

VETech TOOLKIT

INTRODUCTION SHEET

Name of the tool: Digital content creation
Specific tool: Visual content creation with Canva
Level: Beginner

Target group: VET trainers

General description of the tool

Digital content creation is a fundamental area of modern communication that encompasses all processes aimed at creating and editing various types of digital content. This includes images, videos, audio recordings, infographics, animations, presentations, social media posts, podcasts, websites, and many other types of content for online use. Digital content creation is not merely a technical activity; it is also a creative process: content must not only be aesthetically pleasing and professional but also targeted to a specific audience.

The rise of digital tools—especially pronounced following the pandemic—has fundamentally changed how we communicate, learn, consume information, and connect with each other. Digital content creation has now become a prerequisite for an online presence: the majority of users prefer to access information in visual and interactive formats. Images, videos, and short-form content can be quickly consumed, easily shared, and effectively capture attention, making digital content creation a significant factor in business communication, education, media, and entertainment alike.

For VET trainers, the ability to create effective digital content is essential in adapting to modern learners' needs. Whether teaching in-person, online, or in blended environments, VET trainers are expected to present concepts in visually engaging and pedagogically sound ways. Creating digital learning materials—such as visual presentations, infographics, short explainer videos, and student-friendly guides—enhances comprehension and retention. Moreover, the ability to customize content to suit different vocational sectors (e.g., hospitality, mechanics, IT) and learner profiles (e.g., migrants, students with lower digital skills) ensures inclusivity and relevance.

The technological background of digital content creation has also become considerably simpler in recent years. While professional graphic (e.g., Adobe Photoshop) or video software used to form the basis of content creation, today, user-friendly online platforms and browser-based tools can also produce high-quality content. These tools rely on templates, pre-made graphic elements, and intuitive interfaces, allowing them to be used without professional training and with minimal time and effort.

The significance of digital content creation is further heightened by the fact that it is an extremely dynamic field. User habits, platform algorithms, and visual trends are constantly evolving. What works well today can easily

become outdated tomorrow. For this reason, those involved in digital content creation need to keep up with current trends, new visual styles, formats, and technological innovations. Overall, digital content creation has become a key competency in many areas of life. It enables the rapid, creative, and effective transmission of information, supports online communication, and is essential for maintaining a visual presence.

Thanks to modern technological solutions, anyone can now easily and cost-effectively produce professional digital content, further increasing the importance of this field in economic, social, and educational contexts. For VET trainers, this opens up new opportunities to create more engaging, inclusive, and profession-oriented learning materials, as well as to foster digital creativity among their students.

Advantages of digital content creation:

Cost-effectiveness

Digital tools, especially free platforms, allow the creation of visual and interactive content without significant costs. Moreover, digital content is much cheaper than traditional printed materials.

Quick response and flexibility

Online content can be quickly updated, modified, and repurposed. This enables fast reactions to market trends, audience feedback, and more.

Multimedia capabilities

Digital content can combine images, videos, audio, animations, and interactive elements, making the message more engaging. Multimedia helps convey information more effectively and maintain attention.

Creativity and customization

Modern content creation tools allow for unique visual designs using templates and customizable elements.

Artificial intelligence support

AI integration makes content creation faster and easier. Features such as automatic image generation, text editing, background removal, and campaign optimization significantly reduce manual work. Of course, this should be applied in a way that preserves the creator's unique style or, for example, the company's brand identity.

Challenges of digital content creation:

Time and learning requirements

Although the tools are user-friendly, creating effective digital content requires mastering both creative and technical skills. For beginners, learning the programs and functions can be time-consuming.

Quality**variability**

Since content is often not created by professionals, not all digital content will be of the same quality.

Platform**dependence**

Many digital content creation tools offer certain features only with premium subscriptions. Additionally, due to different platform algorithms and format requirements, content may not display optimally across all channels.

Data**security****and****legal****issues**

When creating digital content, attention must be paid to copyright, data protection regulations, and similar considerations. Improper use can result in legal consequences.

This training material supports VET trainers in effectively integrating visual digital content creation into their everyday teaching practice, thereby enhancing their learners' motivation, engagement, and professional readiness.

Relevance of the tool for the target audience:

Digital content creation is especially relevant for VET trainers, who must frequently adapt instructional strategies to meet the needs of diverse student groups and vocational fields. As training shifts increasingly toward blended, online, or hybrid models, VET trainers are expected to produce digital learning materials that are clear, engaging, and tailored to specific skills and professions. This includes developing presentations, infographics, instructional videos, interactive worksheets, and visual explanations of practical procedures.

