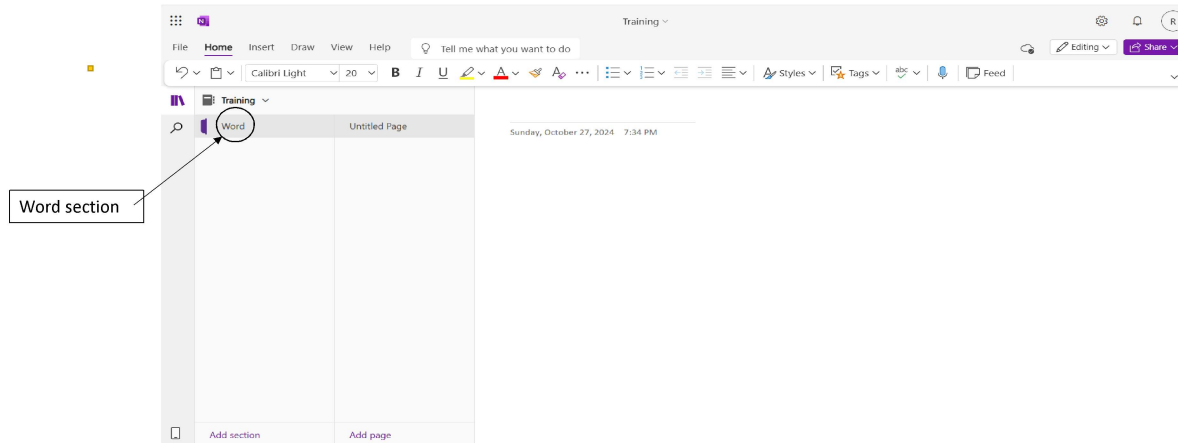
Digital Content Creation

Some useful tools and Applications: One Note

The **Word section** is created .The section has an **Untitled Page**.
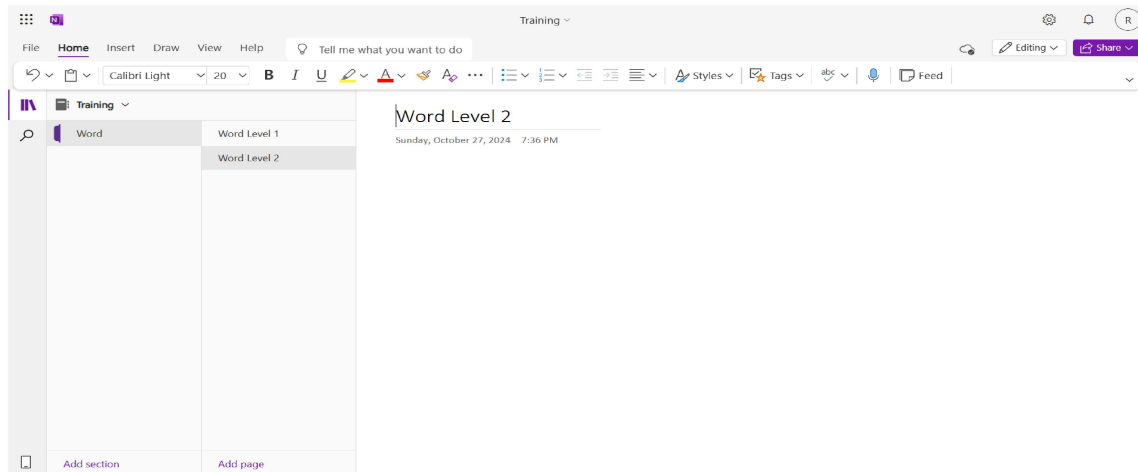
Word section

