

## Introduction to Digital Content Creation

**Digital Content Creation:** Enhance your web content skills and gain digital media awareness.

**Audio-Visual (AV) video content:** use [Powtoon](#) to create videos and presentations in minutes. Additionally, use your smartphone camera to shoot video and embed your video in the presentation to look more professional.



### Importance of using audiovisual content:

- Relevant content can be shared with your classmates, teachers, friends, and family.
- Create engaging and creative video content by using your own mobile phone devices, or other digital tools available online, like PowToon.
- Share a news segment to emphasise something important
- You learn faster and more efficiently when you are exposed to Audio-Visual content
- Develop knowledge of different digital tools that offer templates for jump starting your project.





**Activity: (Duration 30 minutes)**

Using the camera of your smartphone, laptop or tablet, try to create video content that could be shared with your classmates. Choose a topic that inspires you or follow ***Handout 1*** to create your video.

