



Digital competences for women in rural areas to increase their entrepreneurial opportunities and employability.
Towards inclusion through entrepreneurship.

IO1 – TASK 3 BRIDGING THE GAP MOOC MODULE: CONTENT CREATION MANAGEMENT AND SHARING

Organisation: InterMediaKT



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Introduction to Content Creation:

Content is a cornerstone of effective marketing. Creating content that people will want to engage with can be challenging. In this document, you will discover steps and tips on how to create content. You can use the actionable advice and tips in this guide and adapt it to your own reality.

Before you go creating content, think about your customers and your ideal audience. The better you know them, the better you're able to create the right kinds of content, content that's personalised and tailored to their needs. It's easy to create content these days and publish it, but the challenge is in creating content that is meaningful and in ways that are efficient.



What is Content Creation?

Content creation is planning and creating content that is useful, accessible and effective for an audience and is created in relevant formats for specific channels.

The key requirements for creating successful content are:

- A plan for what kind of content to create
- A specific purpose and goal(s)
- Content creators who know best practices for creating good content
- Creation with a focus on readability and accessibility
- Creation that begins with a specific digital marketing channel in mind

These requirements ensure content will be effective in helping the customer and the business achieve their goals.

The Importance of Content Creation

Content creation informs your audience, attracts people to your website and social media channels, and helps improve customer engagement as part of retention efforts. Creating consistently high quality and useful content will also build trust with your audience. Capture your audience with great content online, and you're guaranteed to increase your audience retention. Having a unique and engaging approach to social media as a business can set you apart from your competition and will set a strong brand reputation.

Introduction to Visual Identity and Branding

General Overview & Theoretical Framework of Visual Identity and Branding

Branding is the marketing practice of actively shaping your brand. That's the basic definition, but there is so much more that goes into it.

Branding is what your business needs to break through the clutter and grab your ideal customer's attention. It's what transforms first-time buyers into lifetime customers and turns an indifferent audience into brand evangelists. It's what you need to stand out, make an impact and take your business to the next level.



What is a brand?

"A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers" (American Marketing Association)

You can consider a brand as the idea or image people have in mind when thinking about specific products, services, and activities of a company or an organisation, both in a practical (e.g. "the shoe is light-weight") and emotional way (e.g. "the shoe makes me feel powerful"). It is therefore not just the physical features that create a brand but also the feelings that consumers develop towards the company or its product. This combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated.

A product can be easily copied by other players in a market, but a brand will always be unique. For example, Pepsi and Coca-Cola taste very similar, however, for some reason, some people feel more connected to Coca-Cola, others to Pepsi.

In the end, a brand is a person's gut feeling about a specific product or company. Each person creates his or her own version of it, and some brands increase or decrease in popularity because of how consumers feel about them.



What is branding?

"Branding is endowing products and services with the power of a brand" (Kotler & Keller, 2015)

Branding is giving meaning to a specific organisation, company, product or service by creating and shaping a brand in consumers' minds. It is a strategy designed by organisations to help people to quickly identify and experience their brand and give them a reason to choose their products over the competition's, by clarifying what this brand is and is not.

The aim is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.



What is visual identity?

Visual identity is the collection of all elements that a company or organisation creates to portray the right image to its consumer. Visual identity is different from "brand image" and "branding," even though these terms are sometimes treated as interchangeable. (99designs.com)

Visual identity is a component of branding. Your visual identity is what makes you instantly recognisable to your audience. Your audience will associate your visual identity with your product or service, and that identity is what forges the connection between you and your audience, builds loyalty, and determines how your audience will perceive your brand.

Who does it affect?

Consumers: As discussed above, a brand provides consumers with a decision-making-shortcut when feeling indecisive about the same product from different companies.

Employees/shareholders/third-parties: Besides helping consumers to distinguish similar products, successful branding strategies are also adding to a company's reputation. This asset can affect a range of people, from consumers to employees, investors, shareholders, providers, and distributors. As an example, if you don't like or don't feel connected to a brand, you would probably not want to work for it. However, if you feel like the brand understands you and offers products that inspire you, you will probably desire to work for it and be part of its world.

The Importance of visual identity and branding

As we analyse and give some definitions about what is brand and what is branding, let's get started to know why branding is important.

Why is Branding Important?

Branding is important because it:

Helps you stand out from the competition. It doesn't matter what kind of company you have, what industry you're in, or what type of customer you're after—if you're in business, you've got some serious competition. Branding helps you establish the ways in which you're different, special, and unique. And it shows your customers why they should work with you instead of your competitors.

Builds brand recognition. If you want to build a successful brand, you need to be recognisable. The right branding (including designing an impactful logo, website, and other brand assets) helps you carve out a distinct style, and it increases your brand recognition in the market.

Creates a consistent brand experience for your customers. In order for your business to succeed, you need to provide a consistent experience for your customers however they interact with your brand—whether that's through your website, at an in-person event or by following your social media accounts. Branding allows you to control how people perceive and experience your brand—and you can ensure that perception and experience stays consistent across all your brand touchstones.

Sparks a connection with your audience and turns that audience into loyal customers. The most successful businesses are the ones that foster an emotional connection with their audience. That emotional connection is what transforms a prospect into a customer and a customer into a brand enthusiast. And how do you create and build that connection? Branding. Different branding strategies (like packing an emotional punch with your brand voice or leveraging color psychology when designing your logo) can help you connect with your audience on a deeper level and create a sense of loyalty to your brand.



How can it be done?

Companies, organisations, even freelancers, tend to use different tools to create and shape a brand. For example, branding can be achieved through:

- Brand definition: purpose, values, promise
- Brand positioning statement
- Brand identity: name, tone of voice, visual identity design (which includes the logo design, color palette, typographies...)
- Advertising and communications: TV, radio, magazines, outdoor ads, website, mobile apps
- Sponsoring and partnerships
- Product and packaging design
- In-store experience
- Workspace experience and management style
- Customer service
- Pricing strategy



How can you develop a strong visual identity?

Know who you are

Before you know what tangible elements you want to make up your visual identity, you need to know who you are as a brand.

Who you are as a brand is made up of a few key elements:

- Your mission (what's your "why?")
- Your values (what beliefs drive your company?)
- Your brand personality (if your brand was a person, what kind of personality would they have?)
- Your unique positioning (how do you differentiate yourself from the competition?)
- Your brand voice (if your brand was a person, how would it communicate?)

These elements are what define your brand, and before you start building your visual identity, it's important you have a clear understanding of each.

If you're having trouble figuring out who exactly you are, don't sweat it. Sometimes, all you need is a simple brainstorm to help you get clarity on who you are as a brand.



Ask yourself:

- Why did we start this business/organisation?
- What are the beliefs and values that are important to us as a company/organisation?
- What do we do better than anyone else?
- What makes us special?
- If we could describe our brand in three words, what would they be?
- What are the three words we would want our customers to use to describe us?

