e-learning

Actively using and creating digital media

Media are an obvious part of our everyday lives and shape many processes and procedures in not only our working world, but also in our private lives. Integrating digital media into everyday working life can present us with challenges. This eLearning offers an introduction to the possibilities of digital media, so that you are not left on your own. Using digital media, e.g. for communication, falls into the area of „digital literacy", i.e. basic digital skills that are absolutely essential for our modern everyday lives. In the first part you will learn how media shape our everyday life due to their constant availability. In the second part you will get concrete applications, and learn about different areas in which media can support you digitally. Get decision support for choosing the right media for yourself, e.g. for collaboration with digital pinboards or cloud-based filing systems. Also gain a wealth of inspiration and ideas to get you started on creating your own media. This eLearning supports you on your way to confident and creative use of digital media.

Booking Number: 34258

Group of participants:
Specialists and managers from all sectors who want to develop basic skills for the digitalized world of work – so-called digital literacies.

Duration: **approx. 2 hours**

Language: 🇩🇪 🇬🇧

Unit price:
€ 119,- zzgl. MwSt. | € 141,61 inkl. MwSt.
Package prices from 50 licenses on request

Learning objectives

What you will learn:

- Learn to recognise the influence and effect of different media on social life as well as your own life, and be able to distinguish between research approaches to this.
- Distinguish between different motives for people to use media and recognise these in your own daily life.
- Become aware of your own needs and be able to select media purposefully according to these needs.
- Select the appropriate media for your everyday work from an overview of different communication media.
- Reflect on the digital collaboration needs of your team and select the appropriate collaboration media.
- Produce your first own media step by step.
- Know various creative design options and important tips for an informative explainer video and a visual presentation.
- Deal sensitively with other peoples' data by using key questions.
- Understand the usage rights attached to media, in particular the Creative Commons.

Contents

What will I learn in this eLearning?

Media and Society
- What influence do media have on me?
- What functions do media have for people?

Uses
- What do people use different media for?
- What do I want to use media for?
- How can I use media for communication?
- How can I use media to collaborate?

Media production and design:
- How do I go about creating media?
- How can I produce an informative video on my own?
- How can I present content in a creative and engaging way?

Legal Background:
- How do I bear data protection in mind when using media?
- How do I deal with other people's content?

What will I take away from this eLearning