

E-Content Development



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KEY TOPICS COVERED



DEFINITION OF E-CONTENT

- E-CONTENT AS AN EFFECTIVE TOOL FOR TEACHING
- TYPES OF E-CONTENT



STEPS INVOLVED IN THE DEVELOPMENT OF THE E-CONTENT TIPS TO CREATE E-CONTENT

- CREATE E CONTENT BY VARIOUS MULTIMEDIA TOOLS



SAMPLE OF E-CONTENT

- OUTCOME OF E-CONTENT DEVELOPEMENT
- E-LEARNING CAPABILITY



DEFINITION OF E-CONTENT

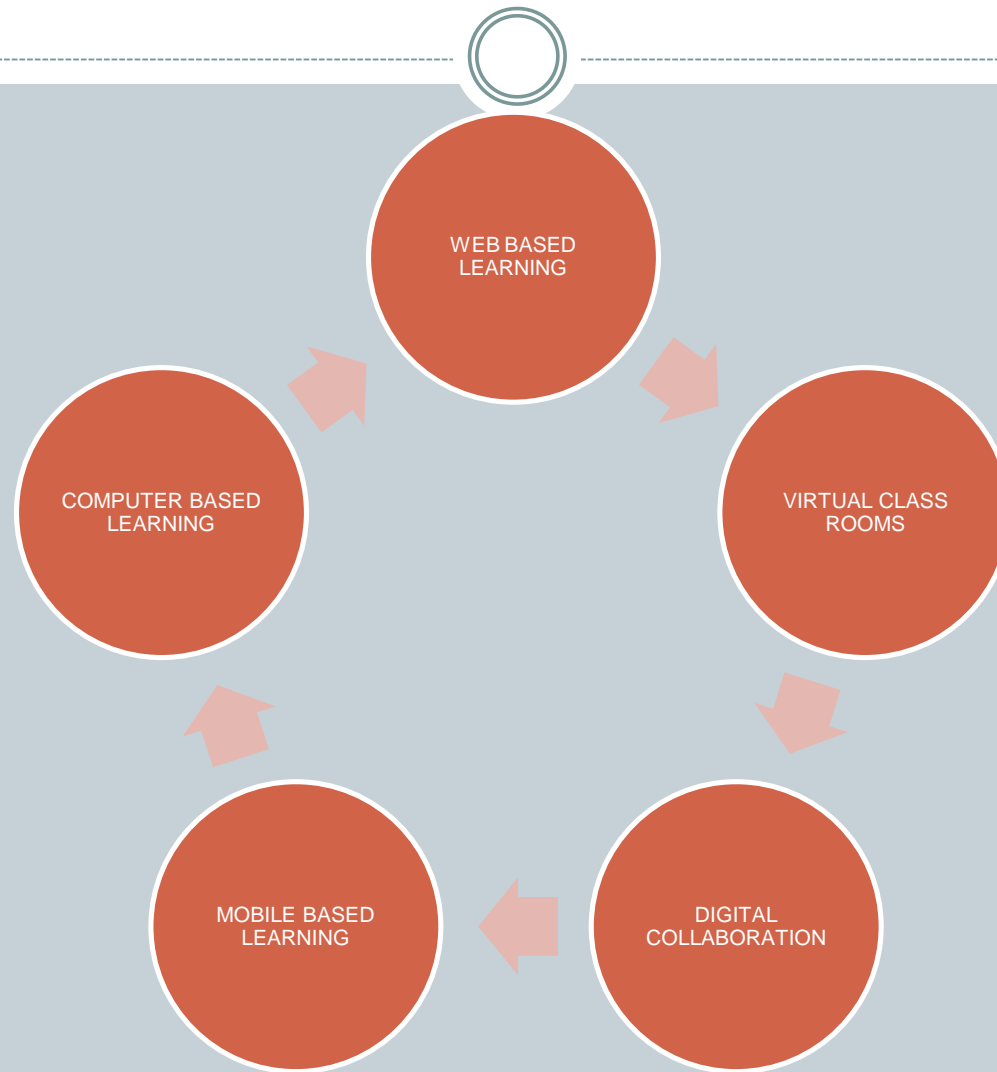
E-content development refers to the process of creating, gathering, delivering, and managing information or content delivered electronically. This content can range from text, images, audio, video, animations, and more, primarily used for educational, informational, or marketing purposes. It involves the use of digital technology to deliver engaging and interactive content to learners.