Once you've locked in who you are as a brand, it's time to build the visual identity that will bring your brand to life and show who you are to the people who matter most: your customers.

Design: The foundation of your visual identity

Your design is what will build the visual identity of your company/organisation. Your design assets are the tangible elements that will determine how your brand is perceived. Things like your logo, your packaging, your web design, your social media graphics and your business cards

In other words...

Nailing your design = nailing your visual identity = building a successful business

...that's an accurate representation of who you are as a brand.

So, how exactly do you nail your design and build a visual identity that will take your business to the next level?



Developing the visual identity of your brand

Before you start creating your design assets, you need to start from the ground up and lock in the basics of your design structure: the building blocks of your visual identity.

The building blocks you'll want to determine before you create your design assets include:

1) *Typography*

Typography refers to—you guessed it—the font (or type) you choose for your branding materials. It's particularly important to choose logo fonts and brand fonts wisely. There are four major types of typography: Serif Fonts, Sans serif fonts, Script typography and Display fonts. The typography you choose will say a lot about your brand, so choose your fonts wisely.

2) *Colour palette*

Next up is colour. People have psychological ties to different colours, and using branding colours and logo colours strategically can have a serious impact on how your brand is perceived by your audience.

Here are what the colours of the rainbow (plus a few extras) can do to help your visual identity:

- **Red:** Red is the colour of passion and excitement. It's the perfect choice if your visual identity is loud, youthful, and exciting.
- **Orange:** Orange is another high-energy colour and is great if you want to appear friendly and playful. It's used less commonly than red, so will also make you stand out.
- **Yellow:** Yellow, the colour of sunshine, is all about happiness. The cheerful vibe makes it a good choice if you want to feel fun, accessible and affordable.
- **Green:** An incredibly versatile colour, green can be used for just about any brand. Culturally, though, when people see green, they think two things: money or nature. If your brand is tied to either of those things, green is an especially good choice.
- **Blue:** The most universally appealing colour in the spectrum, blue can help your branding to appear more stable and trustworthy, so if you're looking to appeal to a wide demographic—and get them to trust you in the process—go with blue.
- **Purple:** Purple is the colour of royalty, so if you're going for a luxurious feel in your branding, this a safe bet.
- **Pink:** Right or wrong, pink is culturally tied to femininity, so if your brand is targeted towards women, pink should be a definite contender for your brand color. It's also a great colour for brands with a soft or luxurious identity.

- ♦ **Brown:** Brown is perhaps the least use colour in all of branding, but that could actually work to your advantage! Any time you do something different, it helps you stand out. Brown can also help people to view your brand as rugged or masculine.
- ♦ **Black:** If you want to be viewed as modern or sophisticated, there's nothing as classic and effective as black.

3) *Form and/or Shape*

When it comes to your designs, you also want to think about form and shape. This subtle but effective element that can be used to reinforce the desired reaction from your customers: so, for example, a logo that is all circles and soft edges will inspire a very different reaction from a logo that's sharp and square.

Here's how different forms can shape your visual identity:

- ♦ Round shapes—like circles, ovals, and ellipses—are all about the warm and fuzzies. Brands that incorporate round shapes can create feelings of community, unity and love. The rounded edges can also be viewed as feminine.
- ♦ Straight edged shapes—like squares, rectangles, and triangles—make people think strength and efficiency. The no-nonsense lines create a feeling of stability and trustworthiness, but you need to be careful: if the shapes aren't balanced out with something fun, like dynamic colors, they can feel impersonal and fail to connect with your customers.
- ♦ Straight lines also have their own implications: vertical lines suggest masculinity and strength while horizontal lines suggest tranquillity and mellow vibes



Designing your visual identity

When you create a visual identity, you're basically building a toolbox of visual elements to help you communicate effectively. This can be basic or extensive; it all depends on your brand's needs.

Your visual identity can be expressed in any number of elements. Depending on the nature of your business, one asset or another may be more or less important.

For example, a restaurant should put a lot of thought into their menu and physical space. A digital marketing agency, however, needs to focus more on their website and social media pages.

Once you've figured out the building blocks of your design, it's time to work and bring your brand identity to life, translate who you are as a brand into tangible design assets you can use in your marketing strategy.

Below you can find common elements of brand identity, including:

1) Logo

Your logo design is the cornerstone in your brand identity. When working with your designer, you want to aim for your logo to tick off the following boxes:

- Clearly communicates who you are and what you value as a brand;
- Is visually appealing: simple, clean and uncluttered goes a long way;
- Is classic, not trendy: the last thing you want is for your logo to go out of style in 6 months;
- Plays along with your industry's standards—and if you veer off, do so deliberately;
- Makes a lasting impression on your audience.

You also want to make sure that your design partner delivers your logo in multiple formats (like a black and white version or multiple sizes) to ensure you always have the logo you need—and that each is in line with your brand identity.

2) Website

Your website is one of the most representative aspects of your brand identity. Especially if you're running an online business or a digital product, your customers will definitely check your website out before deciding to do business with you. Your website is where your brand identity should come through in full force.

3) Business Cards

If you're doing any sort of business development (and who isn't), you'll want to stock up on business cards. A well-designed card offers the chance to reinforce a positive opinion of yourself in the eyes of potential clients or customers. When it comes to business card design, keep it simple: your company logo on one side of the card and your key personal details on the other side should suffice

4) Email Design

Email is a great way to engage your customers and drive business. But most people are at inbox overload, so if you want to grow your business via email, you need the right design strategy to set yourself apart from the clutter. Think about the purpose of the email. Are you trying to make a personal connection? Then keep it short, sweet, and simple. Are you trying to educate? Then format it well so it's easily readable and scannable and add a few images to make it pop. Are you trying to tell your customers about a new clothing line you launched? Make a few stunning product images the focus.

5) Product Packaging

If your product is a physical one, then product packaging is key to attracting the right customers. Whether you're thinking about the bottle of a cold-brew beverage, or the mail you'll send to your customers who purchased clothes from your ecommerce business, don't underestimate the value of good design in improving the experience – and driving both loyalty and repeat purchases. Packaging is an awesome opportunity for your design to shine.



Video



Check the relevant animation video [here](#)!

Conclusion

Once you've got your design assets, you want to make sure they're used in the right way, which is why you'll definitely want to create your Branding Guidelines. Those guidelines – which outline your design assets, when and how to use them (do's and don'ts for your brand) – will ensure that any future design is in line with your visual identity and generates the right perception with your audience.

Your visual identity is what sets you apart from the endless sea of competitors and shows your audience who you are and what they can expect from working with you. And if you want your brand to be perceived in a positive light, it's crucial that you nail your visual identity and create designs that accurately portray who you are to your audience. And now that you know how to nail that identity, it's time to start designing.