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Digital Content Creation

Some useful tools and Applications: One Note

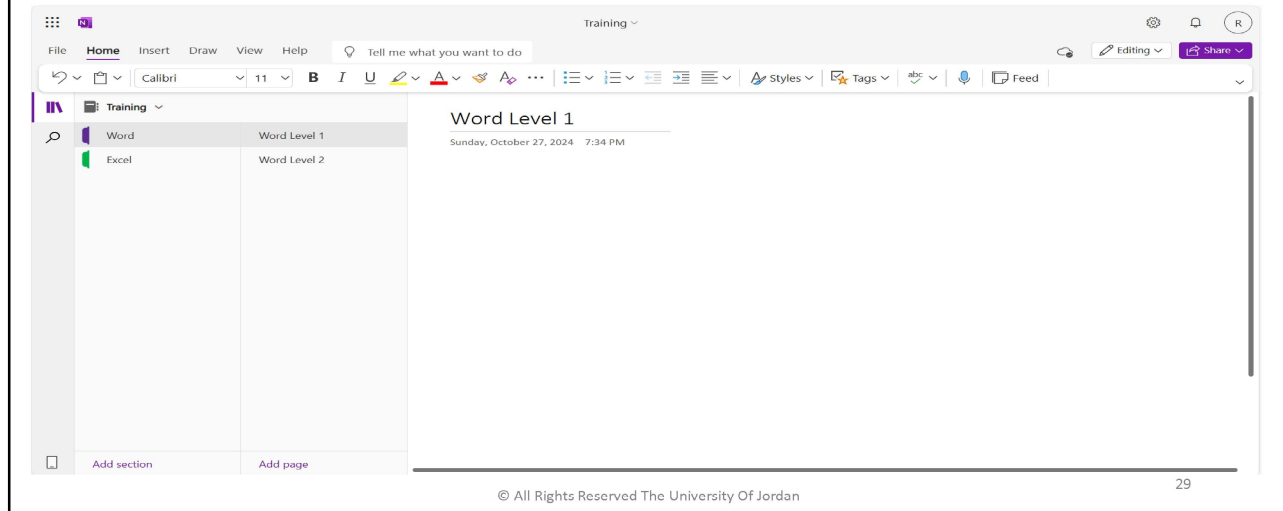For the fist page type the name of the page **Word Level1** then add another page name it **Word Level2**

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Digital Content Creation
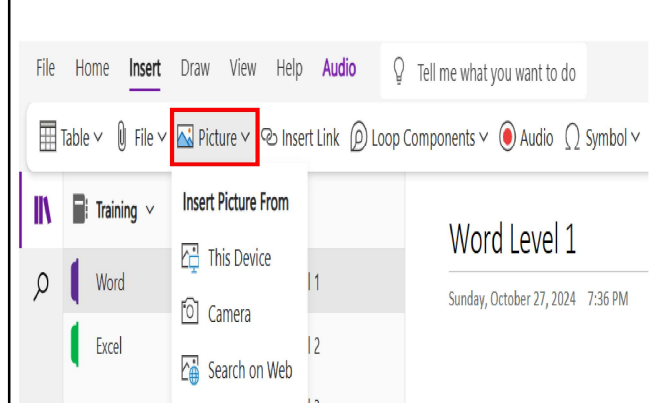
Some useful tools and Applications: One Note

Repeat the same steps to add another section named **Excel** with two pages named **Excel Level 1** and **Excel Level 2**.
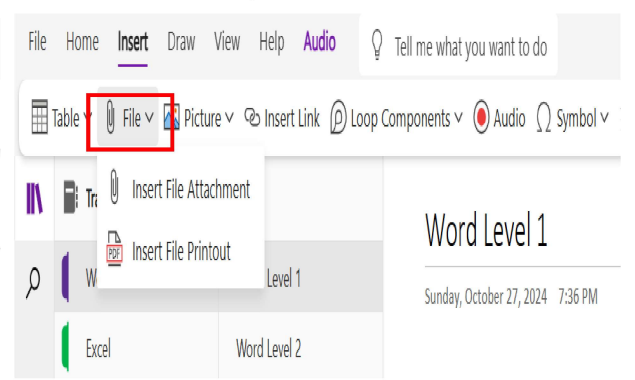
Digital Content Creation

