

BLENDED LEARNING TRAINING PACKAGE



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Handbook – Module 3
Digital media content

Module 3 “Digital Media Content”

Table of Content

Introduction to Handbook	3
Topic 3.1: video production	5
Training plan	5
Vocabulary List	6
WORKSHEET “Video production practices”	7
Assessment questions.....	10
Topic 3.2: graphics	11
Training plan	11
Vocabulary list.....	12
WORKSHEET “Graphics production practices”	14
Assessment questions.....	17
Topic 1.3: Social Media	18
Training plan	18
Vocabulary list.....	19
WORKSHEET “Social Media Quiz Questions”	21
Assessment question	24
Module 3: Solutions assessment questions.....	25

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Introduction to Handbook

This document is part of the handbook developed for output 3 “Blended learning training package” of the Free Technology Signs Project.

For more information about the project visit: <https://freetechnologysigns.eu/>

The handbook consists of 4 documents each covering one of the following modules and topics:

Module 1: office applications

Topic 1.1: word processing programmes

Topic 1.2: spreadsheet programmes

Topic 1.3: presentation programmes

Module 2: online behaviour

Topic 2.1: online research

Topic 2.2: online accessibility

Module 3: digital media content

Topic 3.1: video production

Topic 3.2: graphics

Topic 3.3: social media

Module 4: legal & services

Topic 4.1: cloud services

Topic 4.2: GDPR

In this handbook you find a training plan, worksheets for learns and assessment questions for each of the topics covered in the module.

We advise you to check out the following other project outputs to be able to fully implement the training plan:

- Curriculum
available for download at:
https://freetechnologysigns.eu/material/FTS_Curriculum_AT.pdf
- Videos covering each topic:

Available to watch at: <https://freetechnologysigns.eu/results/#output2>

- Vocabulary list

available to use at: <https://freetechnologysigns.eu/vocabulary/>

- Plain texts for all topics with accompanying pictures:

Available for download at: https://freetechnologysigns.eu/IO2/Plain_Language_EN.pdf

- Presentation to use when implementing the training:

available for download at:

Module 1: https://freetechnologysigns.eu/material/FTS_presentation_M1_EN.pdf

Module 2: https://freetechnologysigns.eu/material/FTS_presentation_M2_EN.pdf

Module 3: https://freetechnologysigns.eu/material/FTS_presentation_M3_EN.pdf

Module 4: https://freetechnologysigns.eu/material/FTS_presentation_M4_EN.pdf

- Training plans for other modules:

available for download at:

Module 1: https://freetechnologysigns.eu/material/FTS_handbook_M1_EN.pdf

Module 2: https://freetechnologysigns.eu/material/FTS_handbook_M2_EN.pdf

Module 3: https://freetechnologysigns.eu/material/FTS_handbook_M3_EN.pdf






Module 4: https://freetechnologysigns.eu/material/FTS_handbook_M4_EN.pdf

Topic 3.1: video production

Training plan



<https://tools.equalizent.eu/files/play/0/-1/67345717-d107-40d2-bbe3-50b771f44efa>

 Time	 Activity (keywords only)	 Methodology	 Media and materials	 Comments
15 min	Warm-up Activity Brainstorming Students brainstorm: What comes into their mind when they look at the images on the slide?	Class	Projector, Internet, computer	Trainer can change the images and choose another one.
20 min	Activity 1: Watch the video	Class	Watch the video	The video serves as basis to give general overview of the video production process.
20 min	Activity 2 - Pre-production phase Students get into groups of 3. They list what is needed for the pre-production phase.	Group work	Paper, flipchart, pen, marker	Trainers should give more information on the phase and clarify doubts.
20 min	Activity 3 Production phase Students stay in same groups. They list what is needed for the production phase.	Group work	Paper, flipchart, pen, marker	Trainers should give more information on the phase and clarify doubts.

