SIRXECM002

Prepare Digital Content

Assessment 1 of 4

Short Answer Questions

Assessor Guide

Version 1.0

Assessment Instructions

Task overview

This assessment task is divided into **fourteen (14)** short answer questions with associated tasks to complete. Read each question carefully before typing your response in the space provided.

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

Please consider the environment before printing this assessment.

Question 1

Explain the following legal and ethical considerations as related to digital content.

- Trade Practices Act
- Privacy Act

Assessor Instruction

Students are to explain the legal and ethical considerations relating to digital content in relation to Trade Practices Act and Privacy Act.

Acceptable Responses must include:

- Trade Practices Act
    - The national law that regulates fair trading in Australia
- Privacy Act
    - Protects the privacy of individuals and how organisations handle personal information
- For both acts they must explain the legal and ethical considerations relating to digital content
    - Trade: How businesses trade and consumers being treated fairly
    - Privacy: Sharing of customer information and protected data

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

Approximate Word Count: 150-200 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Trade practices act

The Competition and Consumer Act 2010- external site (the Act) is a national law that regulates fair trading in Australia and governs how all businesses in Australia must deal with their customers, competitors and suppliers. The Act promotes fair trading between competitors while also ensuring that consumers are treated fairly. The Australian Competition and Consumer Commission (ACCC) administers and enforces the Act along with state and territory regulators.

The Act broadly covers:

- unfair market practices
- industry codes
- mergers and acquisitions of companies
- product safety
- collective bargaining
- product labelling
- price monitoring
- industry regulation – airports, electricity, gas, telecommunications.

Privacy act:

The Privacy Act 1988 (Privacy Act) was introduced to promote and protect the privacy of individuals and to regulate how Australian Government agencies and organisations with an annual turnover of more than $3

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million, and some other organisations, handle personal information.

If the online social network you use is such an organisation, then the personal information you share on it is protected by the Privacy Act. Such organisations include Facebook, Instagram, Twitter, Snapchat and LinkedIn.

Question 2

What is the role of digital content in an online environment?

Approximate Word Count: 200-250 words

Assessor Instruction

- The student must explain the role of digital content in the online environment.

Acceptable Responses must include:

- Explaining how it increases and helps Brand awareness
- How digital content leads to purchasing
- Communication with consumers and transparency
- Allowing customers ease of access

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

Approximate Word Count: 200-250 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Higher brand awareness

- Customers feel a positive connection with brands that produce engaging content. Remember, visitors come to your site expecting you to be the expert on your products.
- The most valuable type of content provides a rich and informative experience for visitors. Specialized and long-form content can be extremely helpful in creating a strong brand story.

Increased conversions

- Brands need as much "sticky" content as possible to drive engagement. The more time customers spend on a website, the more likely they are to buy something. Engagement is one KPI with direct ties to increased conversion rates.

More trust

- Customer-centric content strategy emphasizes content that is personalized towards a specific audience. Such valuable content can instil more trust among customers and entice them to buy.
- Good content should extend beyond product descriptions and blog posts. What customers find extremely valuable are testimonials, well-written FAQ pages, and a flexible return/exchange policy. Good content uses strong imagery to avoid being dry.

Increased organic traffic

- Like all sites, eCommerce projects need a solid content strategy to bring in targeted organic traffic. SEO strategy lets content harness "free" advertising from search engines. Keywords are an important part of SEO and should be researched and implemented into blog posts and product descriptions.
- When it comes to the latter, they are sometimes overlooked as being important to the website's SEO

optimization. Brands need to make sure to include good product descriptions wherever possible.

Question 3 (A-E)

A: What are the techniques for using digital content to engage customers?

Approximate Word Count: 250-300 words

Students' words will vary but their responses need to reflect the content provided in the sample answer. Following are the techniques for using digital content to engage customers:

Know your audience

- Being a business in this technology-driven era gives you a chance to know your audience better. Having a social media presence on platforms like Facebook, integral, and twitter helps you as an entrepreneur or a blogger, giving you an opportunity to interact with your audience at a more direct level and know their interests better. You can talk to them directly by replying to their comments and posting content that would increase their engagement under your posts.

Tell a story

- The best way to connect with your ideal consumers is to share content and stories that would be more authentic and real. Customers like to hear more real stories and how your product or your business helped somebody make their life easier. You can even share stories about how you started the business or your blog.