Finally, the one thing you'll want to remember is that branding is a verb. It is an action. So, while it might seem daunting at first—considering all of the planning, assets and personnel that go into cultivating an unforgettable brand—it is also empowering. Rather than letting others tell your story, you are speaking up with branding.

If you ever feel lost in the process, remember that support is always at hand. Once you have established your branding vision, start designing your brand or if you do not feel comfortable with that, get in touch with a professional designer who will help you to bring your branding to life.





Activity 1

Please upload as an attachment a word file with the answers to the following questions in order to start building your brand.

- Why do we want (or did we) to start this business/organization?
- What are the beliefs and values that are important to us as a company/organization?
- What do we do better than anyone else?
- What makes us special?
- If we could describe our brand in three words, what would they be?
- What are the three words we would want our customers to use to describe us?



Activity 2

Please define the typography, colors palette and form/shape of your brand in order to design your visual identity. Upload as attachment in a word file.

Introduction to Graphic Design

General Overview & Theoretical Framework of Graphic Design

Graphic design plays a vital role in the modern marketing environment and creates a competitive edge for companies and organizations. You only have to think about brands that have conquered their graphic design such as Apple, Tesla, and Coca-Cola, to know the power of design.

Not all of us are Apple or Tesla. So what? We can learn from them. We can learn how to join up all the elements of our brand from the best design we can afford.

From branding to graphic design can be used by any business organisation to communicate concepts and ideas visually. In a changing world where business is done online, and on the street, great design can set even a small business apart from a major brand. You only have to look at Instagram to see the creativity pouring out of small artisan businesses setting out their stall of products and services to create their following.

Every company today needs the services of a graphic designer not only to create impressive marketing materials like brochures, posters, websites, and social media designs but also to effectively communicate the message to the target audience. So, even if you're not Apple (and let's face it who is?) let's brush up on the role graphic designing plays in digital marketing.

Graphic design is more than just aesthetics — it's a form of communication between your business and your audience. Businesses use graphics in every stage of the marketing funnel to inform, engage, and eventually persuade prospective customers to make a purchase or take the desired action.

A flyer design can inform local audiences about an upcoming workshop. An attractive email series can upsell new services to current customers. A well-crafted sales page can effectively announce your new product release.



What is graphic design

Graphic design is the creation of visual compositions to solve problems and communicate ideas through typography, imagery, colour, and form/shapes. There's no one way to do that, and that's why there are several types of graphic design, each with its own area of specialisation.

Though they often overlap, each type of graphic design requires specific sets of skills and design techniques. Many designers specialise in a single type; others focus on a set of related, similar types. But because the industry is constantly changing, designers must be adaptable and lifelong learners so they can change or add specialisations throughout their careers.

Let's find out the 8 fundamental types of graphic design!

The importance of graphic design

While it is said that "A picture is worth a thousand words", the same thing is valid about the importance of graphic design. A powerful first impression is a must if you want to leave an impact on your target audience. Impressive graphic design is a true demonstration of your business principles and helps in initiating a powerful first impression in the minds of your prospects and returning customers.

A well-planned graphic design strategy is important for a business to establish its image and remain visually consistent throughout the marketing efforts. Using the art of graphic design will help in improving the visual identity and brand recognition of a company.

Whether you're a solopreneur or multimillion-dollar company you have a brand story that you would like to share with the world. Graphic design communicates your brand story with your target audience in the form of images, reports, charts, illustrations, etc. and attracts their attention to your brand's offerings.

Again, we recommend you are creative and bold with your graphic design. Stock library pictures can be changed using tools such as PhotoShop to create your own distinct style. Don't be afraid to step away from what your competitors are doing, in fact, embrace the difference in your design. It will make you stand out in a crowded marketplace.

Consistency in your brand's appearance, online and on the street, will build trust and credibility. And your brand can evolve and be added to. Refreshing your website is something you can do on a regular basis and you can reduce your reliance on printed materials which is much more cost-effective.

Put your website at the heart of your business and pour your design and content into this hub. Build your other marketing elements with a consistent relationship to your website and build up your other marketing collateral so all the elements of your brand join up.

Before we dive into the 8 types of graphic design we have to think about the importance of graphic design.

Good graphic design will help a business to gain high visibility which in turn can lead to an increase in the desirable results (sales, impact, awareness, etc.). Attractive visuals, effective communication of ideas, higher visibility, and enhanced credibility push traffic to your brand. Increased traffic leads to more opportunities.

The 8 fundamentals types of graphic design are:

1) *Visual Identity graphic design*

A brand is a relationship between a business or organisation and its audience. A brand identity is how the organisation communicates its personality, tone and essence, as well as memories, emotions and experiences. Visual identity graphic design is exactly that: the visual elements of brand identity that act as the face of a brand to communicate those intangible qualities through images, shapes and colour.

Designers that specialise in visual identity graphic design collaborate with brand stakeholders to create assets like logos, typography, colour palettes and image libraries that represent a brand's personality. In addition to the standard business cards and corporate stationary, designers often develop a set of visual brand guidelines (style guides) that describe best practices and provide examples of visual branding applied across various media. These guidelines help to ensure brand consistency throughout future applications.

Visual identity design is one of the most common types of design. Visual identity graphic designers must possess a general knowledge of all types of graphic design in order to create design elements that are suitable across all visual media. They also need excellent communication, conceptual and creative skills, and a passion for researching industries, organisations, trends and competitors.

2) Marketing & advertising graphic design

When most people think of graphic design, they think of designs created for marketing and advertising.

Companies depend on successful marketing efforts to tap into their target audience's decision-making process. Great marketing engages people based on the wants, needs, awareness and satisfaction they have about a product, service or brand. Since people will always find visual content more engaging, graphic design helps organisations promote and communicate more effectively.

Marketing designers work with company owners, directors, managers or marketing professionals to create assets for marketing strategies. They might work alone or as part of an in-house or creative team. Designers can specialise in a specific type of media (vehicle wraps or magazine ads, for example) or create a broad assortment of collateral for print, digital, and beyond. While traditionally print-centred, this type of design has grown to include more digital assets, especially for use in content marketing and digital advertising.

Examples of Marketing Graphic Design: Postcards, Flyers, Magazine, Posters, Banners, Infographic, Brochures, Powerpoint Presentations, Social Media ads etc.

3) *User interface graphic design*

A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience.

A UI includes all of the things a user interacts with—the screen, keyboard and mouse—but in the context of graphic design, UI design focuses on the user's visual experience and the design of on-screen graphic elements like buttons, menus, micro-interactions, and more. It's a UI designer's job to balance aesthetic appeal with technical functionality.

UI designers specialise in desktop apps, mobile apps, web apps and games. They work closely with UX (user experience) designers (who determine how the app works) and UI developers (who write code to make it work).