Some useful tools and Applications: One Note

You can add **pictures** from **Insert tab**

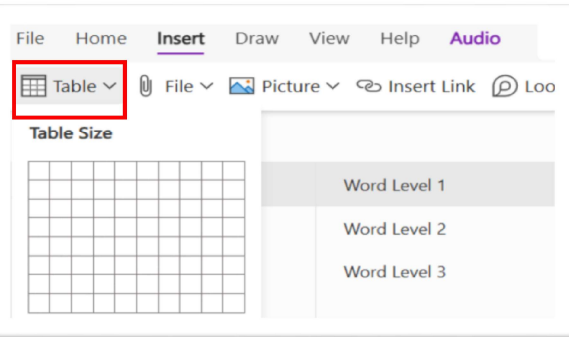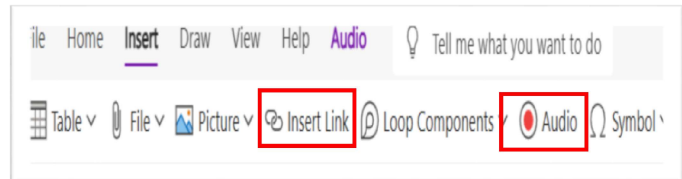You can add **files** from **Insert tab** either as an attachment or as a printout

Digital Content Creation

Some useful tools and Applications: One Note

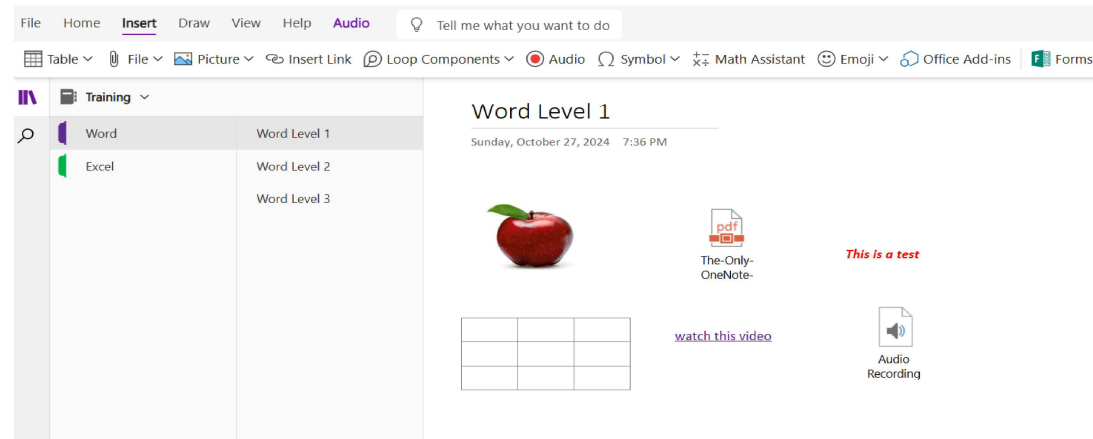You can add **tables** from **Insert tab**

You can add **audio and video** from **Insert tab**

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Digital Content Creation

Some useful tools and Applications: One Note

Add to the **Word Level 1** page in the **Training** Notebook a picture, a text, a table, a link to a video, an audio recording and a file as an attachment as shown below.
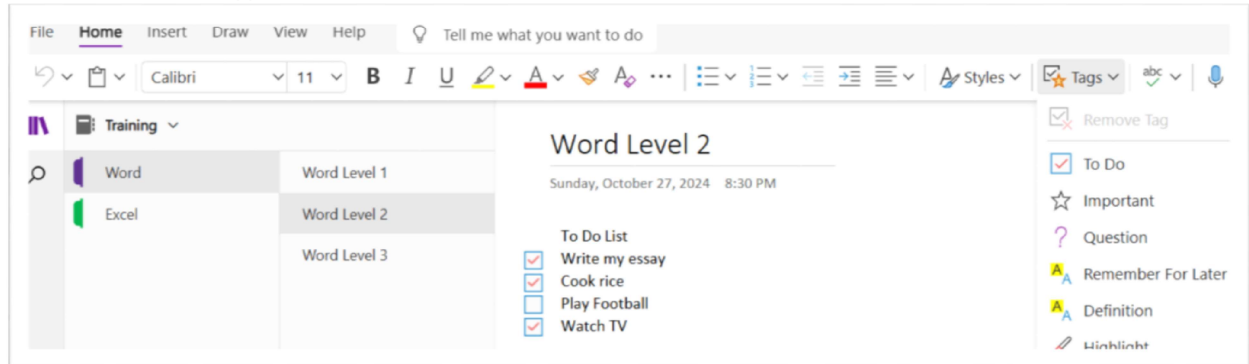
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Digital Content Creation