Create content with intent

- To create great content, you need to know why you are creating it in the first place. You cannot create content without a purpose. You create it to attract customers or influence your target audience or even make people your loyal customers. So before creating quality content, you need to be sure about your intentions and what goals you want to achieve by making such content for your brand.

Create content that's valuable to your customer

- Being a brand that wants to increase their engagement, you need to create content that is valuable not only to you as a business, but also to your viewers. Your target audience will eventually become your potential buyers. Therefore, to keep them engaged with your content, you need to add value to what you are advertising, whether through the graphics, a live video, or even a meme.

B: How do you maximise sales with digital content?

Approximate Word Count: 250-300 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Following steps are used to maximise sales with digital content:

Keyword research:

- If you have a new site, you can start by using keywords that have low competition ratings. Ensure that the keywords you choose will be used to find content that leads to your site. You also need to know the search intent and the traffic you will receive if you're ranked on the first page of google.

Create the Content:

- Follow the format that is used by your competitors, especially if they have ranked well. This process is vital because Google is telling you what people want to read when they search for your keywords.
- To make your post stand out, create a title that isn't generic. Focus on covering the points that your competitors might have missed to give your content an edge over others.

Drive sales by tracking your leads:

- Tracking your content progress is essential. If you recognize that you're not ranking despite all the marketing efforts, then you may want to reassess if your content is meeting the search intent of your audience.

Promote your content:

- When you create SEO blog articles, you have to promote them to generate revenue. If you've planned an advanced content marketing strategy, then you should know that the goal is to get your content to as many people as possible.
- You can market directly using relevant keywords and invest in interest-based ads that target the concerned audience. SEO will help your content rank, and this will help with organic traffic from

consumers who are willing to purchase your services.

C: What are the techniques to generate traffic using digital content? Write your answer in 200-250 words.

Approximate Word Count: 250-300 words

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Assessor Instruction

Students are to explain what techniques that can be used to generate traffic through digital content

Acceptable Responses must include:

Students answers will vary, some of the topics they need to address is

- SEO (Search Engine Optimisation)
- Targeted Content
- Testimonials
- Active and live social media

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

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Students' words will vary but their responses need to reflect the content provided in the sample answer.

Techniques to generate traffic using digital content are discussed below:

Perform Keyword Research

- Always include relevant keywords in your content. Keywords should be used naturally, not stuffed into the content so much that they detract from the main idea or distract the reader. It's important to use keywords throughout the content, like the meta description, the page title, the URL, headers, and a few times throughout the piece.

Create Memorable Content

- It's not enough just to post content; you need to create content that's memorable and cuts through the noise. In fact, useful and memorable content is one of the top ways to increase website traffic.

Write Guest Posts

- Guest posting for other websites is an effective way to generate backlinks, boost referral traffic, and increase search engine results page (SERP) rankings. You should always thoroughly research websites within your industry to pitch.

Keep Active Social Media Pages

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Social media is huge for attracting visitors. Here are some ways it should be used to increase website traffic:

- Post content (blogs, e-books, white papers, infographics, videos, etc.) across your social media platforms
- Interact with followers by replying to them, reposting their content and tagging them
- Use relevant hashtags
- Update the link in your bio to promote new content when it comes out
- Change a cover photo to promote new content
- Tag influencers who may be interested in the content
- Include enticing information from the content to encourage people to click the link to it
- Reply to other people looking for answers with links to your content

D: Describe how digital content helps in the creation of a brand's and target market's appeal. Write your answers in 150-200 words.

Approximate Word Count: 250-300 words

Assessor Instruction

Students are to explain how digital content helps the brand reach target markets

Acceptable Responses must include:

Students answers will vary, some of the topics they need to address is

- Credibility
- Visibility
- Identity

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Content helps to develop identity:

- Using content to develop your digital identity requires a deep understanding of your audience, your offering, and your organization. Understanding your audience requires you to know what challenges them.
- It goes beyond simple demographic information such as their name and location. It's all about understanding what keeps them up at night or what's the main obstacle preventing them from accomplishing a particular objective, goal, or task.

Content helps to gain visibility:

- A brand's visibility and exposure online has a direct link the to the success of a business.
- Your content represents who you are but considering your audience can also help you target them effectively.

- Your primary and secondary keywords are not always as obvious as you may think. You must leverage keywords or phrases that are relevant to your brand, industry, location, and competition to gain more visibility in search engine results.

