

## VETech TOOLKIT

# INTRODUCTION SHEET

**Name of the tool:** Digital content creation

**Specific tool:** Visual content creation with Canva

**Level:** Beginner

**Target group:** Small- and medium-sized enterprises (SMEs)

### 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 and strategic 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 one another. 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.

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 What works well today can easily become outdated tomorrow.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.

### **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. Creative solutions help stand out from competitors.

#### **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.

### **Disadvantages 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. Less appealing visuals or inconsistencies can harm a brand's credibility.

#### **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 small and medium-sized enterprises in effectively integrating visual digital content creation into their everyday communication and marketing activities, thereby enhancing their online presence, customer engagement, and market competitiveness.

### **Relevance of the tool for the target audience**

Digital content creation has become an indispensable tool for small and medium-sized enterprises, as online presence fundamentally affects visibility, customer relationships, and market competitiveness. Internet platforms and social media serve as primary sources of information for consumers, so businesses need to be able to quickly and effectively create relevant, (audio)visually appealing content.

Digital content provides an opportunity to develop and strengthen a brand's unique identity while directly supporting sales and marketing activities. Creative visual materials, posts, infographics, or short videos convey messages quickly and enable businesses to capture the attention of their target audience.

Modern content creation tools, especially cloud-based platforms, offer significant time and cost savings for businesses. Online tools enable SMEs to independently and easily produce professional content without constantly relying on external experts, while also allowing them to access completed materials at any time, make modifications, and easily share them across multiple channels.

In addition, digital content creation helps businesses respond flexibly to market changes and new trends. The ability to quickly update and customize content increases relevance, supports the maintenance of customer relationships, and contributes to ensuring that SMEs remain competitive in the constantly evolving digital environment.

### 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:

Canva is an especially useful tool for small and medium-sized enterprises, as it allows for the quick and cost-effective creation of professional visual content without the need to employ a full-time graphic designer. This is particularly important for SMEs, where resources are often limited, yet marketing communication must operate efficiently.

SMEs can benefit from the following when using Canva:

- **Cost-effectiveness:** with Canva, a business can minimize expenses spent on external designers while still maintaining high-quality visual materials.
- **Time-saving:** ready-made templates and the drag-and-drop editor make it possible to quickly create social media posts, advertisements, presentations, flyers, and more.

- **Consistent branding:** an unified visual identity can be created, increasing the business's recognizability and credibility in the eyes of customers and partners.
- **Flexibility and accessibility:** thanks to the cloud-based system, the team can work from anywhere and easily share or edit materials.
- **Support for creativity:** built-in AI tools and customizable elements help create innovative content without requiring advanced graphic design skills.