Some useful tools and Applications: One Note

To create a **To Do** list to the **Word Level 2** page in the **Training** Notebook do the following:
- Type the list you want to do
- Select the list
- From Home tab, click **Tags** and select **To Do**
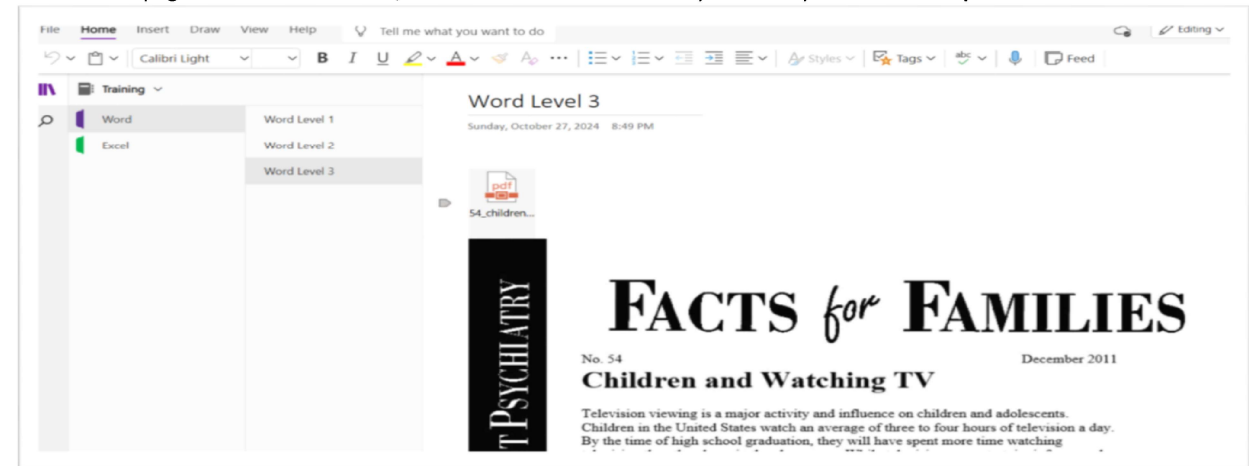- Check boxes will appear beside each item in the list

Digital Content Creation

Some useful tools and Applications: One Note

Add a third page to the **Word** section , name it **Word Level 3**. Add any file from your choice as a **printout**.
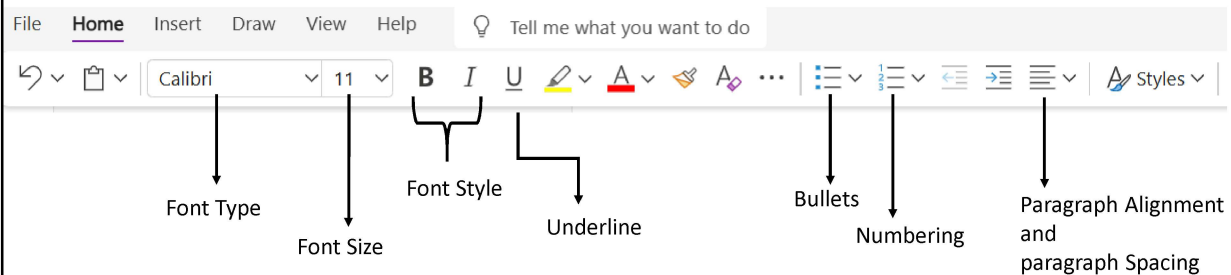
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Digital Content Creation

Some useful tools and Applications: One Note

- Type the following paragraph to the page **Word Level 2 :**

OneNote is a digital note-taking app that provides a single place for keeping all of your notes, research, plans, and information — everything you need to remember and manage in your life at home, at work, or at school. In OneNote, notebooks never run out of paper.