20 min	Activity 4: Postproduction phase Students stay in the same groups. They list the steps of post-production.	Group work	Paper, flipchart, pen, marker	Trainers should give more information on the phase and clarify doubts.
60 min	Student production Learners create a 3-minute video according to the instructions on Worksheet "Video production practices"	Assignment for group	Projector, Internet, computer, video editor program (if needed), phone, camera + worksheet "Video production practices"	Trainers should be available to support the students. Group are the same from the previous exercises.
25 min	Presentation of the video	Class	Internet, projector, computer	Each group should present their work to the full group.

Vocabulary List

For the following words you can find a video with the sign, an explanation in plain written language and an accompanying picture in the vocabulary section of the Free Tech Signs website (<https://freetechnologysigns.eu/vocabulary>)

- crew
- equipment
- formats
- logistics
- medium shot
- script
- streaming

WORKSHEET “Video production practices”

Practice Sheet for the Learner

Module: M3 – digital media content

Topic: 3.1 video production

Exercise: Practices

Duration: 60 minutes

Introduction

Now that you know the different phases of video production, now is the time for you to produce your own video following the different phases.

Exercise:

- a. With your group, first identify the video topic that you would like to work on.
- b. After you have the idea it is time for you to write the script. You can use the template attached (ANNEX 1).
- c. Choose the different spaces to film your video and the instruments (phone, camera etc).
- d. Film the content of the video.
- e. Now you should cut all the videoa made, edit, and export them for presentation.

ANNEXE 1.

4 Frames with Captions Horizontal Storyboard Template

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Resources

- <https://biteable.com/blog/creative-video-project-ideas-for-students/>
- <https://www.storyboardthat.com/articles/b/video-templates>
- <https://www.canva.com/storyboards/templates/>

Assessment questions

Module: M3 – digital media content



Topic: 3.1 video production

Which of the following are the video production phase in the correct order?

- a. Production, editing and promotion.
- b. Pre-production, post-production, and production.
- c. Pre-production, production, and post-production.
- d. Filming, editing and distribution.

Please rate how you feel about the following statement:

I'm able to plan and produce short and simple videos.






			
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Topic 3.2: graphics

Training plan



<https://tools.equalizent.eu/files/play/0/-1/3e5b9348-c7c5-42d9-8398-9e386d7a094b>

 Time	 Activity (keywords only)	 Methodology	 Media and materials	 Comments
15 min	Warm-up Activity Learners draw their shoes Learners collect knowledge about Graphics	Individual work	Paper, pencil, pen, marker, color etc.	
30 min	Activity 1 Learn more what graphics is	Class	Flipchart paper, PowerPoint presentations	Trainers should give short information about Graphics to student
20 min	Watch the video	Class	Projector, computer, and internet.	Trainers show the video and check what student understand.
35 min	Activity 2 - small research in groups Different format of graphics Divide learners into groups of 3. Each group researches one of these graphic formats: PEG (or JPG) - Joint Photographic Experts Group	Group activity	Internet, flipchart, paper etc.	Trainers can adapt and just focus on specific format. The aim is for student to learn the format by themselves and be able to explain it to other.

	PNG - Portable Network Graphics GIF - Graphics Interchange Format TIFF - Tagged Image File PSD - Photoshop Document PDF - Portable Document Format EPS - Encapsulated Postscript AI - Adobe Illustrator Document INDD - Adobe Indesign Document RAW - Raw Image Formats			
50 min	Activity 3 - Individual Creation Exercise Students create a graphic with one of the programmes suggested on the slide.	Individual work / Assignment	Projector, Internet, computer, video editor program (if needed), phone, camera + Worksheet "Video production practices"	Trainers can also give a topic or subject that students should represent.
30 min	Presentation of the graphics	Class	Internet, computer, and project	

Vocabulary list

For the following words you can find a video with the sign, an explanation in plain written language and an accompanying picture in the vocabulary section of the Free Tech Signs website (<https://freetechnologysigns.eu/vocabulary>)

- CMYK
- compatible
- file extension
- HEX
- infographics

- raster
- RGB
- scale
- vector

WORKSHEET “Graphics production practices”

Practice Sheet for the Learner

Module: 3 digital media content

Topic: 3.2 graphics

Exercise: Practices

Duration: 50 minutes

Introduction

Now that you learn about graphics, is time for you to create, edit and export your graphics. You will present it to the class so export it in the correct format.

