TRAINING COURSE

Bridging the gap between Higher Education (HE) and the labour market

Module 3	Content Creation

Duration   90'

Program contents
1. Developing Digital Content: Free platforms for content sources (unsplash, freepick, audio...)
2. Developing Digital Content: licensing and copyrights
3. Integrating Artificial Intelligence tools (dall-e)
4. DeepL
5. Plagiarism detectors
6. Hands-on activity: about.me
7. Session closing

Expected outcomes   By the end of Module 3 participants are expected to:
- enable students to identify and effectively use free platforms for sourcing digital content, such as Unsplash, Freepik, and audio libraries, to develop their digital media creation skills;
- guide students in understanding licensing and copyright regulations associated with digital content, emphasizing the importance of ethical practices and responsible use of copyrighted materials;
- familiarize students with the integration of Artificial Intelligence tools, namely DALL·E, and provide them guidelines to explore its potential applications in their future professional endeavours;
- provide students with practical knowledge on using plagiarism detection tools to ensure originality and uphold ethical standards, and reflect about the imperative of avoiding plagiarism in digital content creation

Training methodology	face-to-face session Expositive + hands-on

SESSION PROGRAM

Activity	**Time/duration**
1. Module presentation and topics introduction	05'
2. Free platforms for content sources	10'
3. Licensing and copyright	15'
4. Exploring AI tools, Deepl...	25'
5. Hands-on Activity: about.me	30'
6. Session closing	05'

STEP BY STEP

What to do	**Technical aspects**
0. Tests: connection, resources, keynote. Audio and video connection. Projection	Before the session
3.1. Module Presentation and Topics Introduction Briefing What this module will address	05'

Expected outcomes

3.2. Developing Digital Content
- What is digital content?
- Why should we use digital content in our teaching practices?
- How can we motivate students to use digital content in the classroom?
- Paid and Free digital content platforms

10'

3.3. Developing Digital Content
- Licensing and Copyright: why should we care
- Creative Commons: not all licences are alike
- How can we present this topic to our students: some topics that can be explored

15'

3.4. Integrating AI tools
- Enhancing Personalized Learning with AI Tools
- AI for Intelligent Tutoring Systems
- AI-Assisted Assessment and Feedback

25'

3.5. Hands-on Activity: about me

Creating an online profile is akin to designing an individual's digital business card, showcasing his/her professional identity on the web. It's a simple process, enabling them to highlight their skills and experiences, facilitating effective networking. Utilizing such profiles enhances their online presence, credibility, and expands their opportunities.

Two platforms ideal for individuals to craft their "online business card": 1. About.me; 2. Bento.me

Session summary
What will be addressed on the next session (Ciber-security)

30'

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<u>3.7. Session Closing</u>   05'

SESSION RESOURCES

RESOURCES	• Keynote/power-point presentation • Google form/Moodle questionnaire (evaluation form?)
REFERENCES	• C. Costa-Sánchez, "Online video marketing strategies.