DIGITAL MEDIA, SOCIETY, AND CULTURE PROJECT

The Do's and Don'ts of Creating Content

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TA

- Goes through all your content

- Checks the status of your 'points'

- Will give you some feedback (end of October)

IN GENERAL

- **Stay on topic:**
  create content that either refers to the course in some way and/or current digital media and technology

- **Use the right register:**
  find a balance between formal/informal/academic
  by keeping your audience in mind

- **Keep it Short and Simple, KISS Principle**:
  also known as "Keep it simple, stupid" ツ; don't over do it

- **If you have any questions:**
  see if you can find it on the site or ask either Janessa or Angus
  (preferably via TEAMS)

BLOG POST (500-1000 words) 1 point

- Use **working** hyperlinks
    - If you can't link to something, check out the use of anchor links that link to reference at the bottom of the post.
- Add multimedia (images and video)
- Use paragraphs and headers
- You can be creative with the formatting, but keep it legible
- Add your group's category to your post

More on Images

- Don't forget to set a featured image
- Watch out for copyright!
- Even if not copyrighted, adding the sources of an images is the right thing to do

PODCAST OR OTHER AUDIO (10-20 min) 3 points

- Use a script!
  - or tightly edit the audio to keep the contents concise
- Adding a fun intro/outro is appreciated, but keep it short and simple
- Have a look at the Knowledge Clips on [the site](#)

NOTE:

- The points include editing
- Do NOT exceed the max minutes.

VIDEO (2-5 min) 4 points

- Plan out the video to make sure it has a narrative
- Adding a fun intro/outro is appreciated, but keep it short and simple
- Have a look at the Knowledge Clips on the site

NOTE:

- The points include editing
- Do NOT exceed the max minutes.

Logistics

- Register now!
- First blog online next Monday 23:59
- **Important: add your group as Category to every blog post** (otherwise it won't be found by Janessa)
- First blog inspiration cues:
  - First memory of The Digital
  - A Day in the Digital

- Group names
  - 13:15 Digital Discoverers
  - 14:15 Web Weavers
  - 15:15 Virtual Voyagers
  - 16:15 Net Navigators