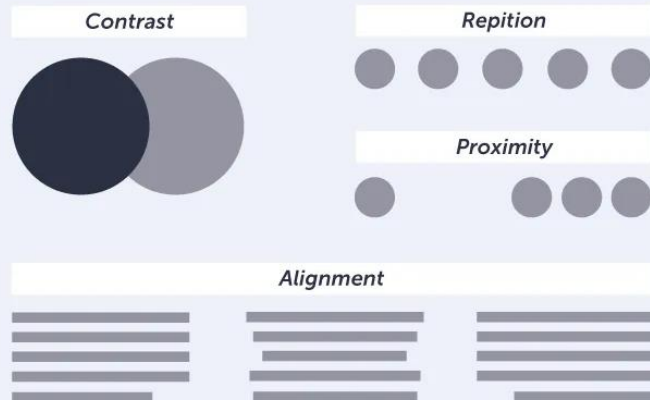
Exercise:

Create a graphics.

We suggest you some steps to consider.

1. Remember contrast, repetition, alignment, and proximity.
2. Keep it simple.
3. Size images appropriate to the social media platform you want to use.
4. Use full bleed imagery.
5. Be mobile friendly.
6. MOST IMPORTANT: Enjoy and have fun =D

1. Remember contrast, repetition, alignment and proximity.



2. Keep it simple.



3. Size images appropriate to social media platform.



4. Use full bleed imagery.



5. Be mobile friendly.



Resources

- <https://marieennisoconnor.medium.com/how-to-create-professional-graphics-even-if-youre-not-a-graphic-designer-a8fc1bad85bd>
- <https://www.adobe.com/express/create/social-media-graphic>
- <https://www.befunky.com/features/graphic-designer/>
- <https://www.canva.com/create/>

Assessment questions

Module: 3 digital media content





Topic: 3.2 graphics

Which of the following is not a graphics format?

- a. JPG
- b. GIF
- c. INDD
- d. WORLD

Please rate how you feel about the following statement:

I feel able to create a graphic






			
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Topic 3.3: Social Media

Training plan



<https://tools.equalizent.eu/files/play/0/-1/765e98b2-0b44-4ae0-9467-a1dfe6662e53>

 Time	 Activity (keywords only)	 Methodology	 Media and materials	 Comments
15 min	Warm-up activity Learners collect knowledge about social media Enter all words you connect with Social Media to Mentimeter.	Group work	Mentimeter, Internet, Computer, projector	Mentimeter is not mandatory, trainers could use different platforms with the same functionality.
25 min	Activity 1 - Watch the video and discuss Learners get into pairs. They rank the advantages of Social Media on the slide. Change pairs. Compare ranking and adapt it.	Class	Internet, Computer, projector	Trainers can make a comparison between what comes out on the Mentimeter and the information provided on the video.
30 min	Activity 2 - Advantages of social media Divide Learners into pairs.	Pair		More advantages could be included by the learner.

	The rank the advantages of Social Media on the slide. They change partners and make a new common ranking.			
35 min	Activity 3 - Function of social media Divide learners into groups of 3. Learners list functions of social media. Learners present their findings. Learner categorise findings according to slide.	Group work + presentation	Flipchart, paper, pen...	
30 min	Activity 4: Choice of social media Learners guess for which target group the social media channels listed as icons on the slide are relevant. Learners add other social media channels they know.	Class discussion	Internet, Computer, projector	
45 min	Quiz	Individual work	Worksheet "Social Media Quiz questions"	To make it interactive can use Kahoot or other similar platform for the quiz.

