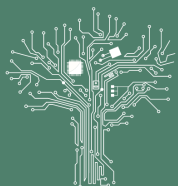


# Digital Transformation Of Education

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## The Power of your Toolkit



# Content Creation Toolkit

The toolkit for designing and developing digital content - Planned steps



**Analysis**  
«Know and approach»



**Design**  
«Look ahead and begin to create»



**Development**  
«Choose and define»



**Implementation**  
«Experiment, deliver and support»



**Evaluation**  
«Welcome, accompany and conclude»

# Analysis

01




## ANALYSIS

Know and approach

	Description	Output	Deliverable	Tool
	<p><b>It includes:</b></p> <ul style="list-style-type: none"><li>• Training/informational meetings</li><li>• Co-design moments</li><li>• Data collection</li><li>• Observations on in-person courses to better transform them "online"</li></ul>	<p><b>Target analysis</b></p>	<p><b>Audience profile</b></p> <ul style="list-style-type: none"><li>• Training recipients (target): characteristics, level of competence, experiences, and learning preferences...</li></ul>	<ul style="list-style-type: none"><li>• Surveys</li><li>• Questionnaires</li><li>• Interviews</li></ul>

# Analysis - Digital tool

Process phase	Roles involved	Supporting resources activities	Development Tool	Detail
<b>Analysis</b>	<ul style="list-style-type: none"> <li>Instructional Designer</li> <li>Content Experts (SME)</li> </ul>	<ul style="list-style-type: none"> <li>Project management tools</li> <li>Project sheets</li> <li>Teaching formats</li> </ul>	<ol style="list-style-type: none"> <li>Trello</li> <li>Microsoft Word or Google Docs</li> <li>Microsoft Excel or Google Sheets</li> <li>Conceptual maps</li> <li>AI-powered tools</li> </ol> 	<p>To manage the development process and track progress.</p> <p>Create text documents that define learning objectives, business justification and other important details.</p> <p>To organize data, tables and graphs related to the analysis of interactions and functional teaching standards.</p> <p>To create concept maps and clearly visualize the relationships between concepts and ideas.</p>

## Macrostructure

[Google suite](#)

[Microsoft 365](#)

## Process

[Trello](#)

## Maps

[Bubbl.us](#)

[Lucidspark](#)

[xmind](#)

[Algor](#)



# Design

02



DESIGN

«Look ahead and  
begin to create»

	Description	Output	Deliverable	Tool
	<p>It includes:</p> <ul style="list-style-type: none"><li>• Identification of educational objectives and methods for assessing their achievement.</li></ul>	<ul style="list-style-type: none"><li>• Digital object structure</li></ul>	<p>Educational project containing:</p> <ul style="list-style-type: none"><li>• Educational objectives</li><li>• Content</li><li>• Sources (materials and SME references)</li><li>• Training methods</li><li>• Delivery tools (Expected)</li><li>• Duration of consumption</li><li>• Time estimation (duration and effort)</li></ul> <p>Graphic representation of individual lessons or learning units including text, images, activities, and planned interactions.</p>	<ul style="list-style-type: none"><li>• Course map with content divided into modules, structure, methodology, format, and duration indicated.</li><li>• Types of assessments/evaluations and accreditations.</li><li>• Storyboard.</li></ul>

# Design Digital tool

Process phase	Roles involved	Supporting resources activities	Development Tool	Detail
<b>Design</b>	<ul style="list-style-type: none"><li>• Instructional Designer</li><li>• Graphic designer</li></ul>	<ul style="list-style-type: none"><li>• Design tools</li><li>• Storyboard templates</li></ul>	<ol style="list-style-type: none"><li>1. Microsoft PowerPoint o Google Slide</li><li>2. Strumenti basati su AI</li></ol>	Create templates where you can add text, images, shapes, charts and more ...

