

# Digital Content Creation For Content Creators

Learn How to Create Compelling Digital  
Content to Elevate Your Digital Presence



In-Person Classroom



Duration: 16 Hours (2 days)



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

## You're in Good Company

We upskill and empower teams at leading industry organisations.  
You are in good hands



## Course Fees & Fundings

**Course Fee: S\$888.00** (inclusive of 9% GST)

**Course Fee After Eligible SSG Subsidies:**  
From **S\$266.40** (inclusive of 9% GST)

SkillsFuture  
Credit, PSEA,  
UTAP  
Claimable



# Table Of Contents

- Course Overview
- Target Audience
- Course Highlights
- Course Objectives
- Course Outline
- Trainer Profile
- Certificate and Certification Track
- Why Learn with Us
- Testimonials
- FAQs
- Related Courses





# Course Overview

Are you one of 3 types of content creators – social media user, brand representative, or blogger? If yes, this 2-day hands-on course is designed to equip you with the knowledge, skills, and strategies necessary to excel in the ever-evolving realm of digital content creation. Delve into the art and science of creating engaging and impactful content across various digital channels such as websites, email newsletters, and social media including Facebook, Instagram, TikTok, LinkedIn, and YouTube.

This course provides you with the foundation for effectively creating, curating, and delivering content to improve audience engagement, grow your follower-base, increase sales, and profit from channel monetisation. You will also learn how to select and implement website and social media content management systems that enhance workflow efficiency, manage the delivery of your content, and track their performance for optimal outcomes.

Learn how to shoot quality photos as well as record audio and video using your mobile device. In addition, know where to find free resources and content creation software to create stunning graphics, animation, GIFs, videos and more. And if you are wondering if the course covers Generative AI tools such as ChatGPT, the answer is yes – you will be introduced to these new AI tools to help you generate text, images, audio, and videos.

So, whether you are looking at creating content to wow your friends, promote your business, or be part of the creator economy, you have come to the right place!



## Target Audience

Digital Content Creation For Content Creators is for marketing practitioners, content marketing specialists, social media managers, bloggers, vloggers, podcasters, copywriters, entrepreneurs, business owners, and anyone who wants to acquire digital content creation skills that are not only essential in marketing and communications but in every aspect of business and life.

**01. Marketing Practitioners:** Ideal for professionals who want to enhance their content creation skills, which are crucial for crafting effective marketing campaigns.

**02. Content Marketing Specialists:** Designed for specialists looking to create high-quality digital content that drives engagement and aligns with marketing goals.

**03. Social Media Managers:** Perfect for those managing social media accounts, helping them create compelling content that resonates with their audience.

**04. Bloggers and Vloggers:** Offers tools and techniques for bloggers and vloggers to produce engaging and consistent content for their platforms.

**05. Podcasters:** Provides valuable insights into creating impactful audio content, helping podcasters connect with their audience more effectively.

**06. Copywriters:** Equips copywriters with digital content creation skills, enabling them to craft persuasive and engaging content across various platforms.

**07. Entrepreneurs and Business Owners:** Essential for business leaders who want to leverage digital content to enhance their brand and reach wider audiences.

**08. General Audience:** Suitable for anyone aiming to master digital content creation, which is a vital skill in today's digital and business landscapes.

# Course Highlights

**In this Digital Content Creation course, trainees will learn:**

- The importance of digital content creation in relation to content marketing and advertising online.
- How to translate the organisational strategies behind the creation, curation, and management of content into guidelines.
- The various types of visual assets and content management systems available and how to select the right one based on organisational objectives.
- How to utilise various online creation tools and resources including Generative AI, to create graphics, animations, GIFs, videos, and audio-related content.
- The industry's best practices for creating content and how to apply them when creating visual assets.
- How to craft engaging copy and leverage AI tools to enhance your writing.
- How to utilise data analytics to analyse outcomes and make data-driven decisions for optimisation.