Examples of user interface graphic design: Web page design, Theme design (WordPress, Shopify, etc.), Game interfaces, App design.

4) *Publication graphic design*

Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium. Publication design is a classic type of design—think books, newspapers, magazines and catalogues. However, there's recently been a significant rise in digital publishing.

Graphic designers that specialise in publications work with editors and publishers to create layouts with carefully selected typography and accompanying artwork, which includes photography, graphics and

illustrations. Publication designers may work as freelancers, as creative agency members or in-house as part of a publishing company.

Examples of publication graphic design: Books, Newspapers, Newsletters, Directories, Annual Reports, Magazines, Catalogues etc.

5) *Packaging graphic design*

Most products require some form of packaging to protect and prepare them for storage, distribution, and sale. But packaging design can also communicate directly to consumers, which makes it an extremely valuable marketing tool. Every box, bottle and bag, every can, container, or canister is a chance tell the storey of a brand.

Packaging designers create concepts, develop mockups and create the print-ready files for a product. This requires expert knowledge of print processes and a keen understanding of industrial design and manufacturing. Because packaging design touches so many disciplines, it's not uncommon for designers to find themselves creating other assets for a product such as photography, illustrations and visual identity.

6) *Motion graphic design*

Simply put, motion graphics are graphics that are in motion. This can include animation, audio, typography, imagery, video and other effects that are used in online media, television and film. The medium's popularity has skyrocketed in recent years as technology improved and video content became king.

"Motion graphics designer" is a somewhat new speciality for designers. Formally reserved for TV and film, technological advances have reduced production time and costs, making the art form more accessible and affordable. Now, motion graphics is one of the newest types of design and can be found across all digital platforms, which has created all sorts of new areas and opportunities.

Examples of motion graphic design: Title sequences and end credits, Advertisements, Animated logos, Trailers, Presentations, Promotional videos, Tutorial videos, Websites, Apps, Video games, Banners, GIFs etc.

Motion graphics designers begin by developing storyboards and then bring their concepts to life with animation, video and traditional art. Depending on the industry, a strong working knowledge of marketing, coding and 3D modelling can be definite assets.

7) *Environmental graphic design*

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate. Environmental design is a broad type of design, here are some examples:

Examples of environmental graphic design: Signage, Wall murals, Museum exhibitions, Office branding, Public transportation navigation, Retail store interiors, Stadium branding, Event and conference spaces etc.

Wayfinding is a specific type of environmental graphic design that consists of strategic signage, landmarks and visual cues that help people identify where they are and where they need to go so they can get there without confusion.

8) *Art and illustration for graphic design*

Graphic art and illustration are often seen as being the same as graphic design, however, they're each very different. Designers create compositions to communicate and solve problems, graphic artists and illustrators create original artwork. Their art takes a number of forms, from fine art to decoration to storytelling illustrations.

Even though graphic art and illustration are not technically types of graphic design, so much is created for commercial use within the context of graphic design that you can't talk about one without the others.

Examples of art and illustration for graphic design: T-shirt design, Graphic patterns for textiles, Motion graphics, Stock images, Graphic novels, Video games, Websites, Comic books.



Design with Canva

Canva is a starting point for anyone with no prior design knowledge at all, looking to create something quickly and easily. It offers a wide selection of templates, fonts and images, some of which are free to use, others need to be purchased. Choose from existing templates or create your own from scratch, then use Canva's drag-and-drop editor. Sure, it won't offer the customisation potential of Photoshop, but it's a great alternative for absolute beginners. Canva uses the freemium business model, meaning you'll need to upgrade to the pro version to get all the bells and whistles.

You've got the vision, and Canva is an easy-to-use tool to bring it to life. Turn imagination into a finished design in minutes with this step-by-step guide for designing from scratch in Canva.

Canva's templates provide a shortcut to good design: they're fully customisable, so you can change the colours, images and more to suit your taste. We've got tens of thousands of templates for every design need.

But sometimes you need something completely custom-made. How do you ensure what you create actually looks good?

Design tip: Sketching a rough outline of your design on paper before you begin can help you bring your vision to life. It doesn't need to be perfect. Consider what you'd like to include in the design, and where it might look best.

Ready? Let's get started.

1. Choose the right dimensions for your design

To begin, choose your design type from the Canva homepage. These are set to the optimal dimensions for each graphic, whether it's a social media post, flyer or more. Or you can use custom dimensions by searching for "custom size". You can choose from pixels, millimetres or inches.

2. Choose a background

The background for your design could be a colour, or an image.

Background colours



Design tip: Different colours tell different storeys. Purple is associated with individuality, orange relates to activity, and green conjures images of nature. Think about what colours best suit your needs. Find a good colour combination with our color palette tool.

Background photos

To use a photo as a background, first add a grid. Once placed on a grid, photos can be resized, cropped, flipped and layered to create a variety of visual effects.

Next, search Images or upload your own. Then drag and drop your image onto the grid: it will snap to fit.

You can add filters to change the brightness, saturation and clarity of the photo. This can help when layering text and elements.

Design tip: You can add background images or feature images to your design.

A background image supports the message of the content. If there's too much going on in the background, it's hard to overlay things like text or illustrations. When you are choosing a background image for your design, consider texture over structure. You can crop images to find pockets of texture that will work better—this way you can also remove any space or features in the image that creates too much noise.



The image below uses a close up photograph of a rose to add textural interest to the design, but its main role is to act as a vehicle for the text.



A feature image becomes the focus of your design: this image sits high in the order of visual hierarchy. Use a single, or split-cell grid to apply clever feature images and help your content sing.

3. Add your elements

Your design might include text, icons, photos or illustrations. These need to be combined in a way that is visually appealing.

Canva graphic designer Lynneal Santos says it's a matter of balance. "Consider the balance and composition of all the elements in the design. When you're laying out your elements, ask are the elements balanced? Are they centered? And ensure they're not too close to other elements or the edge of the page."

Her number one tip? "Keep it simple." Don't overload your design with too many elements, as it can confuse the visual message of the image. This is something designers call visual hierarchy, which involves the arrangement of elements according to their importance. Try playing with size, colour, and placement in order to see what works best.

If you want to add a photo to your design, try using one of Canva's frames. You can find these under "elements" in the side panel.

Design Tip: Harness the power of negative space. Negative space, also known as white space can be any area within a design that is free from text, images, or embellishments (it doesn't have to actually be white). Designers love it because it can help create grouping, add emphasis and improve legibility.

4. Choose the right fonts

The look of your fonts can have a huge impact on your design. Take a look at this playful typeface: perfect for a fun beauty brand. Not ideal for a law firm.

Choosing one font is hard enough. But your design may need more than one typeface. Canva suggests never using more than two fonts in a design, as too many fonts tends to make a design look "messy". You'll want to choose complementary fonts, which add visual interest while working well together. You can learn more about which fonts look good together with tips on font pairing.

