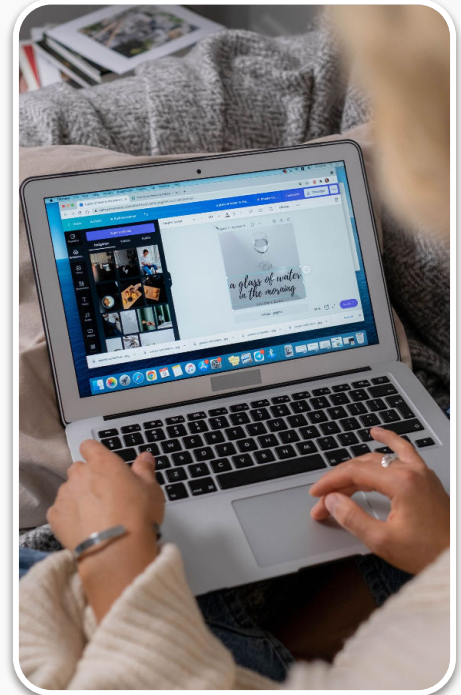
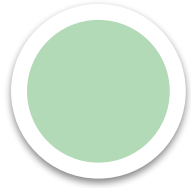


# Digital Content Creation For Content Creators

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





# Course Description



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!



### Course Duration

2 Days  
9am to 6pm



### Learning Mode

Face-to-Face Classroom or  
Online-Based Classroom (Zoom)



From **\$346.32** (incl. 9% GST) after  
**70% SkillsFuture Funding**

### 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.



# 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.

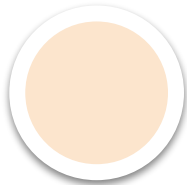
# Course Objectives

By the end of the class, you 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.



# Certification



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.



# Course Outlines

## Content Management Strategies & Guidelines

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

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

# Course Outlines

## Graphic Layouts For Content, Ads & Collateral

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

## Graphic Layouts For Content, Ads & Collateral (cont.)

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

- 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



# Course Outlines

## Animation & GIF Content Creation

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](https://www.giphy.com)
- Giphy tutorial and demonstration

## Video & Audio Content Creation

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

# Course Outlines

## Video & Audio Content Creation (cont.)

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

- 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

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

- 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

- Individual Project Presentation
- Written Assessment



## Trainer Bio

# Chris Minjoot



Chris is a senior marketing professional with over 31 years of experience as both an in-house practitioner and a consultant with clients from various industries, including education (MindChamps), entertainment (Tower Records), recruitment (ScienTec Consulting), and medical (Atlas Eye). His background in journalism and audio-visual production has served him well in creating engaging content for various audiences. He also spends time blogging and producing content for his passion projects. Chris is an ACLP certified trainer, and he is dedicated to imparting his knowledge to others.



# Why Learn with Equinet?



## **Re-attend** the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



## **3-year access** to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



## **Post-training mentoring** with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



## **Lifetime access** to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

# Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$346.32
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$523.92
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$346.32
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$523.92
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$346.32

# Course Fees & Fundings

## SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

## SkillsFuture Enterprise Credits (SFEC)\*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

*\*Eligible for claim after course completion.*

## Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

## Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

# 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.



## **Are there any funding or government subsidies for this course?**

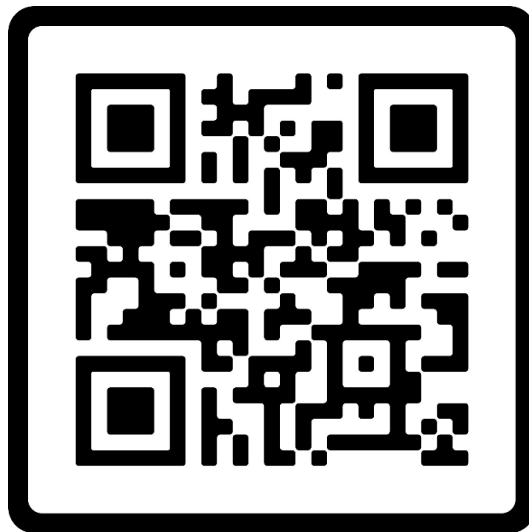
You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



## **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 Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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**SIGN UP NOW**