

SDJ101: Digital Content Creation

(Total teaching hours: 32hrs)

Course Objective : Enhance skills in creating diverse forms of digital content, including writing, video, audio, and interactive content, and applying SEO strategies.

Course Outcome: By the end of the course, students will be proficient in producing text, audio, video, and visual content tailored to diverse audiences. They will also understand content optimization strategies for search engines and social media, ensuring their work reaches the intended audience effectively.

Unit 1: Introduction to Digital Media

8 hours

- **1.1 Overview of Digital Platforms:** Understanding social media, blogs, and websites.
- **1.2 Content Types:** Text, video, audio, and interactive content.
- **1.3 Audience Engagement:** Techniques for attracting and retaining online audiences.
- **1.4 SEO Basics:** Introduction to search engine optimization for content.

Unit 2: Writing for the Web

8 hours

- **2.1 Online Writing Techniques:** Best practices for writing clear and concise web content.
- **2.2 Crafting Headlines:** Importance of attention-grabbing titles.
- **2.3 Hyperlinking and Citations:** Properly linking to sources and additional content.
- **2.4 Writing for Mobile Audiences:** Adapting content for mobile consumption.

Unit 3: Multimedia Content Production

8 hours

- **3.1 Basics of Video Production:** Introduction to filming and editing techniques.
- **3.2 Audio Production Skills:** Creating and editing podcasts and audio clips.
- **3.3 Graphic Design Essentials:** Basics of creating visual content for digital platforms.
- **3.4 Interactive Content Creation:** Developing quizzes, polls, and infographics.

Unit 4: Social Media Management

8 hours

- **4.1 Developing a Social Media Strategy:** Goals, target audience, and content calendar.
- **4.2 Analytics and Insights:** Using tools to measure engagement and reach.
- **4.3 Crisis Management on Social Media:** Strategies for handling negative feedback.
- **4.4 Case Studies:** Analyzing successful digital campaigns and their outcomes



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