Vocabulary list

For the following words you can find a video with the sign, an explanation in plain written language and an accompanying picture in the vocabulary section of the Free Tech Signs website (<https://freetechnologysigns.eu/vocabulary/>)

- communication tools
- fake news
- follower

- hashtag
- marketing
- post
- social media marketing
- user account

WORKSHEET “Social Media Quiz Questions”

Practice Sheet for the Learner

Module: 3 digital media content

Topic: 3.3 social media

Exercise: Quiz

Duration: 20 minutes

Introduction

Let us see how much you know about social media. Here are the social media quiz questions in this fantastic quiz for you. You should select the correct answer.

Exercise:

Choose the correct answer.

1. Which of the following is not a social media application?
 - A. Flickr
 - B. My Space.
 - C. Linked In.
 - D. All of these.
 - E. None of These.

2. Facebook is a social media.
 - A. True
 - B. False

3. Stories are videos or images for sharing one's everyday life on social networks in a creative and entertaining way. Which social networks support them?
 - A. Only Instagram

- B. Snapchat, Facebook, and Instagram
 - C. Instagram, Twitter and LinkedIn
4. What does the '@' symbol on a post indicate?
- A. It is a way of indicating location.
 - B. A way to tag someone with their username.
 - C. A way to indicate the topic of a discussion.
5. What symbol is the Twitter equivalent of the Facebook LIKE?
- A. A star
 - B. A thumbs up
 - C. A heart
6. The hashtag is used for:
- A. Group topics and easily find conversational discussions on Twitter only.
 - B. Retweeting
 - C. Group topics and easily find conversation threads on Twitter, Facebook, and LinkedIn
7. You can modify your YouTube account, so comments must be approved before they are visible.
- A. True
 - B. False
8. Who is Mark Zuckerberg?
- A. Founder of Apple
 - B. Founder of Google
 - C. Founder of Facebook
 - D. Founder of Twitter
 - E. Founder of MySpace

9. Which social media platform has introduced a limit to viewing the posts to fix data scraping?
 - A. Facebook
 - B. Twitter
 - C. Instagram
 - D. Snapchat

10. How old do you have to be to sign up for Facebook?
 - A. No age limit
 - B. 13
 - C. 16

Solutions:

Correct Answers:

1. E. None of These.
2. A. True
3. B. Snapchat, Facebook, and Instagram
4. B. A way to tag someone with their username.
5. C. A heart
6. C. Group topics and easily find conversation threads on Twitter, Facebook, and LinkedIn
7. A. True
8. C. Founder of Facebook
9. B. Twitter
10. C 16

Resources:

- <https://talmil.org/activity-1-mini-quiz-how-much-do-you-know-about-social-media/>
- <https://www.proprofs.com/quiz-school/story.php?title=social-media-quiz>
- <https://lacatholics.org/wp-content/uploads/2020/01/9-12-Worksheets.pdf>
- <https://www.kidsworldfun.com/quiz/social-media-quiz.php>

Assessment question

Module: 3 digital media content

Topic: 3.3 social media

Which of the following is NOT a Social Media Platform?

- a. Facebook
- b. Twitter
- c. Instagram
- d. Google

Please rate how you feel about the following statement:

I know how to use social media both professionally and personally.

			
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Module 3: Solutions assessment questions

Topic: 3.1 video production

Which of the following are the video production phase in the correct order?

- a. Production, editing and promotion.
- b. Pre-production, post-production, and production.
- c. Pre-production, production, and post-production.
- d. Filming, editing and distribution.

Topic: 3.2 graphics

Which of the following is not a graphics format?

- a. JPG.
- b. GIF
- c. INDD
- d. WORLD

Topic: 3.3 social media

Which of the following is NOT a Social Media Platform?

- a. Facebook
- b. Twitter
- c. Instagram
- d. Google