Content helps to develop credibility:

- As you post personal stories about your brand, your credibility will increase as users begin to know, like, and trust your brand.
- Overall, you should utilize content marketing to help build your digital identity, visibility, and credibility.

E: What are the techniques for using digital content to achieve consistency and alignment with organisational branding and promotional activity?

Approximate Word Count: 50-100 words

Assessor Instruction

Students are to explain how to achieve consistency and align with organisational branding through using digital content

Acceptable Responses must include:

Students answers will vary, some of the topics they need to address is

- Functionality
- Target market
- Style Guide

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Techniques for using digital content to achieve consistency and alignment with organisational branding and promotional activity is discussed below:

- Meet platform functionality requirements

  - Organisational policies and procedures provide guidelines on the platforms to be used for promoting the products or services on digital media and the requirements to be followed.

- Create target market appeal that aligns with the brand statement of the organisation.

Achieve consistency with organisational branding and promotional activity by following the style guide of the organisation.

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Question 4

Discuss any four (4) current trends in the creation and utilisation of digital content.

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Assessor Instruction

- Students must explain 4 current trends in the creation and utilizing digital content

Acceptable Responses must include:

Some current trends the student may discuss include:

- Story Features
- Webinars and Go Live Features
- Repurposing content across multi channels
- Visuals
- Podcasting
- Short Form Video Content
- AI (Artificial intelligence)
- Remote Collaboration Tools
- Interactive Content

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

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Approximate Word Count: 200-250 words

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Students' words will vary but their responses need to reflect the content provided in the sample answer.

1.
2. Next-level visuals in content:

Visually forward platforms will continue to be trendy now and in the future. From entertainment to communication, people are going all-in on the power of dynamic or interactive imagery. Among the next generation of soon-to-be-adults, visual social media reigns supreme. To this end, visuals in content are only going to get more interesting and appealing to users.

3. Going live with video and webinars:

Video and webinar content has been even more important and the boom in live video will continue to grow. Video is a quick and effective medium to communicate your message and educate your audience. Consumers want to get information/learn quickly and there's no better way to do so than with the help of video marketing.

4. Repurposing content across channels:

With an emphasis on creating engaging content with fewer resources, there is a bigger focus on repurposing content across channels. When you're spending time and effort to create high-quality, engaging content, you want to share it with as many people as possible. The best way to do that is to repurpose.

5. Story features:

Stories are growing in popularity for several reasons. First, they make great social media content. Secondly, they'll also show up in mobile searches and Google Images, increasing your chances of discoverability.

There are other factors in their growing popularity: platforms like Google Stories make story creation accessible to everyone.

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Question 5

Explain the following software used to aid digital content development in 100 to 150 words.

    a) Canva
    b) Crello
    c) Grammarly
    d) Anchor

Approximate Word Count: 20-30 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Canva:

- Canva. One of the most popular tools for creating social media graphics, Canva allows users to create high-quality images quickly using layouts, templates and design elements.

Crello:

- Crello is a graphic design tool that makes it easy for certified social media marketers to create stunning graphics without a lot of design knowledge.

Grammarly:

- Grammarly is an all-in-one spellcheck and grammar tool. It helps users write error-free content on Gmail, Facebook, Twitter, LinkedIn, and almost anywhere else on the web.

- Grammarly works by using Artificial Intelligence (AI) to scan your content for common and complex grammatical mistakes, including everything from subject-verb agreement to article use and modifier placement.

Animoto:

- Animoto is another great video platform that allows non-experts to create captivating multimedia. Animoto allows you to turn existing video clips and images into video slideshows with little effort.

Question 6 a & b

    A) How is website site design and functionality related to the digital content development?

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Approximate Word Count: 150-200 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Relationship between site design and functionality and digital content based on the following factors:

Accessibility

- The site design and functionality of your website should allow users to seamlessly access content. It is important to include navigation that is simple and easy to use. You may also consider incorporating a search feature so visitors can quickly find the information they seek.

Appearance

- If your site design and functionality is overwhelming, visitors will not consider your content to be trustworthy, accurate or of high quality. You need a clean, simple design that looks professional and encourages visitors to trust what you're saying and navigate further into your website. Strategically placing calls to action on your most prevalent pages will guide users through the rest of your site.

