



FREE TECH SIGNS

# Module 3

## Digital Media Content

Module 1



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## INDEX

- ▶ Unit M3.1: Video production
- ▶ Unit M3.2: graphics
- ▶ Unit M3.3: Social Media





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# M3.1 VIDEO PRODUCTION



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“

Warm up activity: Brainstorming

Activity:

Look at the following images on the right.  
What comes into your mind”



”

## Warm Up Activity

# ACTIVITY ONE: video



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

## Video

- ▶ Your View?
- ▶ What content was important to you?
- ▶ Let's discuss the video.
- ▶ What is video production?
- ▶ What are the phases of video production?



## ACTIVITY 2

Get in groups of 3  
List what is needed in the first  
phase of a video production.



## Activity three

Stay in your group.

List what you must do in the production phase of a video



- ▶ Video strategy/goals
- ▶ Budget/scope
- ▶ Story selection
- ▶ Project timeline
- ▶ Script creation
- ▶ Talent/characters
- ▶ Production team/equipment needs
- ▶ Location Scouting





## Activity four

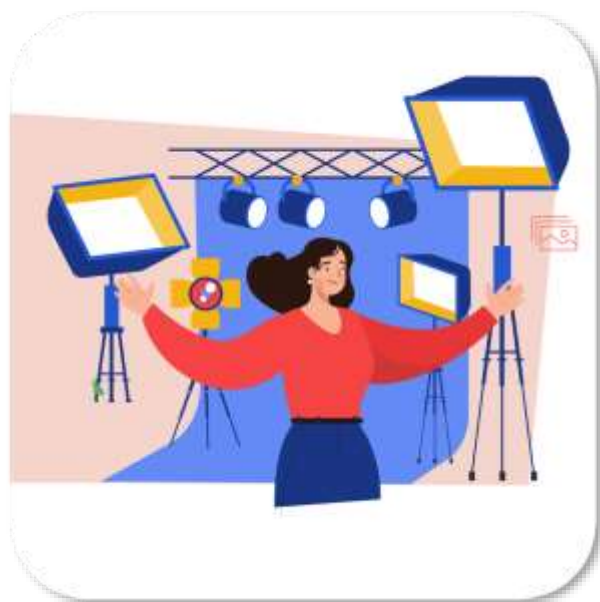
Stay in your group.  
Identify the steps in the postproduction.

- ▶ organize,
- ▶ plan,
- ▶ and edit the actual video.





# Students production.





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# MODULE 3.2

## GRAPHIS

Topic 2: Graphics



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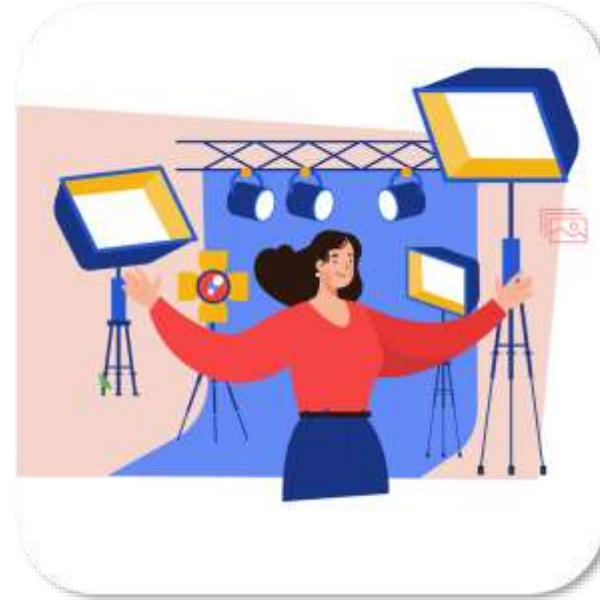
“



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Warm up activity: Drawing

Activity: Draw a picture of your shoe. Draw it again from another view.