Canva has hundreds of pre-set font combinations to choose from. You can find these in the Text tab in the side panel.

Or you can create your own combination. Again, simple is best: if you're choosing an elaborate font, ensure you pair it with a simpler font so your design is balanced. Canva's Font Combination tool can help, and Traditional combinations like a sans serif font and a serif font can be very powerful.

Don't forget about readability. If your fonts are too complicated, they can detract from your message.

Design tip: Typographic hierarchy establishes the order of importance given to different design elements. By applying different fonts, colour and scale to your text, you can dramatically change the way your message is received.

Summing Up

You don't have to study for hundreds of hours to be good at design. But, like most things in life, you'll get better with practice, so don't be disheartened if your first design doesn't turn out perfectly. Instead, keep practicing and keep creating. You'll be creating brilliant, polished images in no time. You can check below our video in order to create really quick your appealing designs



Video



Check the relevant animation video [here!](#)_

Extra tools for graphic design

For designers, software becomes an extension of their artistic abilities. They memorise keyboard shortcuts, become familiar with layouts and generally treat their favorite software as a second language. Having an intuitive and flexible programme is important.

So, which design software should you choose? Are you looking for the flexibility and expensiveness of Photoshop, or are you looking for something simpler—and inexpensive?

Best paid graphic design software:

- ♦ Adobe Photoshop: Adobe Photoshop is easily the most recognisable of the graphic design software. From basic cropping that your grandmother could figure out to more complex raster designs, when it comes to image manipulation Photoshop can do it all. Photoshop is known for classic features like the pen tool, layers and masks, but the most recent version adds some cool tricks such as a Frame tool for easy masking and a new Content-Aware Fill workspace. With a potentially limitless skill ceiling, Photoshop is a great graphic design skill to start learning. Best used for: image editing.
- ♦ Sketch: A vector-based tool only available on Mac, Sketch is a programme focused mainly on web, app and interface design. It's recently put a dent in the graphic design competition, with some developers preferring Sketch files from designers rather than layered Photoshop files. Though Sketch isn't meant for photo editing or print work, it's great for designing icons and interfaces that you'll see on websites and mobile apps. Designers can also create live comps that developers can preview by tapping or swiping through to see what they'll look like once published. Best used for: user interfaces.

- ♦ Adobe Illustrator: Photoshop and Illustrator share some similar tools and functions, but Adobe Illustrator is centred around vector design. Put together beautiful logos, typography, icons and sketches with Illustrator's mesh tool, pen tool, swatches and colours, or Shape and Pathfinder tools. Though it'll take some extra time to learn, the nearly limitless potential for creating vector designs is worth the effort. Best used for: vector images.
- ♦ Affinity Designer: In terms of function and style, Affinity Designer is an impressive, low-budget alternative to Adobe Illustrator. Affinity even gets praise for being easier to use and faster than Illustrator, especially when working with layers. It's suitably simple for beginners to use as a learning tool but sufficiently powerful for freelance graphic artists on a budget. Affinity also recently got a big upgrade with new features and performance improvements. This software a great option for anyone who doesn't want to splurge on the Adobe offering, but needs something that performs on a high level. Best used for: Vector files.
- ♦ Adobe InDesign: A must-have for the publishing community, Adobe InDesign has been used for laying out magazines and newspapers since 1999. Put together stunning magazines, info sheets and brochures and easily export them to PDF or HTML. Though it's kind of a one-trick pony, InDesign has a low learning curve and is great for newbies learning how to combine text and graphics. Best used for: publishing layouts

Best free graphic design software

- ♦ GIMP: Perhaps the most popular open-source, free raster graphics editor, GIMP (GNU Image Manipulation Programme) has many of the same features that paid-for programmes have. Though its layout isn't as sexy as, say, Photoshop, you still get the advanced photo retouching, drawing and cropping capabilities of the better-known programmes. Best used for: raster images
- ♦ Gravit Designer: Gravit Designer is a free vector design application that's great for logo making, photo manipulation, illustrations and animations. You can use Gravit online with their cloud-based software—though some reviews claim that it runs a bit slower than the locally-installed version. The layout is sleek and fully customisable, but Gravit Designer Pro is no longer free (\$49 per year). Best used for: vector images
- ♦ Inkscape: There's something beautiful about a good community. Inkscape's user base is passionate and helpful, with this cross-platform software bringing out the best of open-source design. Users can put together good-looking graphics and designs with the breadth of learning resources available. However, a steep learning curve, clunky interface and less-than-stellar Mac version keep Inkscape from being a perfect programme. Best used for: vector images and SVG file format
- ♦ Vectr: Accessed through your web browser or its standalone app, Vectr is great for designing (you guessed it) vector images. For high-end designers, Vectr likely doesn't have all of the features you'll want. But casuals and amateurs alike will find the low learning curve attractive. Plus, there are dozens of tutorials available on their website for newbies. Best used for: vector images



Activity

Create an account on Canva and design your logo by adding shape, typography, color.

Conclusion

Choosing the “best” graphic design software is always tricky, as it’s really a matter of opinion and depends on what exactly you want to create. Every designer needs to decide for themselves what software works best for their design style, needs, medium and, of course, client. But there’s always new design software to discover. Stay on top of all the options out there and give them a shot! Maybe you’ll find a new favorite design program that’s perfect for you and your art.

Introduction to E-mail Branding (Newsletter)

General Overview & Theoretical Framework of Email Branding



What is an e-mail branding (newsletter)?

Newsletters are one of the most powerful digital marketing tools at your disposal since they let you communicate directly with your prospects and customers in a personalized way by serving valuable content and relevant promotions straight to their inboxes.

Newsletters are better suited to educating and entertaining your subscribers than they are for making a sale. Receiving a newsletter should feel like getting an update from an interesting and helpful friend rather than a hard sell from a pushy salesperson.

Email marketing is the use of email to promote products or services.

But it's not just limited to that!

You can use email marketing to develop relations with current customers, and/or to reach out to potential customers.

It's basically an email used in a marketing campaign. It contains important news and updates to make your audience aware of your brand or products and other significant information.

The importance of e-mail marketing

As a part on Digital Marketing, newsletter is one of the most important channels of communication with clients, customers, and business partners.

When you make a habit of sending subscribers personalised updates that add genuine value to their lives, your business begins to reap some invaluable rewards. You build more and more trust in your brand, you bolster your reputation as a thought-leader in your field, and you improve your odds of being top-of-mind whenever your audience considers buying something in your business category.

A newsletter is a cost-effective means for building relationships and maintaining regular contact, with one of the highest ROIs. (Return on Investment)

The clients are developing the infrastructure for experiences at every stage of the buyer's journey: awareness, consideration, and decision.