Readability

- The formatting of your website needs to allow for easy readability. The value of the content gets lost when the font size is too small (or big), includes many different colours or is inconsistent with your branding.

Comprehension

- Your website visitors will have varying degrees of expertise and familiarity with a certain topic. Including images and other visuals helps readers to better understand the information. Additionally, when you have long-form pieces of content, it is a best practice to include images that break up text to make your content easily digestible.

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B) Based on the question above when looking at how the site design and functionality, how can this influence the kind of digital content you develop. List three (3) considerations you would need to take. Provide a brief explanation as to why.

Approximate Word Count: 80-130 words

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Assessor Instruction

Students must explain how site and functionality plays a part in the development of digital content

Acceptable Responses must include:

Students answers will vary. Their answers will be based around the following attributes:

- Website and Media integration
- Security
- SEO Search Engine Optimisation
- Responsive Design
- Loading speed
- Formatting

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

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Students' words will vary but their responses need to reflect the content provided in the sample answer.

- SEO Search Engine Optimisation: Based on the layout of the site, what features can you use? What can you use to embed SEO in the digital and written content. Is there a word count, limited space, upload limits etc.
- Responsive Design: Depending on the site and its capabilities. Can it feature video content? Can you make a video on Tik Toc share it to Instagram, Facebook and upload onto the site
- Loading speed: Depending on the platform and capabilities, can it play video, can you feature video, what is the impact of embedding it on the site vs a link/ connection to the video

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Question 7 (a and b)

What is the role of style guide in the digital content development?

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Assessor Instruction

- Students are to explain how style guides assist with digital content development

Acceptable Responses must include:

Students answers will vary, some of the topics they need to address is

- Consistency with branding
- Best practice
- Content creation process
- Audience expectations
- Language and visual style

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Approximate Word Count: 250-300 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

A content style guide is a set of standards for the writing and formatting of content for a specific publication, organization, website, or field as a whole. Ultimately, style guides establish and enforce style rules to improve communication and foster consistency.

Role and use of content style guide in digital content development

1. It puts your audiences first

All style guides are about communicating more effectively with audiences. Their needs, wants and expectations shape every piece of content created. Staying in-tune with their interests, behaviours and activities dictates the language, mediums and messaging you use. A style guide recognises a link between what your audience needs and the best way to fulfil that need in most impactful way.

2. Breeds consistency

Giving your audience a consistent experience builds loyalty and trust. With more than one person being responsible for content creation, keeping the tone of voice locked down can be tough. A style guide can be a central reference to keep the overall voice consistent.

3. Encourages good practice.

As with many agency or brand practices, creating a style guide starts with research. Your audience, brand, business goals and competitors all influence your style guide. Getting as much insight as possible will set you in good stead. Use what you've learned about yourself to date.

4. Creates better content

A style guide is about pinning down how you communicate. As much as it is a practical resource, a style guide is also a commitment to more considered content. Grammar, punctuation and formatting all contribute to the quality of your content, a style guide keeps all this in check. Personality, trends and brand values all come into play here and it's this that produces better content.

What is the role and use of content template in digital content development?

Approximate Word Count: 250-300 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

1. Role and use of content template in digital content development:

A content template provides an outline for writers that covers all the information or images that should be included within a blog post, article or webpage. This document should align with the overall marketing plan for a company or brand. This tool is an effective way to communicate content needs to a large team involved in the development of a marketing plan in order to keep a high level of consistency.

2. Templates increase flexibility:

Templates actually increase flexibility, they're easy to update, and they provide consistency across the project. They can be improved regularly to meet technological and instructional requirements as well as the client's needs. These are easily tracked and updated.

3. They are easy to use:

Having access to a library of templates gives you the flexibility of being able to choose from a diverse set of preconfigured interactions, without needing to program o configure anything. They give you more power, more choices, and much more independence. Basically, they make it possible for a large number of people (professionals or not) to design eLearning.

4. Provide consistency and uniformity to the course:

Standardization is a vital part of a course. This helps learners know how to navigate and use the course. When talking about standards we mean: colours, fonts, sizes, and layout.

5. Reduce rework time:

Having templates ready to go means that you don't have to waste time building or creating courses from scratch. Just use the templates you need according to your learning needs, and use them over and over again!

Question 8

Explain the role and use of copywriting in digital content development.

