

DMSC

DIGITAL MEDIA, SOCIETY, & CULTURE PROJECT

The Do's and
Don'ts of
Creating
Content



Introduction



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- Goes through all your content
- Checks the status of your 'points'
- Will give you some feedback (beginning of November)



Your TA

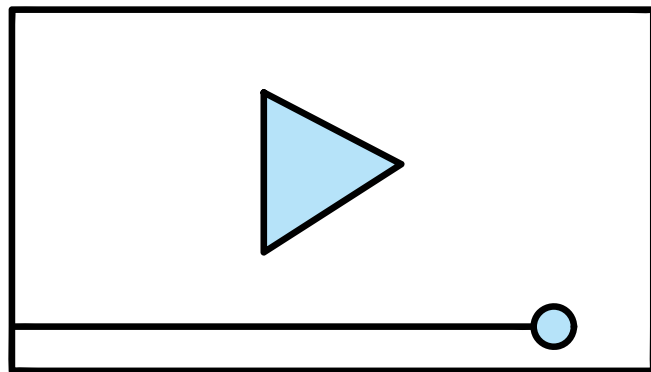


Janessa Vleghert

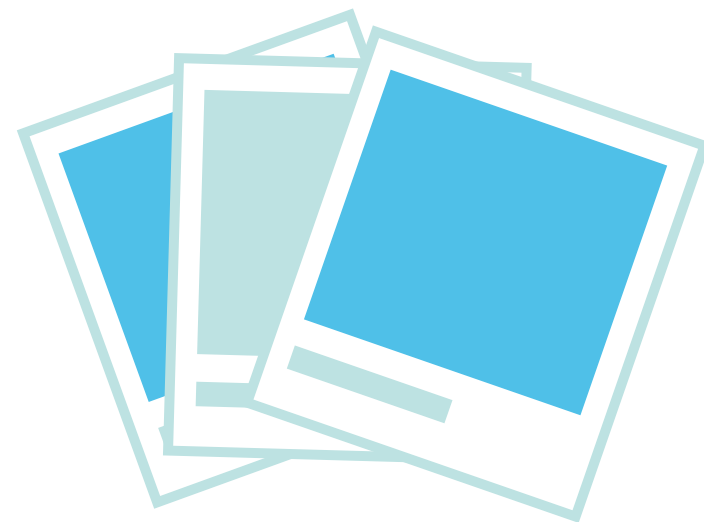
○ ○ ○ ○

In general

...



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- **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 the answer 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

Watch out for copyright!

Don't forget to set a featured image

Even if not copyrighted, adding the sources of an images is the right thing to do

PODCAST OR OTHER AUDIO

○ ○ ○ ○ (10–15 min) 3 points

- Use a script (loose 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](#)

Please 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 (use a script)
 - Adding a fun intro/outro is appreciated, but keep it short and simple
- Have a look at the Knowledge Clips on [the site](#)

Please note:

The points include editing

DO NOT exceed the max minutes.

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Logistics



Group names

- 13:15 Digital Discoverers
- 14:15 Web Weavers
- 16:15 Net Navigators
- 17:15 General lecture

- Register now!
- First blog online next Monday at 23:59
- **Important:**
add your group as Category to every blog post
(otherwise, it won't be found by Janessa)

First blog inspiration cue:
A Day in the Digital