E-CONTENT



- **CONTENT AND INFORMATION PRODUCTION IN DIGITAL AND ELECTRONIC MEDIA**
- **DELIEVERD OVER NETWORK BASED ELECTRONIC DEVICES THROUGH INTERNET SATELLITE BROADCAST OR MOBILE TECHNOLOGY**
- **GENERATE INDIVIDUALISED AND FLEXIBLE FORMS OF LEARNING**

E-CONTENT PLATFORM



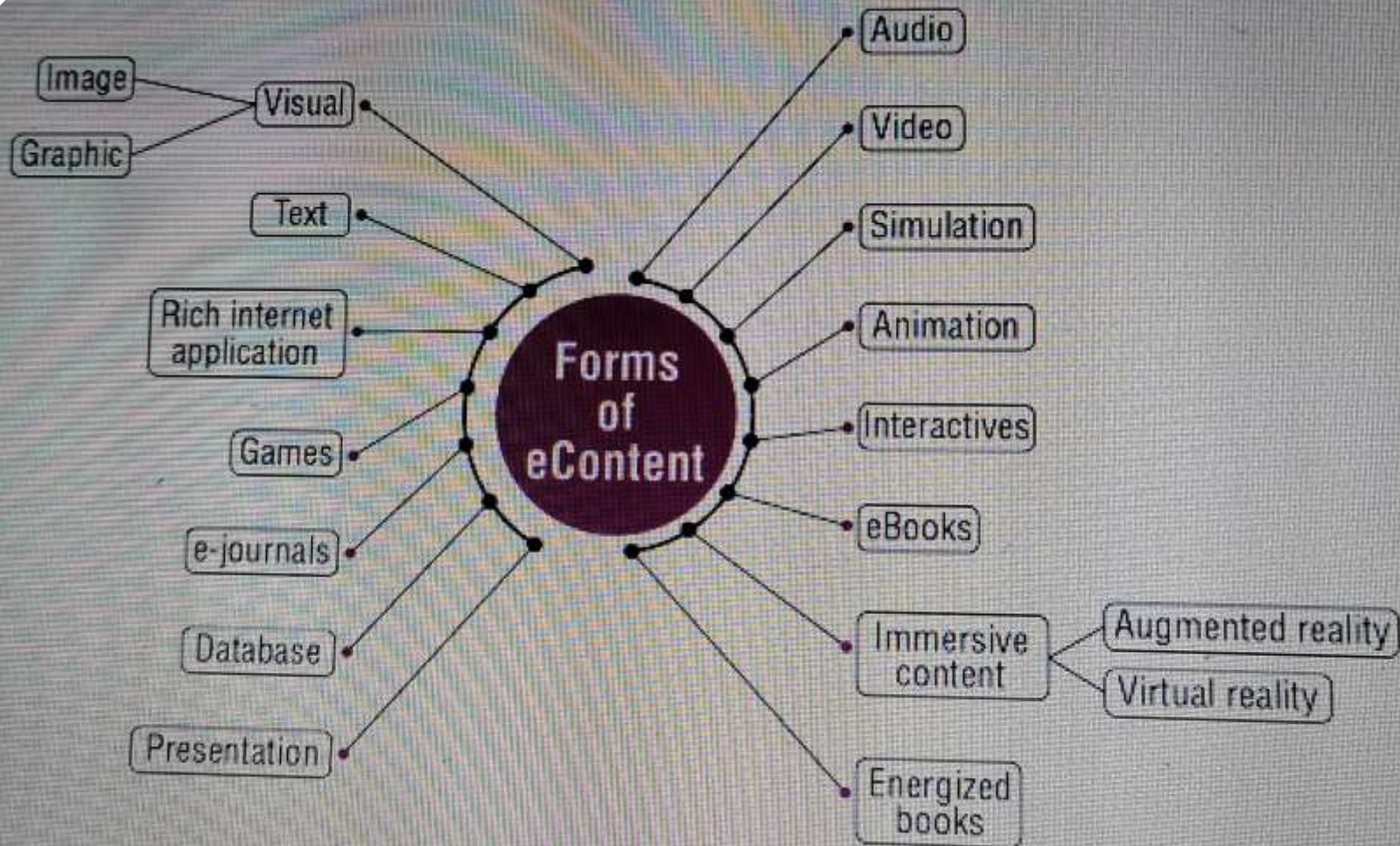
EFFECTIVE TOOL FOR TEACHING WHEN AND HOW ?



