

VETech TOOLKIT

VETech – Digital skills for tomorrow's SMEs | 2024-2-HU01-KA210-VET-000295830

INTRODUCTION SHEET

Name of the tool: Digital content creation

Specific tool: Visual content creation with Canva

Level: Beginner

Target group: VET Students

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 tailored to specific learning objectives and target audiences.

The rise of digital tools—especially pronounced following the pandemic—has fundamentally changed how people communicate, learn, consume information, and collaborate. Digital content creation has become a prerequisite for effective online participation in education and training. Today, most users prefer visual and interactive formats, such as images, videos, and short-form content that can be quickly consumed, easily shared, and effectively draw attention. In vocational education, these formats support active learning, knowledge retention, and skills development.

The technological background of digital content creation has become considerably simpler in recent years. While professional graphic and video software once formed the basis of content production, today user-friendly online platforms and browser-based tools allow learners to produce high-quality materials with minimal technical training. These tools rely on templates, pre-designed elements, and intuitive interfaces, enabling VET students to focus on creativity and learning outcomes rather than complex software operations.

The significance of digital content creation is further heightened by the dynamic nature of the field. User habits, platform algorithms, and visual trends are constantly evolving. What is effective today may become outdated tomorrow. For this reason, learners must continuously develop their digital skills and remain informed about new formats, styles, and technological innovations. Digital content creation has therefore become a key competence in vocational education, supporting lifelong learning and professional adaptability.

Thanks to modern technological solutions, individuals can now produce professional digital content easily and cost-effectively. This accessibility increases opportunities for students to develop digital portfolios, document project work, and present learning outcomes in innovative ways. As a result, digital content creation plays an important role in educational, social, and professional contexts.

Advantages of digital content creation

- **Cost-effectiveness:** Free and low-cost platforms enable students to create high-quality visual and interactive content without significant financial investment.
- **Quick response and flexibility:** Digital materials can be easily updated, modified, and reused for different learning purposes.
- **Multimedia capabilities:** The combination of images, videos, audio, animations, and interactive elements boost engagement and understanding.
- **Creativity and customization:** Modern tools allow students to design unique content using templates and customizable features.
- **Artificial intelligence support:** AI-based functions such as text suggestions, background removal, design assistance, and visual editing simplify content production while supporting student creativity and learning goals.

Challenges of digital content creation:

- **Time and learning requirements:** Effective content creation requires the development of both technical and creative skills, which may be challenging for beginners.
- **Quality variability:** Not all digital content meets professional standards, especially when created without sufficient guidance.
- **Platform dependence:** Some advanced features are available only through paid subscriptions, and platform requirements may limit content compatibility.
- **Data security and legal issues:** Students must respect copyright regulations, data protection rules, and ethical guidelines to avoid legal and academic consequences.

This training material supports VET students in developing digital content creation skills for learning projects, portfolio development, and professional preparation. By learning how to design, manage, and evaluate visual digital content effectively, students strengthen their digital competence, improve their communication abilities, and enhance their employability in modern, technology-driven vocational sectors.

Relevance of the tool for the target audience:

Digital content creation tools play a central role in supporting the learning, professional development, and employability of students in vocational education and training (VET). In today's digitalized labour market, technical expertise alone is no longer sufficient. Employers increasingly expect graduates to possess strong digital, communication, and presentation skills. Within the VETech Toolkit, visual content creation tool provides students with a structured opportunity to develop these essential competencies.

For VET students, digital content creation serves as a bridge between theoretical knowledge and real-world application. Using modern, user-friendly platforms, learners can transform technical concepts, project outcomes, and professional ideas into clear and engaging visual formats. Presentations, portfolios, instructional materials, and digital project documentation enhance students' ability to communicate effectively in professional environments and during internships and workplace simulations.

Furthermore, these tools support active and learner-centered pedagogical approaches. VET students can collaborate on digital projects, participate in group assignments, and co-create content with peers and teachers. Such practices foster teamwork, creativity, and problem-solving skills, which are fundamental in vocational professions. By working with templates, multimedia elements, and interactive features, students gain experience in adapting content to different audiences and professional contexts.

Digital content creation tools are also valuable in promoting inclusivity and accessibility in vocational education. Cloud-based platforms enable students to access learning materials and projects from various devices and locations. This flexibility supports blended and distance learning models and ensures continuity in education in changing learning environments.

In addition, systematic use of digital creation tools enhances students' career readiness and adaptability. Many vocational sectors—including tourism, commerce, technical services, and creative industries—require competencies in digital communication and content production. By developing these skills during training, students strengthen their professional profiles and improve their competitiveness in the labour market.