”

## Warm Up Activity

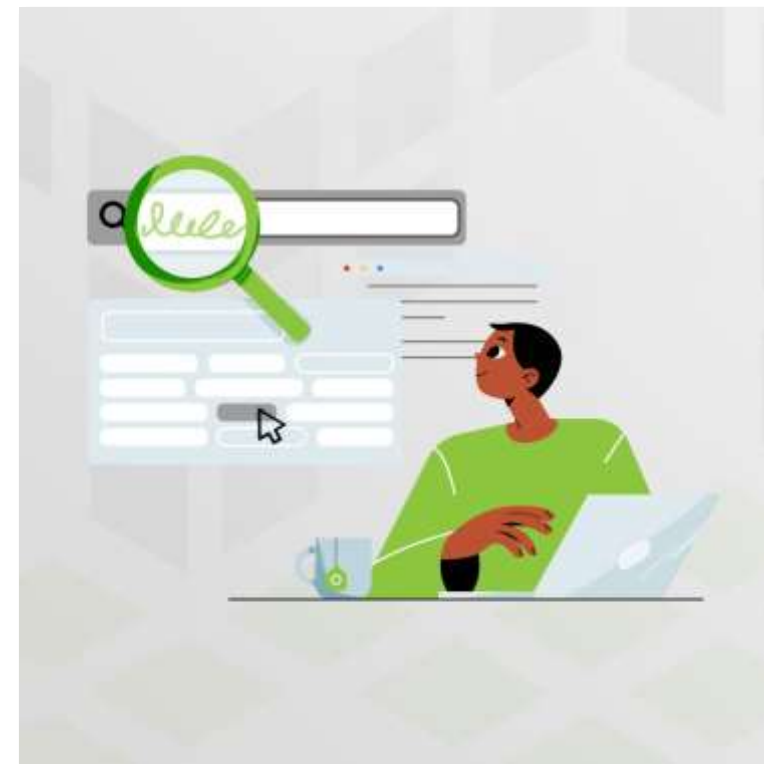


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# ACTIVITY ONE

(preparation for the video)

- “graphic” refers to any visual representation of data and includes a variety of forms including drawings, photographs, line art, graphs, diagrams, numbers, symbols, geometric designs, maps, and engineering drawings.





## Video

- ▶ Your View?
- ▶ What content was important to you?
- ▶ Let's discuss the video.
- ▶ What are the different type of graphics?
- ▶ Which program can you use to make professional graphics?

<https://freetechnologysigns.eu/results/>

## ACTIVITY 2

Small research in group.



## Activity two

Get into groups of 3

Research on one of this pictures format (characteristics, best use etc.)

Preston your findings to the inter gropus and present it to the group.

- ▶ JPEG (or JPG) - Joint Photographic Experts Group
- ▶ 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



## ACTIVITY 3

### Individual Creation exercise







## Activity three

Create a graphic using one of the following suggested platform or others you know or have.

- ▶ Adobe Illustrator
- ▶ Adobe Photoshop
- ▶ Adobe InDesign
- ▶ Canva
- ▶ PicsArt
- ▶ Procreate
- ▶ iPad Pro + Apple Pencil





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# M 3.3

## SOCIAL MEDIA

Topic 3 Social Media



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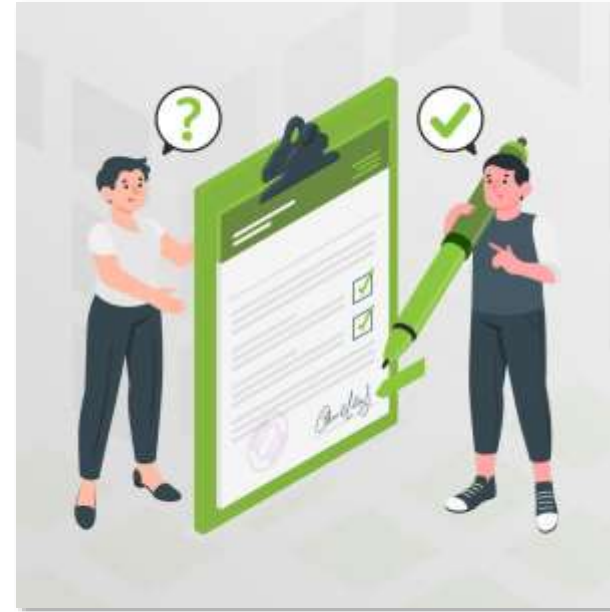
“



