

Techicles Curriculum for “Content Creativity”

Course Title

Content Creativity

Course Description

This course is designed to provide students with a comprehensive understanding of content creativity across various mediums, including articles, podcasts, and videos. You will learn how to plan, research, create, publish, and monetize content while adhering to ethical practices.

Course Instructor

Arpelleh Philemon Onyemenyan, Authicles Digital

Philemon is an avid bookworm, a passionate writer, an enthusiastic technologist, an experienced web developer, a professional instructor, a certified digital marketer, and a friend.

Course Access Link

Click (tap) this [hyperlink](https://www.techicles.com/home/course/content-creativity/2) or copy and paste this link into a web browser¹
[<https://www.techicles.com/home/course/content-creativity/2>]

Course Outline

The course outline provides a breakdown of all the sections and lessons to be covered in the course. It defines the general flow of the content delivery.

Section 1: Introduction to Content Creativity

Lesson 1.1: Welcome and Course Overview

Course objectives, expectations, and structure.

Lesson 1.2: Understanding Content Creativity

What is content creativity? Importance and applications.

Section 2: Ethical Practices in Content Creativity

Lesson 2.1: Content Ethics

Understanding ethical considerations in content creation.

Lesson 2.2: Responsible Content Creation

Addressing sensitive topics and social responsibility.

Section 3: Information Literacy Skills

Lesson 3.1: Information Evaluation

How to assess the credibility and reliability of online information.

Lesson 3.2: Citation and Attribution

Proper citation styles and avoiding plagiarism.

Section 4: Content Planning and Research

Lesson 2.1: Content Planning

Setting goals, audience analysis, and content strategy.

Lesson 2.2: Research Strategies

Effective research techniques, credible sources, and fact-checking.

Section 5: Content Creation

Lesson 5.1: Writing Compelling Articles

Crafting engaging headlines, structuring articles, and storytelling.

Lesson 5.2: Scripting for Podcasts

Creating scripts that engage, inform, and entertain listeners.

Lesson 5.3: Video Content Creation

Pre-production, shooting, editing, and post-production techniques.

Section 6: Content Delivery and Engagement

Lesson 6.1: Publishing Platforms

Utilizing various online platforms for content delivery.

Lesson 6.2: Audience Engagement

Building an audience, community management, and feedback handling.

Section 7: Content Monetization

Lesson 7.1: Monetization Strategies

Exploring different revenue streams (ads, affiliate marketing, sponsorships).

Lesson 7.2: Creating a Monetization Plan

Building a sustainable income from your content.

Section 8: Extras

Lesson 8.1: Additional Resources

Supplementary materials, recommended readings, and tools for content creation.

Section 9: Conclusion

Lesson 9.1: Course Recap and Final Thoughts

Summarizing key takeaways and encouraging further learning.

Section 10: Assessment

Lesson 10.1: Quizzes and Assignments

Assessing your knowledge and application of content creativity concepts.

Lesson 10.2: Final Project

Applying what you've learned to create a piece of content.

Lesson 10.3: Peer Review and Feedback

Collaborative learning through peer assessment.

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