You can create personalised and custom experiences, increasing engagement and deepening brand awareness with leads, new customers, and returning customers.

These stats give a sense of just how popular and effective email marketing and newsletters have become:

For every dollar you spend on email marketing, you'll get a \$36 return on average – more than any other channel. (Litmus)

31% of B2B marketers say that sending email newsletters is the best way to nurture leads. (Content Marketing Institute)

49% of consumers are happy to receive promotional emails from the brands they love on a weekly basis. (Statista)

Harness the power of automation to supercharge your email marketing strategy (work smarter, not harder).



So, why to use a newsletter?

- ♦ Information And Knowledge

A newsletter can expand the horizons and give your audience a broader picture of who you are.

- ♦ Advertising And Marketing

Email newsletters can be one of the greatest sources to advertise and promote a new product or service within your brand

- ♦ Building Expertise

Send updated articles that have important information, and cover the latest issues and trends in your market and industry research.

- ♦ Building Relationships

Sending newsletters at regular intervals is mandatory -- either weekly, monthly or quarterly.

- ♦ Widening Your Scope

A newsletter can help you enhance your target audiences.

What tool do you need to get started and how to use it

There are many different email marketing tools (most of them have a free plan)
But we will learn about MailChimp!

Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties. Its approach to marketing focuses on healthy contact management practises, beautifully designed campaigns, and powerful data analysis.

Mailchimp is a web-based application that works in most web browsers, which means you don't need to download or install any software on your computer. To be sure Mailchimp works properly in your browser, you should enable cookies, pop-ups, and JavaScript.



Creating a newsletter: how to create your account

Set up your account

When you sign up for a Mailchimp account, you'll enter your name and email address, and we'll send you an activation email. When you receive the activation email, click the link to activate your account.

The next time you log in to our website, we'll walk you through the rest of the setup steps. You'll input profile details, such as your website and physical address, and connect your social media accounts. If you sell products online, you'll have the option to connect your store to Mailchimp.

To learn more about account creation, read the article [Create an Account](#).

Set up your audience

The foundation of great marketing is a clean, up-to-date record of your contacts, also known as your audience. When you create a Mailchimp account, we'll use your setup details to automatically generate your audience for you. You can edit the default information for your audience if you need to, or immediately start adding contacts.

Mailchimp was designed so you should only need one audience. We have a number of helpful audience management tools so you can organise and separate contacts. If you decide to create another audience, keep in mind that data isn't shared across audiences, and contacts who are in more than one audience will count separately toward your subscriber limit.

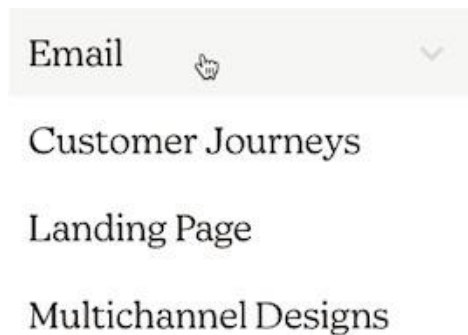
Create a campaign

Next, you'll craft your first campaign. A campaign is a message that you share through email, ads, or other channels. In Mailchimp, most users start with a regular email campaign. To get started on a regular email campaign, follow these steps.

Click the Create icon.



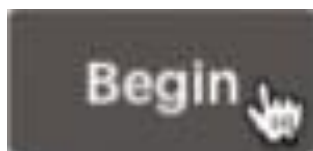
Click Email.



Click Regular.



Enter a campaign name and click Begin.



For detailed instructions on how to continue, check out [Create a Regular Email Campaign](#).

Designing a campaign in Mailchimp can be fun, but also complex, because we offer a lot of customisation options. Take some time to get used to the controls and always plan your campaigns before you start designing them. You'll be an expert before you know it.

Don't forget to send a test email to your personal email or share it with your colleagues before you will send it to your audience in order to check that everything works properly.

[Design a Campaign in Mailchimp](#)

View your campaign reports

You've clicked Send, but it's not over yet! A key component of successful marketing is tracking audience engagement, so you can provide more of what your contacts want and less of what they don't.

The next time you login to Mailchimp after sending an email campaign, you'll see how many contacts opened, clicked, or unsubscribed from your recent campaigns, right on your Dashboard. Click Reports for more detailed information, and to download, share, or print your campaign reports.

Mailchimp's open- and click-tracking data tells you how many people looked at your campaign, which links they clicked, and other information, like their geolocation. Integrate your Google Analytics account with Mailchimp for more in-depth reporting.

[About Campaign Reports](#)



Email newsletter best practises

- Clean your mailing list regularly
- Segment your subscribers
- Be brief but informative
- Inject fun, suspense, and cliffhangers in your subject lines
- Put your grammar on
- Avoid spammy words
- Don't forget about alt text
- Care about people's visual perception
- Make it mobile-friendly
- Schedule your emails intelligently
- Analyse



Video



Check the relevant animation video here!



Activity

Create a new account on Mailchimp, import one audience list and start creating a campaign. Create a template by following the colors and the basic elements of your branding.

Let's try together to increase your profits!

Introduction to Video Animation

General Overview & Theoretical Framework of Video Animation

Animated video is an engaging instrument that can help you tell your story more comprehensively. Here's some statistics that will make you want to use more video in your marketing:

- Including video on a landing page can increase conversions by 80%.
- After watching a video, 64% of users are more likely to buy a product online.
- 1/3 of all online activity is spent watching video.
- 50% of executives look for further information after seeing a product/service in a video.
- YouTube users watch over 3 billion hours of video per month, according to YouTube.



What is an animated video?

Animated videos are videos created with original designs, drawings, illustrations or computer-generated effects that have been made to move in an eye-catching way using many artistic styles.

The importance of animated videos

People remember and keep information from a video and animation is simple, engaging and gets directly to the point. Animated videos are very effective because:

- You can bring any concept to life
- You can give context to your ideas
- You can strike the right tone
- You can visually represent abstract ideas
- You can get complicated things across simply
- And you can easily manage video production, particularly, as we shall see, if you use a one-stop video agency.



Creating animated videos for your business

Creating a video animation for your business can sound a challenging task, especially if you haven't done it before. But you can do it without much hassle and can bring exceptional results for your business, following the steps below.

Step 1: Choose the right tool

All that you need to do is figure out the right animation tool or service for business animation and convey your message aptly to the audience. We recommend Canva or Powtoon.

Canva: With Canva, you can make high-quality videos without being a professional video editor. Canva allows you to create videos just like you would create a power point presentation, using their extensive library of ready-made templates, or starting from scratch. Upload your own media, or use Canva's library of stock images, videos, elements and music to create a professional-looking video.

Powtoon: PowToon can create engaging explainer animated videos for business, which can captivate the audience. These videos are useful for creating attention grabbing learning material, and captivating office presentations.

