

DMSC

# **DIGITAL MEDIA, SOCIETY, & CULTURE PROJECT**

The Do's and  
Don'ts of  
Creating  
Content



# Introduction



[j.m.vleghert@hum.leidenuniv.nl](mailto:j.m.vleghert@hum.leidenuniv.nl)

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



Your TA

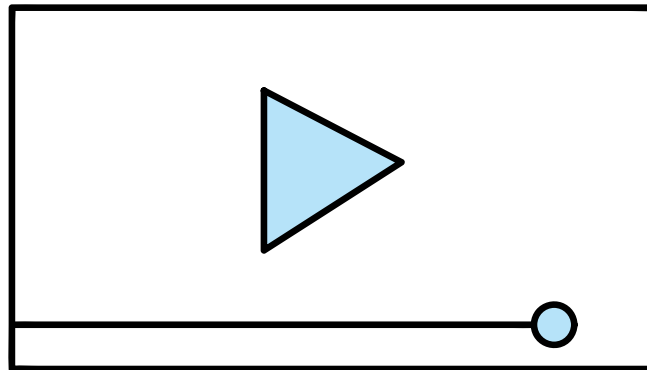


Janessa Vleghert

# 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, Walter or Angus  
(preferably via TEAMS)

# Blog Post

○ ○ ○ ○ (500–1000 words)

- Use working hyperlinks
- If you can't link to something, check out the use of anchor links that link to references 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)

- Use a script and tightly edit the audio to keep the contents concise
- Style: Pop Science or Knowledge-driven podcast.
- Adding a fun intro/outro is appreciated, but keep it short and simple
- More in the workshop by Thomas Vorisek

**Please note:**

**The points  
include  
editing**

**DO NOT  
exceed the  
max minutes.**

# Video

(5–7 mins)

○ ○ ○ ○

- Plan out the video to make sure it has a narrative (use a script)
- Adding a fun intro/outro and visual elements is appreciated, but keep it short and simple
- Style: Popular Science or Knowledge-driven Video Essay
- More in the workshop by Sebastian Muñoz

**Please note:**

**The points  
include  
editing**

**DO NOT  
exceed the  
max minutes.**

# Logistics



## Group names

- 13:15 Digital Dynamos (101)
- 14:15 Media Maestros (102)
- 16:15 Virtual Visionaries (104)
- 17:15 General lecture

- Register now!
- First blog needs to be online next Monday  
at noon (12.00)
- **Important:**  
**add your group as a Category to every blog post**  
(otherwise, it won't be found by Janessa)

**First blog inspiration cue:**  
A Day in the Digital

# Examples

- ○ ○ ○

Blog Post



Video



Podcast



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Project



- How gender data gaps affect women