



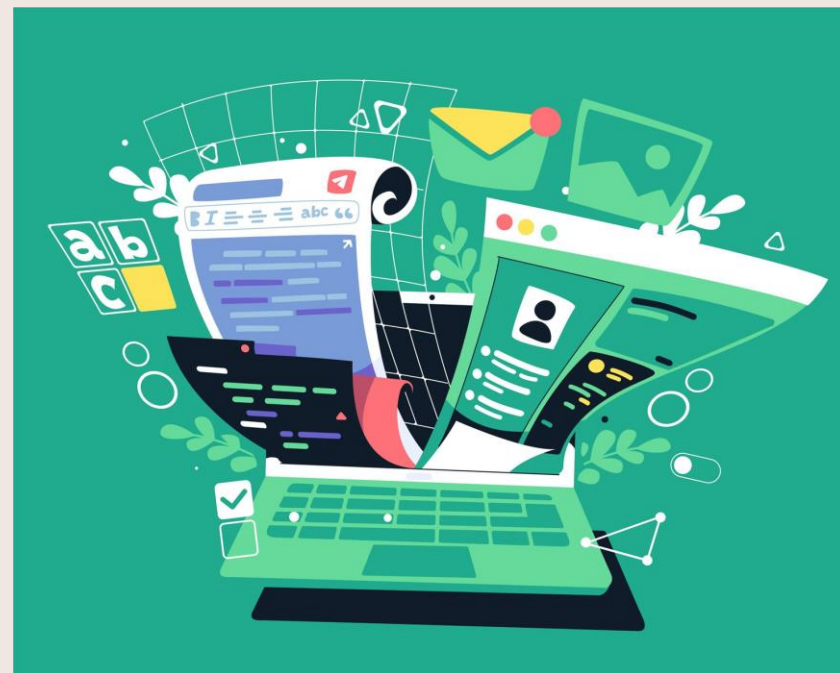
MODULE 2: Digital content creation for farm business promotion

CONTENT 1: What is a digital content and what are the tools for digital contents creation?



What is a digital content?

Digital content is any information that is created, stored, and distributed in a digital format. Digital content can include text, images, audio, video, animations, interactive features, and more. This type of content can be used for various purposes, such as entertainment, education, communication, marketing, and e-commerce.



Source: Freepik

What types of digital contents?

There are more than 100 digital content typologies, that could be divided depending on their function and aim of communication:

- VIDEOS (e.g., movie, music video)
 - TEXT (e.g., blog, web site)
 - AUDIO (e.g., music, vocal audio)
 - IMAGES (e.g., photos, infographics)
- VISUAL STORIES (e.g., short videos in specific applications)



Source: Freepik

What types of digital contents?

Each typology of digital content can be shared on different typologies of platforms, social media or applications:

- VIDEOS = e.g., YouTube, Netflix
 - TEXT = e.g., Twitter
 - AUDIO = e.g., Spotify
- IMAGES = e.g., Instagram
- VISUAL STORIES = e.g., Tik Tok



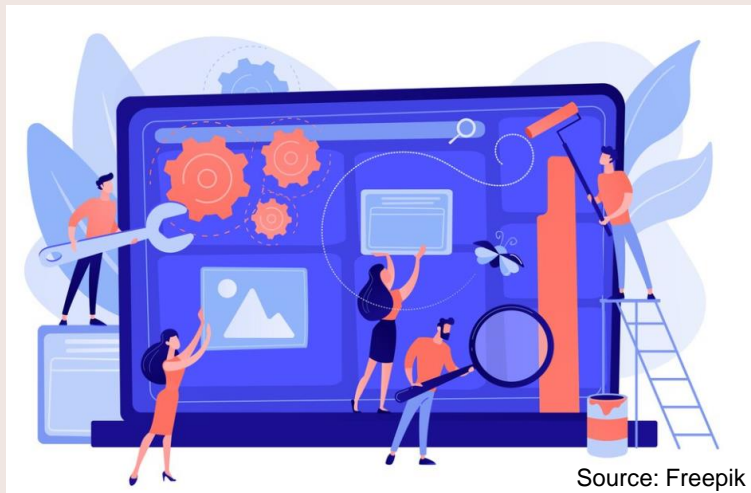
Source: Freepik

How to create a digital content

1. Defining target audience
2. Establishing content goals and objectives
3. Identifying content types and formats
4. Developing a content calendar and distribution plan
5. Finding the right digital tools to implement the strategy



Finding the right digital tools



Source: Freepik

According to the type of digital content you want to create, there are **MANY** typologies of tools, for free or paid, available on-line or downloadable on your PC.

**THE BEST TOOL IS THE MOST ADAPT
TO YOUR PURPOSE!**

Digital tool: VIDEO CREATION

A short video may be useful to show your farm and products to consumers. To edit a video recorded with any type of camera there are many available free or paid tools. Here some examples of free tools:

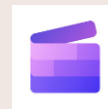
- DaVinci Resolve



- Adobe Premiere Rush



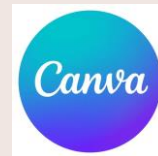
- Clipchamp



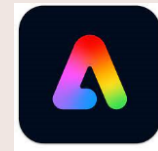
Digital tool: FLAYER CREATION

A flyer could be useful to promote your farm. Free tools for flyer creation are:

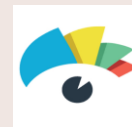
- Canva



- Adobe Express



- Visme



Digital tool: INFOGRAPHIC CREATION

An infographic may be useful to show some key aspects of your activity. Interesting tools for infographics creation are:

- Venngage



- Infogram



- Piktochart



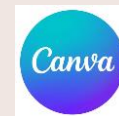
Digital tool: PRESENTATION CREATION

Presentations could be useful to present your business during a pitch or a fair. A presentation could also be shown as a slideshow (series of still images scrolling automatically). The most common free tools are:

- Microsoft PowerPoint (for Windows)



- Canva



- Apple Keynote (for Mac)



Digital tool: TEXT CREATION

A short text could be used for communicating, describe or tell something on different platforms or applications.

Communication tools normally integrate writing systems, but if you want to write a self-standing text, the most common free tools for writing are:

- Word (for Windows)



- Pages (for MAC)




Digital tool: TEXT CREATION

There are also many tools that could help you to correct your english grammar:

- Grammarly 

Or help you to translate a content from another language:

- Google translator 

- DeepL 

EXERCISE:

Which digital tool?

Infographic

Short text

Video

Flyer

Presentation

Canva

Venngage

Word

Grammarly

Adobe Express

Clipchamp

Infogram

Pages

PowerPoint

Useful links

- What is a digital content?
- Types of digital contents
- How to create a digital content



References

CONTENTS

- <https://shorturl.at/U6du7>
- <https://shorturl.at/4FhPh>
- <https://shorturl.at/s1F5y>

IMAGES

- [Freepik](#)