Step 2: Choose your topic

Before starting the design process, make sure that you have clarity on the purpose of your video. Why you're making this animated video? What it needs to achieve? Who is your target audience? What is the core message of your video?

Any animated video you create will have one or more core messages that you want to communicate to your audience. The challenge lies in converting that core message into a simple and short story that will engage the viewers.

Step 3: Write your script

A well-performing video should have a well-thought script. It is the foundation of a successive video. To keep the viewer's attention for a long time is a challenging task, that is why we should do our best to shape a clear message and transfer it creatively.

Step 4: Choose the right style

Your video should be unique to your business and accurately reflect your brand. The style of your frames should accurately represent the aesthetic that you want to promote through your brand. Your style frames may include factors like colour palette options, character variations, text fonts and in general your visual identity.

Step 5: Do the voiceover

Deciding who's going to tell the story is a crucial aspect of the animation production process – it's what helps viewers connect on a more intimate level with your piece. Whether your video has a laid-back approach or deals with a more technical or educational subject, it's imperative to find a voice, male or female, that matches the brand's personality and reflects the intended audience.

This not an obligatory step and you can skip it if it doesn't serve the purpose of your video.

Step 6: Put everything together

This is the stage when the video comes alive. The animation stage is where you add movement to your story and make it more powerful. Finally, your 2D animation video starts taking shape. You add life to the characters, objects, and backgrounds and give movement and dynamism to the illustrations and every graphic asset included.

Step 7: Add music and sound effects

Whether you think your video needs upbeat music, a soulful melody, or additional sound effects, this is the time to do that. Keep in mind that music sets the mood for the video, so if it suits perfectly, it can enhance the message you are conveying



Video



Check the relevant animation video [here](#)!



Activity

Create a short video of 10 seconds on Powtoon using one character, one text one element, motion and music/ sound effect



What is a podcast?

Think of podcast episodes as audio articles. Anyone can start their own Podcast Channel by easily chatting about anyone they wish. Through your episodes you can inspire or help people, share your storeys, tips and opinions on topics that interest you, promote products and services and more. The term "podcast" was first mentioned in 2004 in an article by Ben Hammersley in the Guardian. It is known that the term "podcast" is a derivative of Apple's iPod (i: internet, pod: stump, pea shell) and broadcast. It is also reported that to avoid legal issues due to copyright, podcast is often referred to as "Personal On Demand Broadcast". To this day, the "father" of podcasts is considered to be Adam Curry (also known as "podfather"), who also created the popular iPodder programme. Curry is said to have been the first producer of episode podcasts, but in reality, he just helped develop podcasting and is not the first podcaster to exist. However, podcasting is not easy for those who want to watch it professionally. As with blogging and vlogging, with podcasting you need to develop your own personal voice that will make you different from other podcasters in the field. After all, your voice is the one that will attract new listeners and entertain the existing ones.

The importance of broadcasting online

Think about how much time you need to read a blog, post or watch a whole video on YouTube. Time is precious and everyone tries to distribute it during their day according to their interests and obligations. Following on from the fact that you do not need enough effort, why not make the life of your potential customers/audience easy by listening to valuable information from your show (=business), whenever and wherever anyone wants? It's an action that shows that you think of the other not only as your customer but especially as a person, trying to maximise the efficiency, productivity, and effectiveness of their every minute. In five minutes, you read a text with 4000 words while in a podcast episode in the first 5 minutes you will have uttered more than 6000 words. It is a solution where everyone benefits. You give them a lot of useful content that they can listen to you. company, which is the best in the world, and that last year managed to achieve these goals so come and buy, do not expect much to be done! And that brings us to the third reason you should start a podcast and it is none other than cultivating better relationships with customers, current and potential ones, and employees in your business. When someone listens to your podcast on a regular basis, they start to feel familiar. Your voice is what will create an emotional bond between you and your listener. In combination with the excellent information that you will provide for free because there is another value hidden for your audience, which is trust. So, you can easily understand that when someone trusts you, then they will buy more easily! Not right away, but it certainly will.

When you reach the top point of trust, more people will come to listen to your podcast. The more people you attract and keep engaged, the more you will slowly begin to regard them as the authority of the space in which you operate. At the same time, you develop your own personal brand. You show once again the human side of your business, in one of the most reliable ways, through your own voice. Finally, your business content marketing strategy can be greatly enhanced, as with a podcast episode you can create smaller pieces of content for the various social networking platforms. You can convert the episode you just recorded into text, and you automatically have a blog post ready!

What is the difference between a podcast, podcasting and podcaster?

Just like the terms blogger, blogging, blog, so with podcasting, there are some terms you need to know:

- Podcast Episode: Voice episode or I do podcasting.
- Podcaster: One who creates podcasts and has his own Podcast Channel.
- Videocasts: Podcast episodes that come in video format (often uploaded to services like YouTube).

What equipment do you need to get started?

1. A computer, a laptop, a tablet, or a mobile phone: Whatever one of these devices you have, you can start recording your first episodes right away. Of course, a computer or laptop will provide you with more features and functions than a tablet or a smartphone.
2. A microphone: You can either invest in a quality microphone or use the built-in microphone. You can even use your smartphone or headphone microphone (head lice often sounds good when not moving).
3. An episode podcast recording and editing programme: You will need to learn how to use at least one programme or application to record and edit your episodes. Fortunately, there are several software programmes, and most are easy to use. Get started with Audacity for free, or Adobe Audition if you want to invest in a professional tool.
4. Pop filters (optional); these effects that come in front of the microphone to keep your voice clear.

Technically speaking, investing in a reliable microphone and editing programme will bring you maximum results, unlike the microphone of a mobile phone or laptop, where there will be a noticeable difference in quality and noise. Although it is not necessary to invest in a professional programme, premium programmes often provide more possibilities and save you a lot of time and effort when dealing with big episodes or guests.



Creating a Podcast: How to Create Your First Channel

Once you have the microphone and the programme that you will use to record and edit your podcast episodes, it is your turn to create a Podcast Channel and upload your content. Want to start a new Podcast Channel but have no idea what the process is for creating a Podcast? In this step by step guide we will see how to start your first Podcast Channel without giving a single euro.

At this point it is worth noting that it is not necessary to follow the same order to create your first podcast. Personally, this is the order we, as InterMediaKT follow, and we consider it ideal, but everyone works differently, so do not hesitate to change the order. We will focus on referring to both the premium services used by professional podcasters and the best and most reliable free ones for beginners.

Find a name for your Podcast

The first thing you need to do is think about the name of your Podcast Channel. The name will determine the rest of your steps. The name will be added everywhere, so there is no point in running to create a Podcast Channel without first coming up with one.