Approximate Word Count: 200-250 words

Question 9

What is the role and use of search engine optimisation in digital content development?

Approximate Word Count: 200-250 words

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Approximate Word Count: 200-250 words

Students' words will vary but their responses need to reflect the content provided in the sample answer.

Increases the number of visitors to your website

- SEO aids in increasing the number of visitors to your website. Starting a business is a difficult task, and increasing your exposure and awareness is one of the initial goals of any promotional or marketing effort. Because billions of people are now online, having a website is essential in increasing your company's visibility.

Achieve quality clients

- SEO also aids in the development of brand's authority. Brand's trust grows when websites rank higher in search engines and become more visible on the internet. One of your aims in incorporating SEO into your website campaign methods should be to achieve this.

Encourages a good user experience

- SEO efforts should focus not only on raising visibility by using keywords or phrases but also on creating large web pages and encouraging exceptional user experiences for individuals who have visited your site.

Assists in increasing engagement and conversion rates

- You'll get the most traffic if your website ranks first in the search engines. The number of people who click on the website link will increase. As more people come to see you, you'll be able to boost your interaction, which will lead to a higher conversion rate.

Question 10

What are the techniques used for creating written and visual online content relevant to different target markets?

Approximate word count 300-350 words.

Assessor Instruction

- Students are to explain techniques used to create written and visual content to be relevant to different target markets

Acceptable Responses must include:

Students answers will vary, some of the topics they need to address is

- Making goals for target audiences how you want to engage with them

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- Using branded visuals
- Adaptable graphics
- User generated content
- Visuals
- Infographics and charts

The students answer they provide may vary. An exemplar answer has been provided below as guidance.

Students' words will vary but their responses need to reflect the content provided in the sample answer.

1. Set goals for your visual content

Let your content strategy guide your visual content. This means designing visuals that align with your quarterly and annual goals.
Marketers should ask themselves the following questions when goal-setting for visual content:
- Who is the audience for this visual?
- Does the content solve a user problem?
- What is the purpose of creating and distributing this visual?
- How does the visual align with the brand's mission and vision?
- What keywords will be included in the alt-text?

The answers to the above questions will help define the metrics for examining the success of visual content creation.

2. Use branded visuals

Visual content is one of the easiest ways to showcase your brand and build awareness for your company. After all, logos, fonts, and colours are the essentials of business branding.
It takes between five and seven brand impressions online for a customer to recall your brand, thus adding branding elements to as many visuals as possible is a necessity.

3. Follow design best practices

Visuals need to follow graphic design principles. This way, you'll create imagery that customers can immediately connect with.
Here are some other general rules to keep in mind:
- Don't overstuff your visuals—maintain white space around elements
- Keep colour contrast and combinations in mind so the visual is more accessible
- Use a maximum of three fonts—any more will make your copy confusing
- These principles of design will become easier to incorporate into visuals with practice and feedback.

4. Give visuals human impact

People are drawn to other people more than to abstract concepts. Featuring people in your visuals is a great way to create viral marketing campaigns that put people and not their brand at the centre of their message.

5. Incorporate user-generated content

Another way to create human impact is by incorporating user-generated content in visual marketing campaigns. UGC, like Joules' post for National Pet Day, creates an empathetic connection between brands and their consumers.

Question 11

Explain the uses and features of the following:

- keywords
- styling
- file classification schemes

Assessor Instructions

Approximate Word Count: 40-80 words in each section

Keywords	Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines. They often are used as an index to the contents of a data set.
Styling	A content style guide is an organized set of rules for copywriting specifically for your company. These are most commonly used for website content like blog articles, social media posts, webpages, email content, eBooks and anything else you're putting on the internet. Traditional marketing items should also follow a style guide. On top of keeping track of things like grammar, formatting and words to avoid, it acts as an instructional manual for what your brand says and how you say it.
File Classification Schemes	A file classification scheme is the process of identifying the category or categories of business activities and the records they generate and grouping them, if applicable, to facilitate retrieval, description, control, links and also for determining their disposition and access status. The development of a file classification scheme is based on an analysis of what are the functions and activities undertaken by an organization, so in other words on an analysis of what the organisation does.

Question 12 (a and b)

Explain the techniques to achieve the following.

- clarity and readability
- ease of viewing and navigation

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Approximate Word Count: 200-250 words

How do you create visually appealing content?