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Warm up activity: Brainstorming

Activity: Write down all words you associated with “Social Media” on Mentimeter.



”

## Warm Up Activity



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# ACTIVITY ONE

(Watch the video)

- ▶ Social media are online communication tools.
- ▶ Connection with other people.
- ▶ Share and get information.
- ▶ Share content in virtual networks and communities.





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

## Video

- ▶ Your View?
- ▶ What content was important to you?
- ▶ Let's discuss the video.
- ▶ What can you do with social media?
- ▶ What are the benefits of social media?

## ACTIVITY 2

What are the advantages of social media platforms?



## Activity two

Rank the advantages listed bellow with your partner.  
Put the biggest advantages of social media at the top.  
Change partners often and share your rankings.

- ▶ getting advice
- ▶ shopping
- ▶ sharing music
- ▶ seeing family photos
- ▶ making friends
- ▶ staying connected
- ▶ getting advice
- ▶ up-to-date news





## ACTIVITY 3

What are the functionality of social media?



## Activity three

Get in groups of 3

list the possible function of social media.

Present your r list and try to fix each function into one of the following categories.



- ▶ 1. Reflecting identity
- ▶ 2. Opportunity to stay connected
- ▶ 3. Enabling permanent sharing
- ▶ 4. Establishing new contacts
- ▶ 5. Promotion

## ACTIVITY 4

Which social should I  
choose?

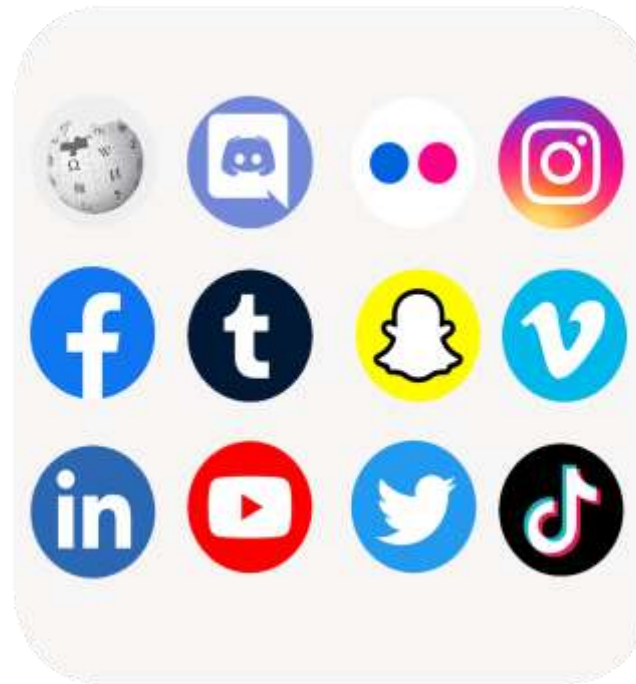




## Activity four

For which target group are the Social Media channels (personal, companies, privates)? List other relevant social media channels..

- ▶ Do you like photography? Choose Instagram.
- ▶ Do you want to meet your old friends or compare yourself with people who are passionate about the same interests as you? Join Facebook and join groups related to your passions.
- ▶ Are you a professional or business owner? In this case, there could be several possibilities such as: LinkedIn, Facebook for companies, Instagram.



## ► Quiz section

Answer the quiz questions!

Aks your trainer if anything is unclear!





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