Finally, digital content creation tools encourage lifelong learning and digital resilience. As technologies and workplace requirements evolve, VET students trained in content creation are better equipped to update their skills and respond to new challenges. Overall, these tools represent a strategic educational resource for empowering VET students and supporting their successful integration into modern work life.

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

1. Visual Content Creation Platform – Canva

- Enables the creation of presentations, project portfolios, instructional materials, and promotional content related to specific vocational sectors;
- Provides cloud-based access, allowing students to collaborate on assignments and workshop projects;
- Includes AI-supported design tools that simplify visual communication tasks;
- Supports multiple export formats suitable for academic submissions and professional portfolios.

2. Video Creation Platform – CapCut

- Supports the creation of short instructional videos, demonstrations of technical procedures, and project presentations;
- Allows integration of text, audio narration, and visual effects to explain vocational processes;
- Is mobile-accessible, supporting flexible learning during practical training or internships;
- Encourages creative documentation of hands-on learning experiences.

3. Podcast Creation Platform – Spotify for Creators

- Enables students to produce vocational discussions, interview-based assignments, and reflective internship recordings;
- Supports collaborative group projects;
- Allows publication on streaming platforms, enhancing authentic communication experience;
- Provides analytics to evaluate audience engagement.

4. Infographics and Data Visualization Platform – Piktochart

- Supports the visual presentation of technical data, process descriptions, and vocational project results;
- Enables students to transform complex information into structured visual formats;
- Integrates with educational tools for classroom and workshop use.

Together, these tools strengthen vocational communication skills, digital competence, and professional identity. By applying them in authentic learning scenarios, VET students enhance their readiness for sector-specific workplace demands and develop transferable skills required in modern vocational careers.

Canva as a visual digital content creation tool:

Canva is a cloud-based digital content creation platform that enables users to produce professional visual materials quickly and efficiently. Since its launch in 2012, it has become one of the most widely used tools for creating presentations, posters, infographics, social media content, and educational materials. Its main objective is to make visual communication accessible to users without requiring advanced graphic design expertise.

For VET students, Canva represents a practical learning tool that supports both academic and vocational skill development. In vocational education, students are often required to prepare project documentation, technical presentations, reflective internship reports, and digital portfolios. Canva provides an intuitive environment in which these materials can be created in a structured, visually engaging, and professional manner.

One of Canva's key strengths is its user-friendly drag-and-drop interface. Students can easily combine text, images, icons, charts, and videos within a single layout. The platform offers a wide range of pre-designed templates suitable for presentations, instructional materials, and project reports. These templates reduce production time while ensuring visual consistency and professional quality. At the same time, students can customize colors, fonts, and layouts to reflect their personal learning style and vocational identity.

Canva operates through cloud-based storage, allowing access from multiple devices and supporting collaborative work. This feature facilitates group projects, peer feedback, and teacher guidance, strengthening teamwork and communication skills.

In addition, Canva integrates artificial intelligence features such as background removal, text suggestions, and design recommendations. These tools simplify content creation and introduce students to modern digital workflows.

Canva is available in both free and Pro versions, and accessible via web browser and mobile application. It supports flexible learning in classrooms and remotely. Overall, the platform strengthens digital competence, visual communication skills, and professional presentation abilities among VET students, contributing to their career readiness and employability.

The relevance of Canva for the target group:

Canva plays a significant role in supporting the learning process, professional development, and employability of students in vocational education and training (VET). In today's digital working environment, technical knowledge alone is not sufficient. Employers increasingly expect graduates to demonstrate strong visual communication, digital literacy, and presentation skills. In this context, Canva provides VET students with a practical and accessible tool for developing these essential competencies.

For VET students, Canva functions as a bridge between theoretical knowledge and practical application. Through the creation of presentations, project portfolios, instructional materials, and internship documentation, learners can transform technical concepts and professional ideas into clear and engaging visual formats. This strengthens their ability to communicate effectively in workplace settings and enhances their confidence in presenting their work.

Moreover, Canva supports active and learner-centered teaching approaches. Students can collaborate on shared projects, participate in group assignments, and co-create digital materials with peers and teachers. These activities foster teamwork, creativity, and problem-solving skills, which are fundamental in vocational professions. By using templates, multimedia elements, and interactive features, the students also gain experience in adapting content to different audiences and contexts.

The platform also contributes to inclusivity and accessibility in vocational education. Its cloud-based structure enables students to access learning materials and projects from various devices and locations. This flexibility supports blended and distance learning models and ensures continuity during periods of practical training or remote instruction.

In addition, regular use of Canva enhances students' career readiness. Many vocational sectors require basic competencies in visual communication and digital documentation. By developing these skills during their training, VET students improve their adaptability and competitiveness in the labour market. Overall, Canva represents a strategic educational resource that empowers VET students, strengthens their professional profiles, and supports their successful transition into modern, technology-driven working environments.