Rapid development of ICT and integration of ICT in all level is the need

Drastic change in the educational system and shift in learning environment

Highly resourceful and potential tools offering newest modes of education



- **Forms of e content**

E-CONTENT DEVELOPMENT FOR TEACHING HOW TO CHOOSE AN AREA FOR E-CONTENT



REQUIREMENTS

EXPERT KNOWLEDGE IN THE SUBJECT AREA

THOROUGH PREPARATION

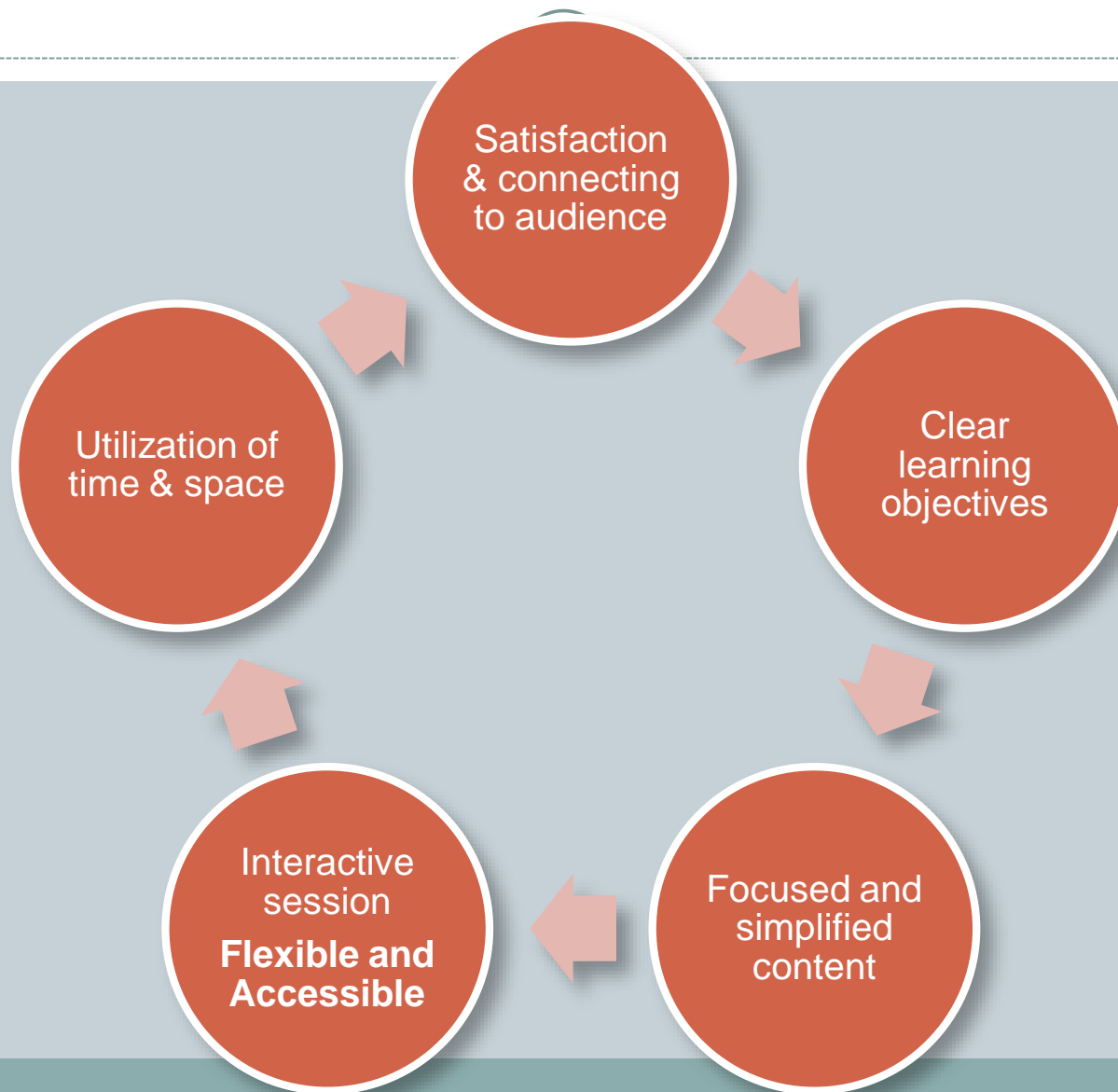
SENSE OF CREATIVITY IN STRUCTURING AND SEQUENCING
TOPICS