Here are some tips for choosing a name:

- ♦ Keep it short and make sure it is easy to pronounce, while it is easy enough for everyone to remember. Big and / or complicated names are easy to forget and so are not an ideal choice.
- ♦ Choose a catchy or practical name. For example, if you are preparing to open a Podcast Channel with coffee recipes, as a [practical] name you could put "coffee recipes with Greg". However, if you want a catchier name, you can put something like "Coffee Talks", or "Weekly Coffee Talks", or "My life with Coffees", or hundreds of other names and titles. Take your time, write down the different names and styles that your podcasts will have on a piece of paper and choose the best one.

IMPORTANT: Make sure that the name you choose does not exist so as to avoid competition or even legal problems. You can also visit directories of podcasts channels, to get ideas for names and covers.

Make the cover photo

There are two ways you can make a cover photo for your Podcast Channel: Alone or by hiring a graphic designer. In this article, we will move on to the first option.

The most professional and intricate covers are often created by programmes such as Adobe Photoshop and Adobe Illustrator. However, because not everyone has the necessary knowledge and budget for such a suite of programmes, you can use tools like Canva to easily create beautiful cover photos.

Description and links

Next stop: The description of your Podcast Channel. The description is quite important as it will not only determine the content of your podcast but also the SEO to be found by the search engines.

When someone searches for a podcast on Google, Bing or any other search engine, If they want to find themselves as "podcast with coffee recipes", then you need to make sure that both the title and the description contain these keywords. For example, if the name of the Podcast is "Coffee Talks", then in the description be sure to put the word "coffee" and other important words such as "coffee recipes".

Record your first episode

Record your first episode and then create the intro that the episodes will have. Unless you have enough time, and passion for editing, I would suggest you prepare every time, alternatively you will end up cutting and making changes in countless parts of your episodes. Therefore, proper preparation is necessary.

You can use a notebook and a pen, or even your favourite note-taking app. I personally use Notion to organise and prepare not only the podcast episodes of The Blogging Dispatch, but also the articles and videos you will find on the Inkstory YouTube Channel. To add all the information of the episode, you will also need to deal with Search Engine Optimisation (SEO) so that more people can find your episode.

Podcast Option Features & more

- Episode Title: The title of the podcast episode. Check the tips mentioned above.
- Episode Description: The description of the podcast episode. The bigger and more concise it is, the better. Make sure it is SEO-Friendly and do not forget to add links to your social networks or affiliate links.
- Publish Date: The date the episode will be published. Leave it at "Now" to make it directly visible to everyone.
- Season Number: The number of the season. If you start now, then you put "1" as it is your first season.
- Episode Number: The number of the episode. The first episode of the season is "1", after the second "2" and so on.
- Episode Type: If it is a regular episode, then hold the "Full" option. If it is a trailer or intro for your upcoming episodes, then you choose "Trailer". If it is a bonus episode, then you choose the "Bonus".
- Content: Clean is the clean content that does not include swearing or talking exclusively for adults, while Explicit is for everyone else.
- Polls: You can use them, and your listeners will be able to vote on various questions you ask them. This is an ideal choice when you want to increase the engagement of your listeners.
- Q&A: Ask your listeners questions to increase engagement .
- Once you have filled in all the required fields, you can either click on "Save as a draft" to save the episode as a draft, or on "Next" to proceed with its publication. If your Podcast Channel is new, it will take a few days for all other streaming services to approve it and your episodes to appear everywhere.

Using a streaming service

You can use a streaming service, also known as "hosting services", if you do not have your own website to upload your podcast episodes.

The easiest and fastest way to create a Podcast Channel is through Anchor. The service is provided completely free of charge to everyone and allows you to record, edit, upload episodes and maintain a public profile. Anchor also uploads your episodes to other streaming platforms, such as Spotify, Apple Podcasts, Google Podcasts, Castbox, RadioPublic, Pocket Casts, among others.

Upload your first episode to Anchor

The process of uploading podcast episodes to Anchor is not much different from the process of uploading videos on YouTube.

- 1.From the "Dashboard" page click on "New Episode".
- 2.Podcast Creation: A step-by-step guide for beginners.
- 3.Anchor provides some basic options:
 - Record: Record your episode directly from its own built-in tool (I would suggest a programme like Audacity or Adobe Audition for better results).
 - Library: Insert an episode or part of an episode that you have already uploaded.
 - Messages: Add messages you have received from listeners of your Podcast during the episode.
 - Transitions: A collection of free music and sound effects for your podcasts.
- 4.Click to Upload or Drag files: To upload your existing and edited podcast episode.
- 5.Once you are ready, click on "Save Episode" to save the changes.

The same steps apply of course to upload all your other episodes, making the necessary changes to the titles, descriptions, season and episode number.





Video



Check the relevant animation video [here](#)!



Activity

Have an elevator pitch with a colleague asking them to describe your company in 1-minute. Record it, edit it, find a name and description and publish it on Anchor.

Conclusion

There you have it!

The steps to a successful content creation and management process. It requires consistency and a holistic approach. It's easy to get lost with the myriad of steps and factors you need to consider before you can actually start creating your own content. But with this content creation guide, you can get a head start in generating valuable and engaging content that your audience will love and can help you grow your brand and business. Being authentic and relatable with your audience through honest content helps the reader to connect with your product/service, but also with your brand and its values.

Content creation does not stop when you press publish. You should also set time aside to analyse the data that you have available and strive for improvements and optimisation on your work.

Ultimately, the true secret to successful content creation is simply experience. The more you do it, the more benefits you'll see, and the better you'll become. That said, educating yourself on how to work better, smarter, and more efficiently will only help you get to expert level faster.

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Quiz

1. Branding is important because:

- a) Helps you stand out from the competition
- b) Builds brand recognition
- c) Creates a consistent brand experience for your audience
- d) Sparks a connections with your audience and shapes loyalty
- e) All of the above

2. Visual Identity is all the tangible elements, from logo to a website, that expresses who a brand is and differentiates it from all the other.

- a) True
- b) False

3. Graphic design can be used to communicate concepts and ideas visually.

- a) True
- b) False

4. How many types of graphic design exist?

- a) 4
- b) 8
- c) 12
- d) 15

5. A newsletter is a cost-effective means for building relationships and maintaining regular contact, with one of the highest ROIs. (Return on Investment)

- a) True
- b) False

6. In the campaign reports it is possible to find out how many contacts...

- a) Opened
- b) Clicked,
- c) Unsubscribed from your recent campaigns
- d) All of the above

7. Voiceover on your video animation is:

- a) An obligatory step
- b) An optional step

8. Which title would be more suitable for a cooking podcast channel?

- a) A cook's guide to traditional recipes
- b) Solo cooking @ home w/ Greg!
- c) Foodtastic Radio
- d) The tiropita podcast

9. Before recording your podcast...

- a) Set up your camera
- b) Get a microphone
- c) Create an intro
- d) Creat a cover photo