# Course Objectives

**By the end of the class, trainees will be able to:**

- Select and implement effective content management strategies and guidelines to ensure the organisation, accessibility, and relevance of digital content.
- Evaluate the types of available visual assets and content management systems and adopt appropriate management systems.
- Determine the suitability of content based on brand objectives and apply brand guidelines effectively while creating visual assets.
- Utilise online content creation tools and resources to produce graphic layouts, GIFs, videos, and audio-related content while adhering to design principles and best practices.
- Craft accompanying copy for created and curated content, as well as leverage AI tools.
- Evaluate the effectiveness and impact of digital content and assess the capabilities of content management systems to make informed decisions for content optimisation and continuous improvement.



# Course Outline

## Content Management Strategies & Guidelines

### Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Group Discussion)

- Content creation for organisations and individuals
- Content management and marketing strategy
- Content marketing channels – website, social media, etc.
- Channel regulations and guidelines on content creation and publishing
- IP and Generative AI Issues
- Organisational policies for content creation and curation

## Visual Assets & Management Systems

### Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Group Discussion)

- Brand visual assets (logo, typeface, colours, content, etc.)
- Brand style guide for organisation's web properties (website and social media)
- Social media management system (SMMS)
- SMMS comparison – Meta Business Suite vs 3rd party SMMS
- Content management systems for websites (CMS)
- CMS comparison – Open Source websites vs SaaS websites





# Graphic Layouts For Content, Ads & Collateral

## Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- High quality image resources
- Digital photography
- Image editing software
- The golden rules of graphic layout design
- Typography and Font resources
- Digital storyboarding using online design tool
- Layout design using Canva
- Image editing – background removal
- Image sizing for various web properties
- Infographics and how to use them effectively
- Memes and how to use them effectively
- Layouts for brochures, flyers and eDMs
- Curated content selection and application guidelines
- Viral content analysis for creation and curation
- AI generated content
- How to plan a blog article using the ChatGPT AI tool
- Refining prompts in ChatGPT to write the article





# Animation & GIF Content Creation

## Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- Innovative content
- Animation tools and resource
- What are GIFs
- GIF resources incl. giphy.com
- Giphy tutorial and demonstration

# Video & Audio Content Creation

## Topics Covered Include:

Instructor-Led | Mode of Delivery (Demonstration & Practical Application)

- High quality video resources
- Record videos with your mobile device
- Record audio with your mobile device
- Audio recording and editing software
- Conducting video/audio interviews: how to conduct, what questions to ask, etc.
- High quality audio resources
- Video editing software
- Video editing using Canva – tutorial and demonstration
- Advanced video editing using Canva – add frames and split frames for insertions
- Video framing and composition
- Video resolution, aspect ratio and frame rate
- Video sizing for various web properties





# Evaluation Of Content & Management Systems

## Topics Covered Include:

Instructor-Led | Mode of Delivery (Demonstration & Practical Application)

- Analysing content and ad outcomes via data analytics – an overview
- Evaluating SMMS for content/ad creation and analytics
- Social media changes on content management
- Content creation trends – mobile-first video, generative AI, and user generated content (UGC)
- The Creator Economy – monetising your channels

## Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation





Trainer Profile

# Chris Minjoot

Chris is a senior branding and marketing professional with over 31 years of experience as both an in-house practitioner and a consultant servicing clients from a wide range of industries. He was part of the team responsible for branding MindChamps (conceptualised its name) and spent 10 years contributing to its growth via public relations and marketing campaigns. His holistic approach to branding has seen him naturally taking on the additional role of brand champion within organisations to actively drive internal communications and staff engagement. Chris is an ACLP certified trainer, and he is passionate about imparting his knowledge to others.







## Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Content Management under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Digital Content Creation For Content Creators Course assessment and achieved at least 75% attendance.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Management

Course Code: TGS-2023040774

Course Support Period: 15 Dec 2023 – 14 Dec 2025





# Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

## 4.9/5

Google Reviews

## 20,000+

In our community and have trained at Equinet

## 4/5

Quality Rating on TRAQOM via Qualtrics





# Frequently Asked Questions

## Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.