Identify an area
& convert it into
an interesting
format

Engaging and
appealing

Interactive
teaching

Characteristics of a good e content



1. ANALYSIS PHASE /PLANNING PHASE



- Need analysis and audience analysis
- Identification of current status of learner's understanding of
 - ❖ Knowledge
 - ❖ Skill
 - ❖ Level of target audience
 - ❖ Delivery methods
- The instructional problem is clarified .
 - ❖ The instructional goals & objectives are established and the learning environment is identified.

QUESTIONS IN ANALYSIS PHASE



- Who your learners are ?
- What are the overall goals you are trying to achieve ?
- What are the overall knowledge , skills , attitude & behaviour that need to be taught?
- What are the amount and level of necessary content?
- What resources are required & available?

2. DESIGN PHASE/STRUCTURING PHASE/BLEU PRINT PHASE

Deals with

- Learning objectives
- Assessment instruments
- Exercise
- Content
- Subject matter analysis
- Lesson planning
- Media selection
- Design of content, chapters & modules , Platform of Delivery

QUESTIONS IN DESIGN PHASE



- How will the content & activities be sequenced , presented & reinforced?
- What are the objectives of each session or units?
- What are the skills /outcome you hope to achieve in each session?
- What are the methodology used to achieve each objective ?
- What media/resource will be used during instruction.
- How to assess students' understanding about the matter?

3. DEVELOPMENT PHASE



- Actual production /development of e-content design **by means of multimedia tools like text, audio, video etc**
- Fixing a particular chapter.
- To prepare a video lecture using camera.
- Create & assemble the content that were blue printed in the design phase.
- Story boards are created , content is written & graphics are designed.

QUESTIONS IN DEVELOPMENT PHASE



- How do I create a lesson plan ?
- How should the content be organized?
- What infrastructure & student activities should be included ?
- How do I provide practice sets for students?
- What media I have to select during teaching?
- How can I present confirming & corrective feedback ?

4. TESTING PHASE



- Administering e-content by
 - Checking the clarity of picture
 - Rectify spelling errors
 - Inserting appropriate audios
 - Hyperlinks if necessary
- Finally the content must be tested by colleagues or experts fields

5. IMPLEMENTATION PHASE



- How to install & use content after redesigning and revising ?
- Piloting is done to ensure the usability and quality of the content.
- Content delivery through LMS(Learning Management Software like Moodle , Google classroom ,Canva , Whatsapp ,Youtube
- During this phase a procedure for training the facilitators and learners is developed

6.EVALUATION PHASE

- **FEED BACK**(Feed back from both learner & instructors)
- **TEST**(Test & assignments can be posted using google form, hot potatoes & google classrooms)
- **EVALUATION OBJECTIVES**(This reflects much of the discoveries found in the analysis process specially expectations of the learner.)