## Curation

[Google suite](#)

[Microsoft 365](#)

[ChatGPT](#)



[Copy.ai](#)

[ChatDOC/ChatPDF](#)

## Template

[Canva](#)

[Prezi](#)

[Google slide](#)

[FPPT](#)

[Template.net](#)

[Slidemodel](#)

[Genially](#)

## Graphics

[Storyset](#)

[thenounproject](#)

# Development

03



## DEVELOPMENT

«Choose and define»

	Description	Output	Deliverable	Tool
	<p><b>It includes:</b></p> <ul style="list-style-type: none"><li>• Identification of the didactic-functional characteristics of the course (UX - User Experience)</li><li>• Organization of activities on the e-learning platform (Moodle)</li><li>• Formation of the working team (roles)</li></ul>	<ul style="list-style-type: none"><li>• Description of the course interaction methods</li><li>• Implementation of the virtual learning environment (LMS) and other related tools</li><li>• Assignment of roles and tasks</li></ul>	<ul style="list-style-type: none"><li>• Prototype</li><li>• SCORM conversion of the content and uploading it to the platform</li></ul>	<ul style="list-style-type: none"><li>• Interactive graphical representation of a learning module (images, audio, video, animations, tests, quizzes...)</li><li>• Guidelines on course uploading methods</li><li>• Access to lessons</li><li>• Tracking and monitoring.</li><li>• Test insertion</li><li>• In-course or end-of-path recognitions (badges)</li><li>• Engagement strategies</li></ul>

# Development Digital tool

Process phase	Roles involved	Supporting resources activities	Development Tool	Detail
Development	<ul style="list-style-type: none"> <li>Multimedia developer</li> </ul>	<ul style="list-style-type: none"> <li>Authoring tools</li> <li>Animation tools</li> <li>Graphic templates</li> </ul>	<ol style="list-style-type: none"> <li>Artiulate storyline - Adobe Captivate - isEazy</li> <li>Adobe Illustrator - Adobe Photoshop - Canva</li> <li>Vyond</li> <li>Strumenti basati su AI</li> </ol>	<p>To create:</p> <ul style="list-style-type: none"> <li>interactive learning modules</li> <li>vector graphics</li> <li>high-quality logos</li> <li>illustrations and graphics.</li> </ul> <p>To develop custom infographics and professional charts</p> <p>To create traditional animations and characters ...</p>

## Content

[Rise](#)

[iSeazy](#)

[Tome](#)



## Music&Video

[freemusicarchive](#)

[Loom](#)

## Graphics

[infogram](#)

[midjourney](#)



[pexels](#)

[colors](#)

# Implementation

04



**IMPLEMENTATION**  
«Experiment, deliver  
and support»

Description	Output	Deliverable	Tool
<p>It includes:</p> <ul style="list-style-type: none"><li>• Development of a procedure for delivery activities</li></ul>	<ul style="list-style-type: none"><li>• Testing of the technical aspects and use of the contents (UX – User eXperience)</li></ul>	<ul style="list-style-type: none"><li>• Report on the technical aspects and user experience of digital content</li></ul>	<ul style="list-style-type: none"><li>• Management and maintenance of the portal and courses.</li></ul>

# Implementation Digital tool

Process phase	Roles involved	Supporting resources activities	Development Tool	Detail
Implementation	<ul style="list-style-type: none"><li>Project Manager</li><li>Technical support</li></ul>	User manuals (Moodle platform)	<ol style="list-style-type: none"><li>Dropbox</li><li>Google drive</li></ol>	For online sharing ...

## Archive

GoogleDrive

[DropBox](#)

# Evaluation

05



## EVALUATION

«Welcome, accompany  
and conclude»

	Description	Output	Deliverable	Tool
	<p>It includes:</p> <ul style="list-style-type: none"><li>• Observation and evaluation in all aspects of the training offer</li></ul>	<p>Learning analytics</p>	<ul style="list-style-type: none"><li>• Detail on Acquired awareness Knowledge</li><li>• Skills...</li></ul>	<ul style="list-style-type: none"><li>• Test</li><li>• Quiz</li><li>• Gamification</li><li>• ...</li></ul>

# Evaluation Digital tool

Process phase	Roles involved	Supporting resources activities	Development Tool	Detail
<b>Evaluation</b>	<ul style="list-style-type: none"><li>• Instructional Designer</li><li>• Evaluation experts</li></ul>		<ol style="list-style-type: none"><li>1. Google Forms</li><li>2. SurveyMonkey</li></ol>	For the creation of evaluation questionnaires

## Quiz

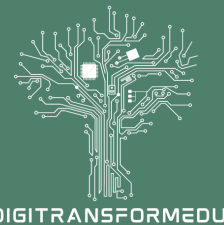
[opexams](#)

[surveymonkey](#)

# Practice Session

Now it's your turn!





## Digital Transformation Of Education

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Thanks for learning with us.  
Keep up the good work,  
discover the other activities!



**Co-funded by  
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