- From **Home tab**, format this paragraph using the commands in the following toolbar:

| File | Home | Insert | Draw | View | Help | Tell me what you want to do |

Calibri   11   **B**   *I*   U

Font Type
Font Size
Font Style
Underline
Bullets
Numbering
Paragraph Alignment and paragraph Spacing

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Digital Content Creation

Some useful tools and Applications: MS Forms

- **MS Forms** is used to create **sharable online forms** such as Online surveys, polls, and quizzes.

- Use **MS Forms** to:
  1. **Create a form** with different types of questions
  2. **Share** the form with others like:
     - *Responders,* who answer the form and send it back to you
     - *Collaborators*, who can edit/add/delete contents from the form
  3. **Collect** and **analyze** responses: get a report of the results of by the built-in analytics in MS Forms which gives statistical insights into responses.
  4. **Share back** results with responders

Watch this Video Now!

Let's watch this video about MS Forms from YouTube

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11/2/2024

Digital Content Creation
Some useful tools and Applications: MsForms

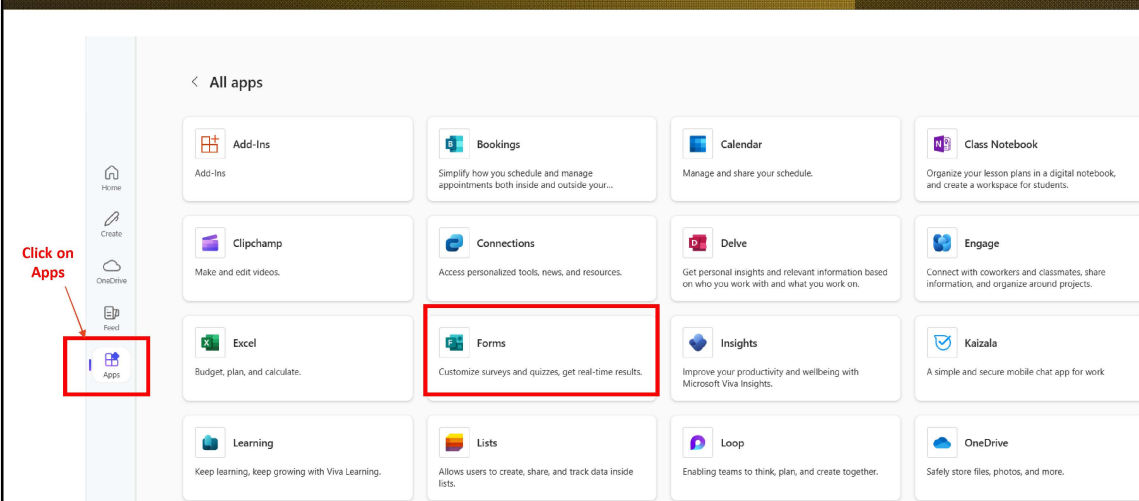**Type :** https://www.office.com
Enter your Email address and password
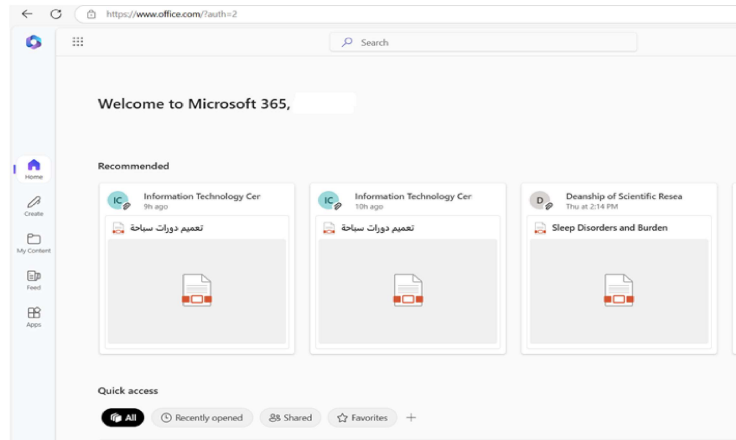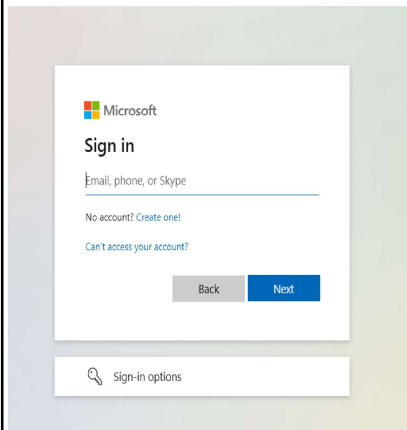
© All Rights Reserved The University Of Jordan   37