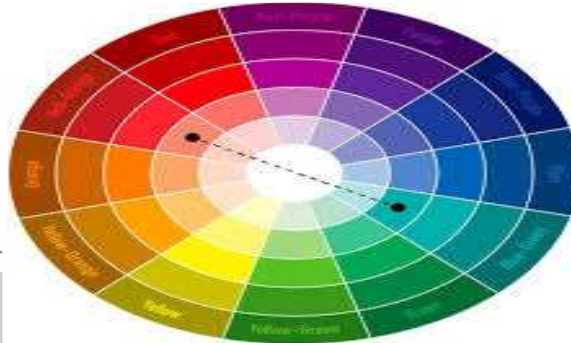


BEST PRACTICES OF ECONTENT DEVELOPMENT



1. CREATION OF **VISUAL IMAGES**
2. CREATIONS OF **PRESENTATIONS**
3. CREATION OF **ANIMATIONS**
4. CREATION OF **BLOGS**
5. CREATION OF **PODCAST**

CREATION OF VIRTUAL IMAGE



- Clarity of image & subject chosen
- Rule of thirds - Graphics should not cover one third of content, should be lesser and not at the centre .
- Use natural light
- Make sure there is enough contrast so that graphic image is clear in e-content platform.
- Choose complementary colours – Get familiar with a colour wheel (Canva colour wheel)
- Keep graphics simple
- Pexels.com(can search for a topic, select a picture ,download it for free and if necessary modify)

CREATION OF PRESENTATION

- Keep layout very simple
- Overcrowding of words and sentences must be avoided
- Limited animations but can use audio/video
- PowerPoint is the king in presentation
- Prezi : Convert created ppt to prezi presentation
- Canva- Software to create presentation with cinematic visuals. With features to collaborate smarter, data visualizations, etc.

CREATION OF ANIMATION

- Art of making inanimate objects to move
- Artistic nature
- Sample Software Example
- **Animaker**- (A platform for beginners , non designers& professionals to create Animations)



- Focus on title of article
- Keep it simple
- Write with originality
- Check before you post
- Be consistent in posts
- Be creative and honest
- Allow comments
- **Wordpress** is a free website to start blogging

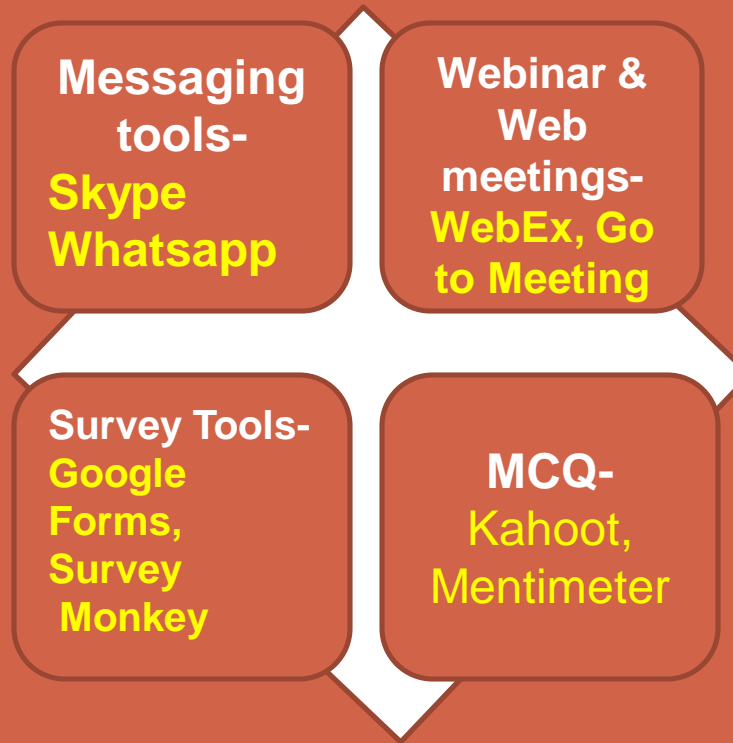


CREATION OF PODCAST

- A series of audio files that are hosted online.
- Choose a topic, give name for the podcast, decide format and length, write the script and rehearse, take microphone and record audio.
- Be consistent
- Requirements: good speaking skills and good recording software
- **Audacity** free software that can be downloaded and export as mp3 file
- **Buzzsprout** helps to host, promote, and track your podcast