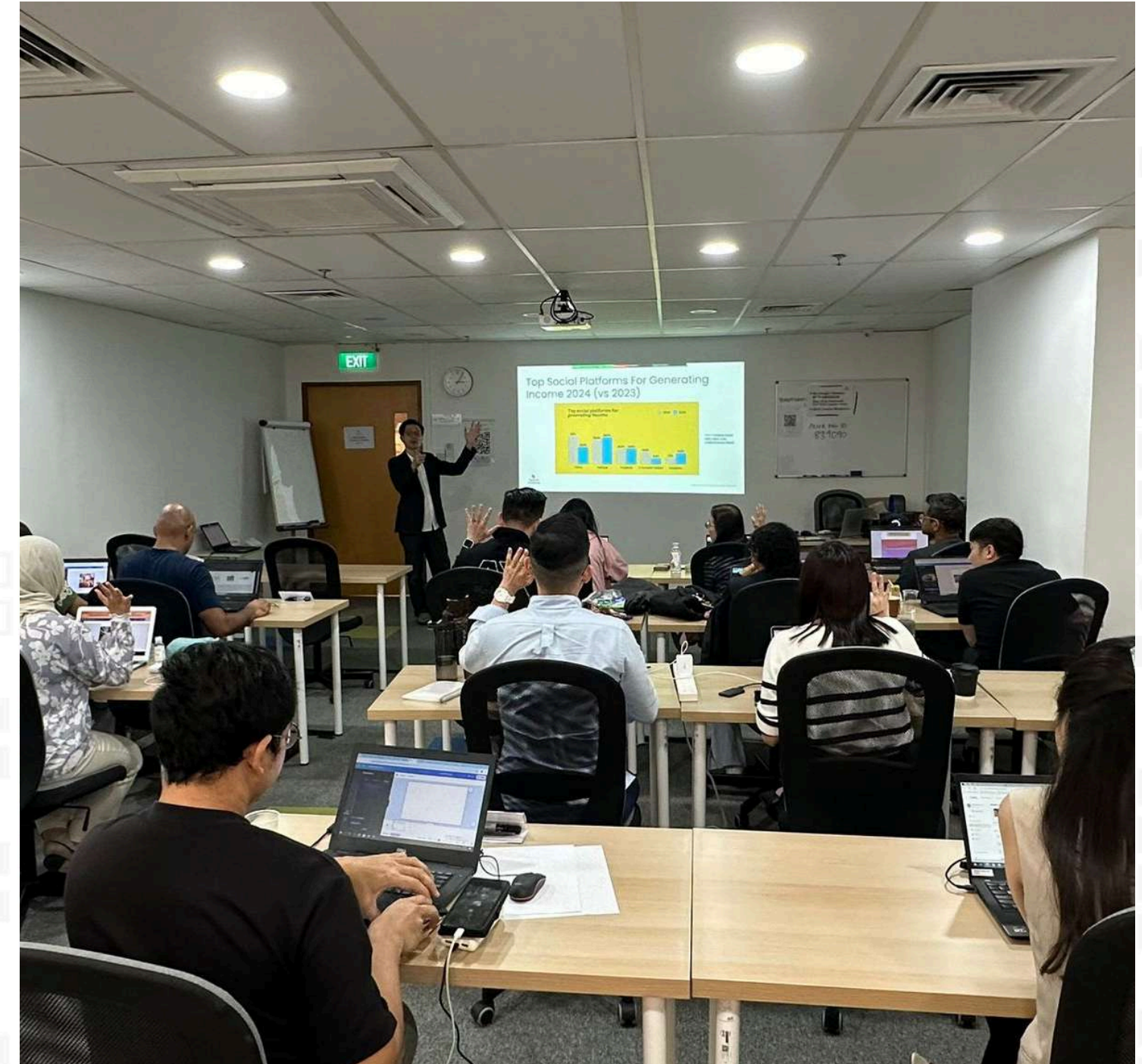
## Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold. For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

## If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support channels](#) such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.





## Related Courses



### Copywriting & Content Writing



### Digital Content Marketing

Learn How to Develop and Run Successful Digital Advertising Campaigns

Sign up for **Digital Content Creation For Content Creators**

[Reserve your seat here today.](#)





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