Digital Content Creation
Some useful tools and Applications: MsForms
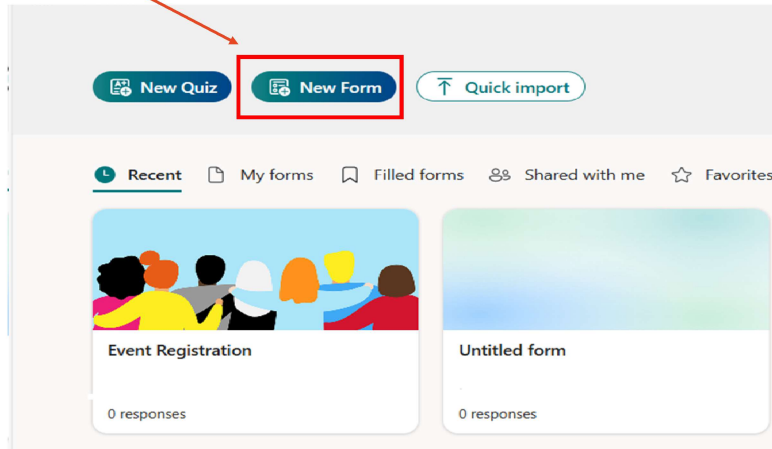

Click on Apps

© All Rights Reserved The University Of Jordan   38
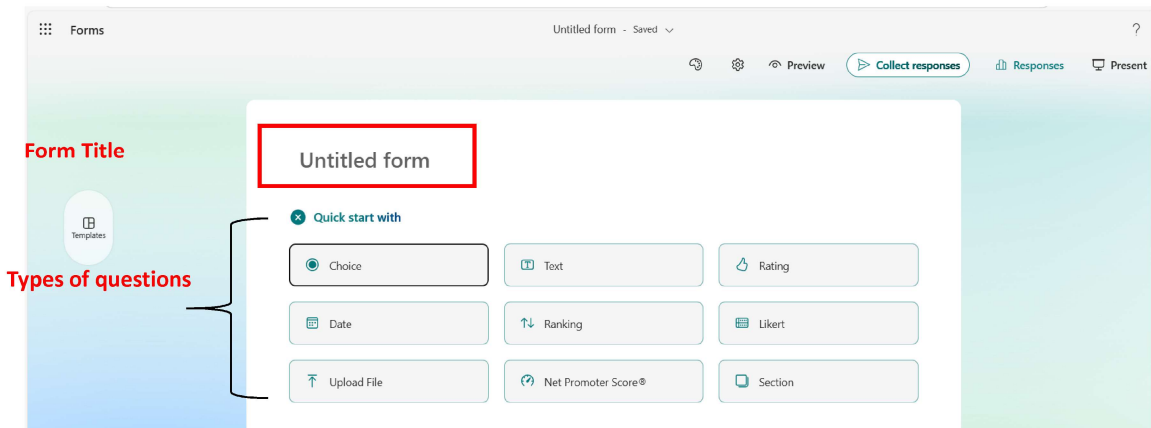
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Digital Content Creation
Some useful tools and Applications: MsForms