COMMUNICATION TOOLS



NETWORKING TOOLS

Public Social
Networks

- Twitter,
- Facebook, Linkedin

Private Social
Networking Platforms

- Yammer, Edmodo, Ning

E CONTENT DEVELOPMENT TOOLS

E-Learning Authoring tools

Articulate
Adobe captivate
ISpring

Quizzing tools

Quizlet
Sacrative

Learning Platforms

Moodle
Edmodo
Coursera
Blackboard
Learn

Educational Tools

TED Talks
Voice thread

Video, Audio & Image Tools

Photo Tools(**Adobe Photoshop**)

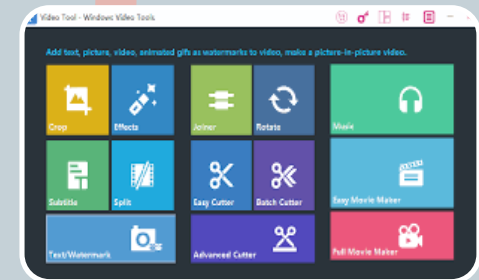
Audio Tools(**Adacity**)

Video Tools (**You Tube, Vimeo**)

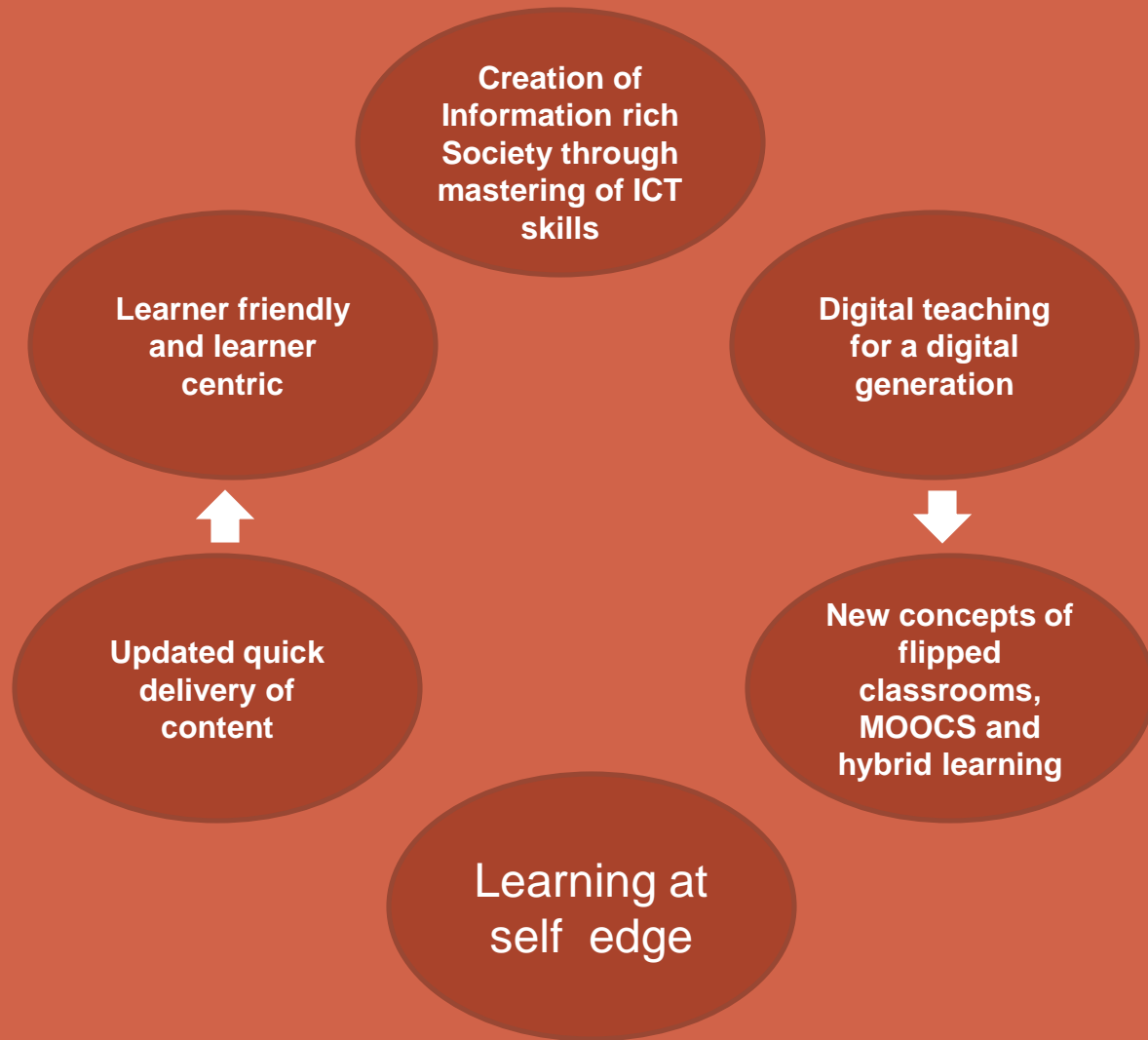
Animation Tools((**Animoto, Voki, Powtoon & Renderforest**)