In vocational education, where hands-on learning and real-world applications are essential, digital content can bridge the gap between theory and practice. For example, a short video can demonstrate a mechanical process more effectively than a text description, or a well-designed infographic can illustrate a workflow in hospitality or agriculture. Trainers also need to update materials frequently to reflect new technologies or standards in their sector. Digital tools allow them to do this quickly and cost-effectively.

Moreover, the ability to create and adapt content supports inclusive education. Trainers can develop resources that meet the needs of learners with different learning styles, language levels, or disabilities. This is particularly important in multicultural classrooms or when supporting international mobility initiatives like Erasmus+. In short, mastering digital content creation empowers VET trainers to deliver high-quality, learner-centered education that keeps pace with digital transformation in both education and the labour market.

The most common forms/applications/solutions of the tool:

1. Visual content creation platform – Canva

- A wide range of pre-designed templates for social media posts, presentations, and posters;
- Cloud-based storage, allowing projects to be accessed anytime, anywhere, and easily shared with team members;
- Built-in graphic and photo editing tools, as well as AI features (text generation, image creation, background removal);
- Supports multiple export formats: JPG, PNG, PDF, GIF, video.

2. Video creation platform – CapCut

- Includes templates for short social media videos and ads;
- Allows easy addition of text, audio, music, and effects;
- Available on mobile, ideal for fast content production;
- Free version offers wide functionality, with additional effects in the subscription version.

3. Podcast creation platform – Spotify for Creators

- Easy to use on any device (tablet, phone, laptop, desktop);
- Directly shareable on major streaming platforms (Spotify, Apple Podcasts, etc.);
- Supports individual, pair, or group work;
- Tracks viewership, reception, and audience through available statistics.

4. Infographics and data visualization – Piktochart

- Allows creation of various types of visual content: infographics, charts, presentations;
- User-friendly drag-and-drop interface with easily customizable elements;
- Cloud-based storage, fast sharing, and export in PDF, JPG, or PNG formats;
- Can be integrated with other applications (e.g., PowerPoint, Google Slides).

Canva as a visual digital content creation tool:

Canva is a cloud-based digital content creation platform that allows users to quickly and easily produce professional visual content. Launched in 2012, it has become one of the most popular tools for graphic design, social media content, presentations, posters, infographics, and marketing materials. Canva's primary goal is to make visual communication accessible to everyone, regardless of whether the user has any prior graphic design experience.

One of Canva's greatest advantages is its user-friendly drag-and-drop editor, which enables easy placement, customization, and combination of images, text, icons, illustrations, and videos. The platform offers thousands of pre-designed templates for various purposes, such as social media posts, advertisements, e-

books, presentations, and business materials, significantly reducing the time required for content creation. Additionally, Canva provides a wide range of tools for customizing images, backgrounds, graphic elements, icons, and fonts, allowing users to create a unique visual style.

The platform offers cloud-based storage, so users can access their projects from anywhere and easily share them with their team. Canva also integrates AI features, such as automatic image generation, background removal, text creation, and style suggestions, which further speed up and simplify the creative process.

Canva offers different subscription plans, including a free version and CanvaPro, which provides additional templates, stock images, animations, and advanced export options. The platform is available both on mobile devices and in web browsers, enabling flexible content creation. Canva's popularity stems from its combination of professional quality, ease of use, and extensive customization, making it an ideal choice for SMEs, educators, and creative professionals alike.

The relevance of Canva for the target group:

For VET trainers, Canva offers a powerful yet intuitive platform to meet the increasing demand for visually appealing and professional instructional materials. Trainers in vocational education need to present complex information in ways that are accessible and engaging for learners across different technical fields. Canva enables the creation of customized lesson slides, step-by-step instruction visuals, skills demonstration posters, and certification badges, all without the need for graphic design expertise.

Additionally, Canva supports collaborative work among educators and between trainers and learners. Trainers can co-design templates for student projects, develop shared visual aids across institutions, and maintain consistency in branding and communication. In multilingual or multicultural settings, Canva's ease of visual communication also enhances accessibility and inclusivity.

The AI-enhanced tools integrated within Canva—such as Magic Design and Background Remover—save time and enhance creativity, allowing VET trainers to focus more on teaching and learner engagement. Whether for online courses, in-person workshops, or blended learning formats, Canva empowers VET trainers to improve the quality and visibility of their training with minimal cost and effort.