To create a Form Click on **New Form**

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Digital Content Creation
Some useful tools and Applications: MsForms

Form Title

Types of questions

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Digital Content Creation
Some useful tools and Applications: MsForms

Click on **Untitled Form** then Write the **Form Title** and **Form Description** :

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Digital Content Creation
Some useful tools and Applications: MsForms

Students Information Form

This form is designed for the Modern Digital Skills Course Students

Quick start with

Choice	Text	Rating
Date	Ranking	Likert
Upload File	Net Promoter Score®	Section

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Digital Content Creation
Some useful tools and Applications: MsForms

Students Information Form

This form is designed for the Modern Digital Skills Course

1. Enter Your ID

    Enter your answer

    Long answer ⬤ Required ...

Text Question Type

Text

If Required enabled means that the field must be filled by the respondent.

➕ Add new question ⚡

Result

1. Enter Your ID *

    Enter your answer

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Digital Content Creation
Some useful tools and Applications: MsForms

Text Question Type

Text

2. Enter Your Name (First and Last Name):

    Enter your answer

    Long answer ⬤ Required ...

➕ Add new question ⚡

Result

2. Enter Your Name (First and Last Name): *

    Enter your answer

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Digital Content Creation
Some useful tools and Applications: MsForms

Choice Question Type

3. Gender

○ Male

○ Female

Woman   Man

+ Add option   Add "Other" option

( ) Multiple answers   ( ) Required ...

Multiple answers when enabled allows the respondent to select more than one choice.

Result

3. Gender *

○ Male

○ Female

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Digital Content Creation
Some useful tools and Applications: MsForms

Date Question Type

4. Date of Birth:

Please input date (M/d/yyyy)

( ) Required ...

⊕ Add new question

Result

4. Date of Birth:

Please input date (M/d/yyyy)   → **Calendar**

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Digital Content Creation
Some useful tools and Applications: MsForms

Rating Question Type

Result

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Digital Content Creation
Some useful tools and Applications: MsForms

Upload A File Question Type

The Single file Size

Here you determine the number of files that can be uploaded.

Result

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Digital Content Creation
Some useful tools and Applications: MsForms

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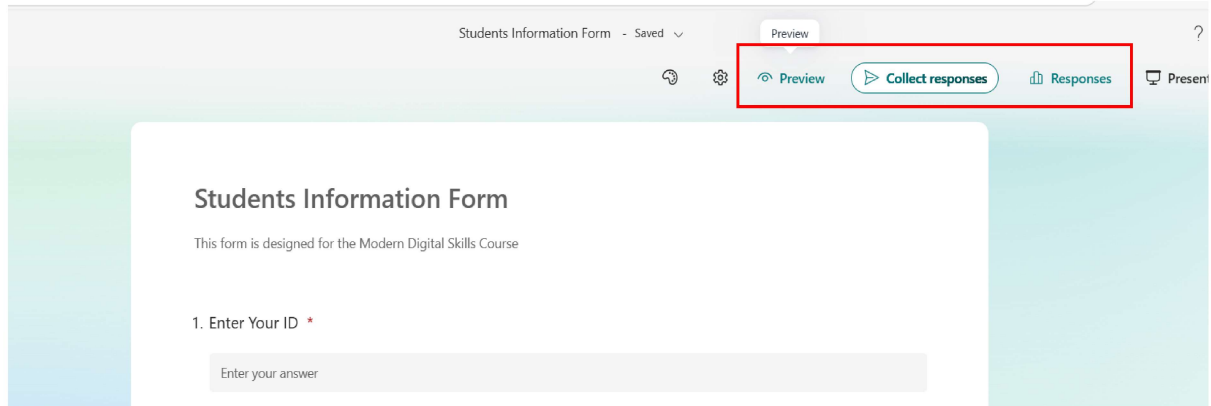
Digital Content Creation
Some useful tools and Applications: MsForms
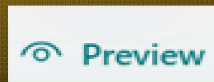
Click on **Preview** to see how the Form appears:

Computer Preview

Mobile Preview

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Digital Content Creation
Some useful tools and Applications: MsForms

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Digital Content Creation
Some useful tools and Applications: MsForms

https://forms.office.com/Pages/ResponsePage.aspx?id=uI1ABTw3IE6jDj5vz1B8_llXOtlAT5xGqUZoiaPYJ9VUNkpENlI2MDRIMFpZNUZTWElBQ0xCSlNRVy4u
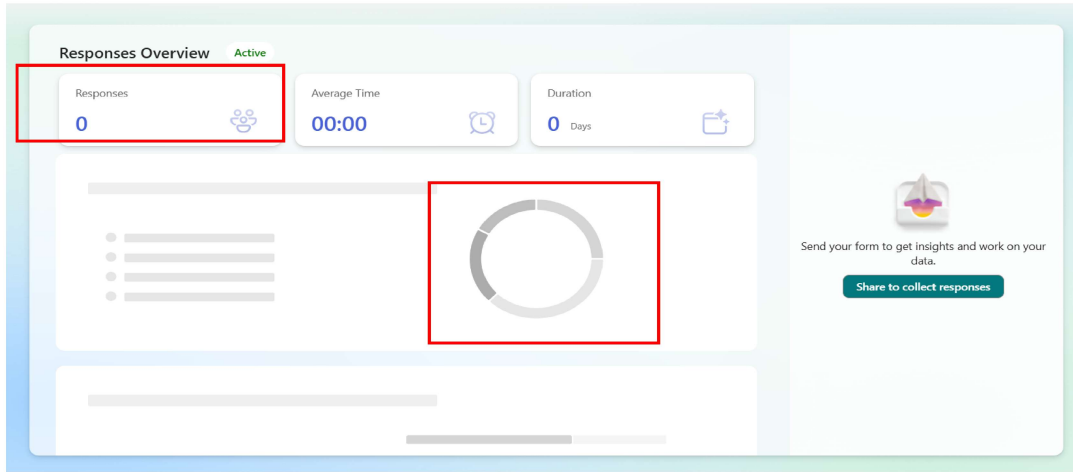
The Form Link after Shorten URL

https://forms.office.com/r/G43qsunjN7

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Digital Content Creation
Some useful tools and Applications: MsForms

Responses

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Digital Content Creation
Some useful tools and Applications: MsForms

The Created Form Listed in your Forms.
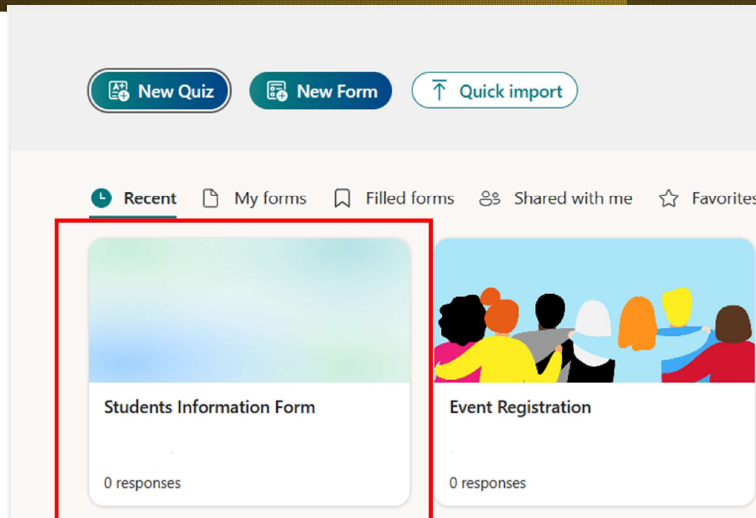
54

Digital Content Creation
Some useful tools and Applications: MsForms

Please use the following URL to Enter to the Form :

https://forms.office.com/r/G43qsunjN7

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