Screen Capture Tools(**Jing, ScreenScreen castify, Screen castomatic, Free cam & Cam studio**)

Video Editing Tools



OUTCOMES OF E-CONTENT DEVELOPEMENT



ANALYSIS



- Need analysis
- (Less explored/More impactful/Promising Area)



- **DESIGN**
- Leeson Plan (Media selection –Power Point)

DEVELOPEMENT

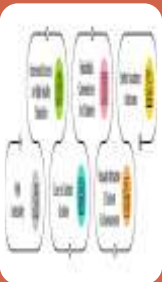


- Actual Content(Assemble & create content topic wise)
- (Finalization of slides with Image & Animation)



- **TESTING**
- Check the hyperlinks & animations to feel the clarity of content

IMPLEMENTATION

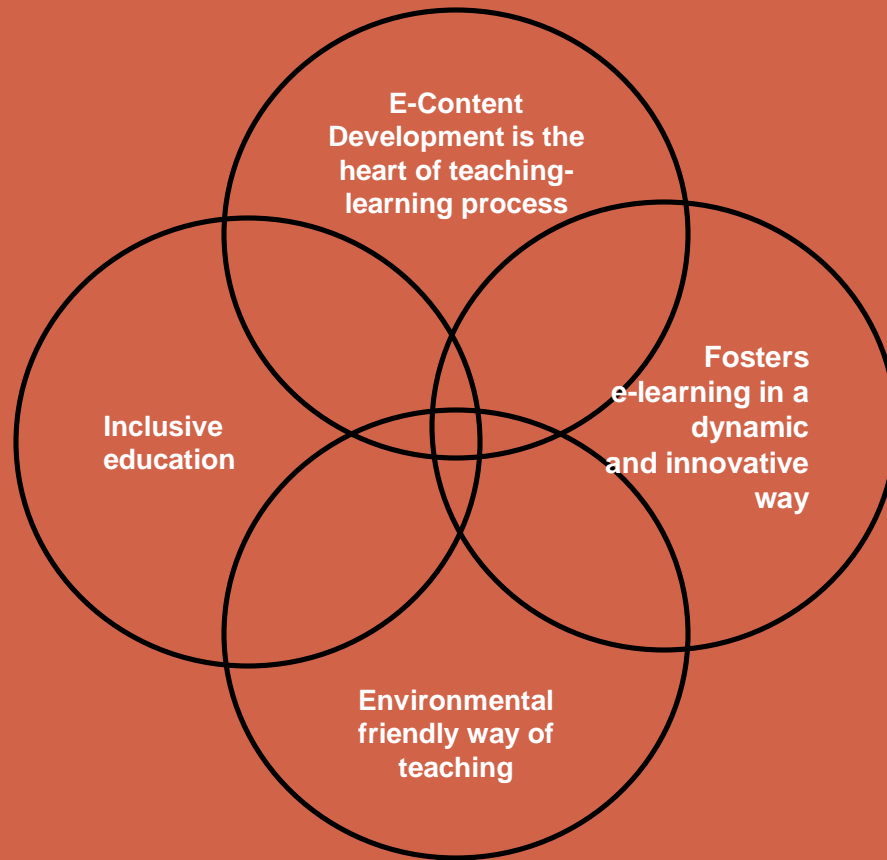


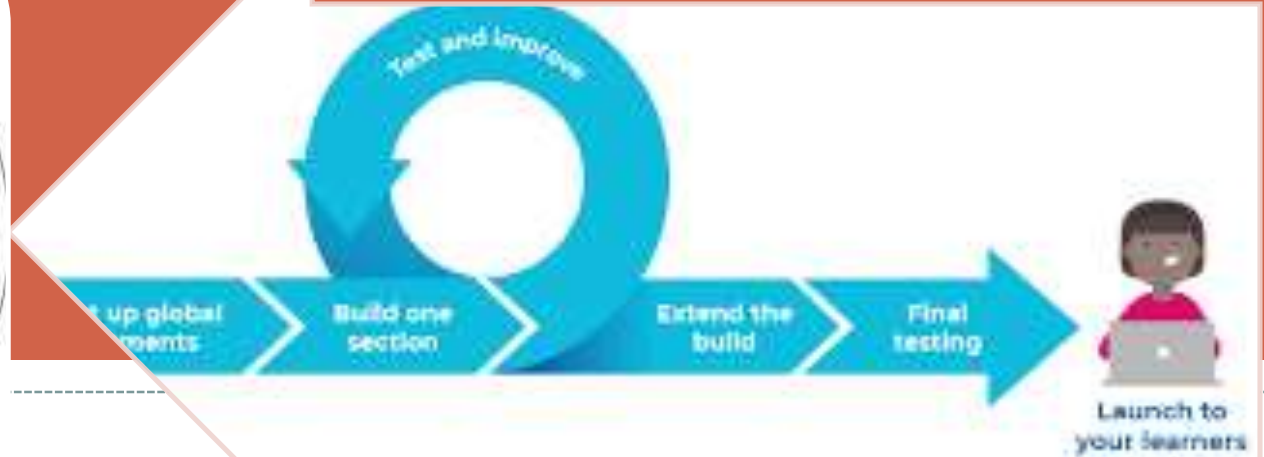
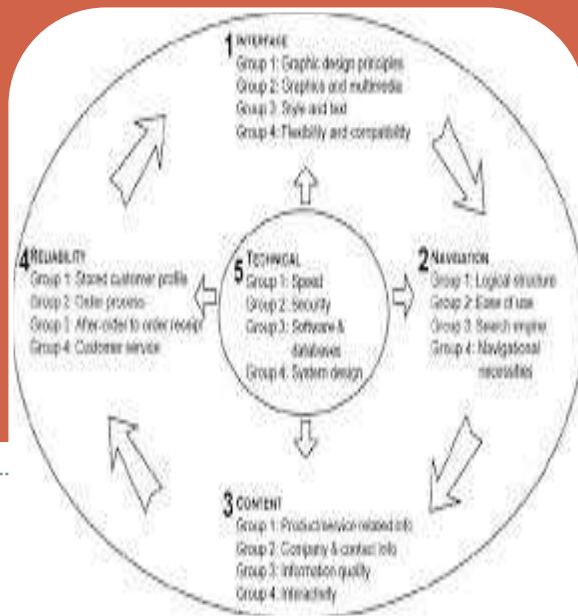
- Delivery(Self Introduction)
- (Acknowledge the host/Deliver the final content/Give time for Q&A)



- **EVALUATION**
- Continuous Improvement(Self Analysis/Post session survey)

CONCLUSION





THANK YOU
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