Approximate Word Count: 200-250 words

Example answer:

Following are the steps to create visually appealing content:

Make visuals part of your social media strategy

- Great visuals are only as good as the social strategy that supports them. Your creative may follow best practices, but without purpose, narrative, timing, and other strategic elements, you'll be doing your art department a disservice.
- Whether you know it or not, all companies have a brand identity and visual language on social—some are just more fluent on social than others. A social media style guide can help with this.

Get to know the creative basics

- Sure, there's not one good way to create a visual. But there are some basic best practices to take into consideration. And you have to know the rules before you can break them.
- Here are some basic best practices for creating social media visuals:
  - ➢ Have a clear subject. It's usually best to have a single focal point in your image.
  - ➢ Remembers the rule of thirds. With some exceptions, it's best not to centre your subject perfectly.
  - ➢ Use natural light. If your image is too dark, it's harder to see. But don't overexpose your images, either.
  - ➢ Make sure there's enough contrast. Contrast provides balance, is easier to read, works better in black and white environments, and is more accessible.

Understand image copyright

- Sourcing images isn't always easy—especially when it comes to understanding copyright. But it's important, especially since there are serious consequences for misuse.
- Read all the fine print when using stock photos, templates, and illustrations. If anything is unclear, inquire with the image owner or site for more detail.

Size images to spec

- One of the biggest crimes you can commit when sharing visuals on social media is using the wrong size.
- Images with the wrong aspect ratio or low resolutions can be stretched, cropped, and crunched out of proportion—all of which reflects poorly on your brand. Every platform has its own specifications and you should tailor your content accordingly.

Question 13

What do you mean by information architecture? What does it have to do with digital content?

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Students are to explain what is information architecture and its relationship with digital content

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Approximate Word Count: 250-00 words

Example answer:

Information architecture

- Information Architecture is an expression of the product's content strategy. It is like our bodies express what we are thinking and should be naturally connected if we are not trying to hide something. The body-Information Architecture helps the head-content strategy tell the story, and it is designed to lead the users to go through some paths to get to the destination. In this competitive environment for digital products, a good product content strategy is crucial. Information Architecture is required to deliver the message quickly and communicate accurately. Users expect to easily understand, relate, share and shift information in any environment.

Relationship of information architecture with digital content

- The information architecture of your site is one of the ways through which you express your content strategy. The choices you make about what content to highlight is just another way to emphasize mission-centric issues and messages. In other words, information architecture is another expression of your voice.

At the same time, information architecture should also be thought of as an enabler for content strategy.

- It helps you tell your story.
- It gives you the tools to lead the user through a specific path.
- If your information architecture does not allow certain "tours" through your content, it limits the types of stories you can tell.

As such, the two are so interconnected that you cannot develop one first and the other afterwards. The two have to be developed in unison and grow iteratively with your site. As devices and channels multiply—and as users expect to easily relate, share, and shift information—we need content that can go more places, more easily.

Question 14 (a and b)

a) Explain the following tools and techniques for storing digital content in 200-250 words.
- Desktop Storage
- Social Media Storage
- Cloud Storage

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Approximate Word Count: 200-300 words

b) Explain the following tools and techniques for creating and uploading digital content in 200-250 words.
- Content management system (CMS)
- Canva
- Giphy
- Vidyard

Approximate Word Count: 200-300 words

Content Management System (CMS)	A content management system (CMS) is software that hosts digital content and allows you to display it on your website (or anywhere else on the web). The benefit to a CMS is that it connects all of your content and stores it in one place. So, you can easily link to a landing page in your blog article or insert a content offer in an email. Not only that, but you can analyse the results of all the content you created for a specific campaign (which can help with content audits). A CMS saves you from having a disjointed content marketing system.
Canva	Canva will help you create beautiful designs for any platform, from social ads to Facebook cover photos to infographics. The software features aesthetically pleasing templates that you can customize with colors, images, and text … for free.
Giphy	Giphy The GIF has replaced emojis as a completely normal form of communication, and, therefore, an acceptable way to present content. Giphy allows you to search millions of pre-created GIFs in their database or even create your own.
Vidyard	Vidyard is a video hosting platform that was made for marketers. The software allows you to customize your video by adding overlays, text, or CTA buttons, split test, transcribe, and has SEO features.

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

Respond to 14 short answer questions	☐

Congratulations you have reached the end of Assessment 1!