



# UNIT 1.

## HOW TO DEVELOP ATTRACTIVE EDUCATIONAL CONTENT?

### AIM

The main purpose of this topic is to draw teachers' attention to the importance of attractiveness of materials used in distance learning.

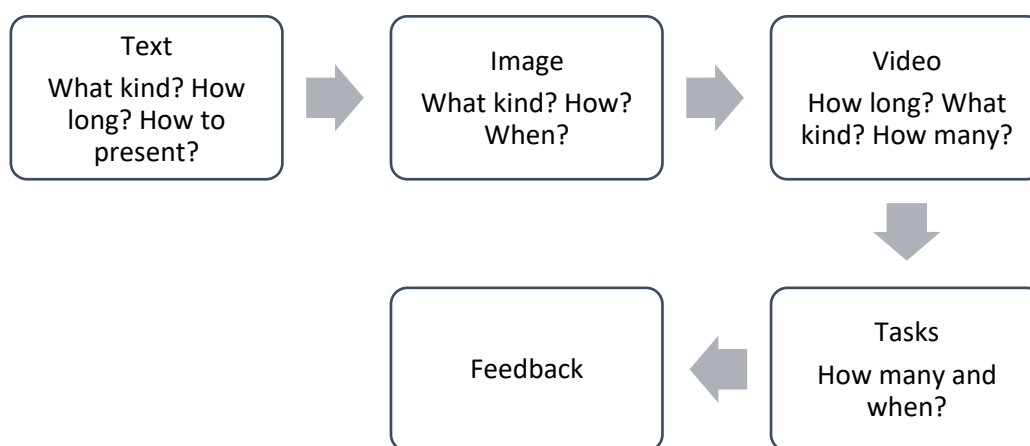
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# Unit 1. How to develop attractive educational content?

## 1.1. Main recommendations for developing an attractive content

Educational content includes specific structural elements presented in Figure 1.





**Figure 1. Significant elements of the development of educational content**

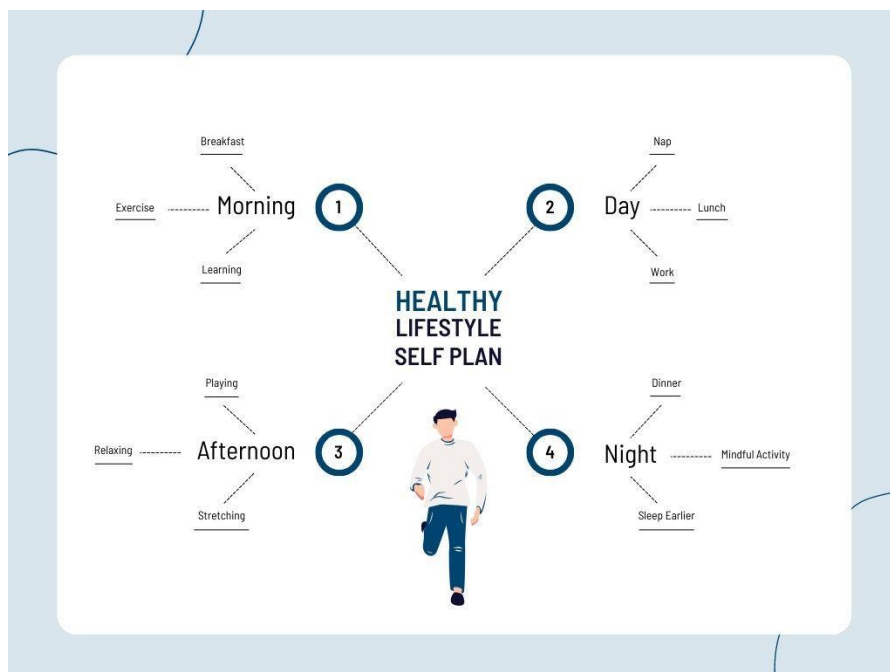
In modern society, the recipient of the content is affected by many stimuli, which tend to grow. After considering this, the requirements for educational content are changing. The educational content is supposed to affect all senses of the listener: sight, hearing, smell, taste, touch. Even though it seems very difficult to appeal to all senses at the first glance, in these recommendations we will try to give you the main tips on developing attractive educational content.

To begin with, to determine characteristic features of the main elements, the target auditory should be identified as well as the way how it receives information should be determined. For instance, preschool children obtain more information via images. In comparison, gymnasium students receive information well via text and images become additional content or video can be the main content. There are several points, which should be taken into consideration while preparing educational content of any topic:

- Target auditory;
- Focused text;
- Visual material of high quality;
- Length of video material;
- Integration of interactive tasks for accenting the main message developed by the educational content;
- The correct proportion of text, images, video, and interactive tasks, i.e., do not overload the content with one element but combine and integrate several elements.



**Text.** There are significant criteria for preparing textual information and these criteria are used to ensure high-quality texts and correspond to the objective of educational content. For example, while reading only the sense of reading is affected and the imagination could be affected too. To increase the text capture, you should carefully choose the text, pay attention to the author of the text, highlight the most important information of the text, structure and stress the main ideas, and present the text graphically. It is highly recommended to use *the canva.com* program for the presentations because you can use already prepared graphical templates for presenting texts. These templates include interesting design elements and there is a possibility to use functions of this program to integrate visual or video information. It also should be taking into consideration the fact that the authenticity of the text can be checked easily with the help of modern digital technologies; thus, it is recommended to choose carefully sources, which are of high quality and reliable.

 <b>Good</b>	 <b>Bad</b>
<ul style="list-style-type: none"> <li>➤ Short and clear sentences</li> <li>➤ Factual information</li> <li>➤ Keywords</li> <li>➤ References to additional information</li> <li>➤ Illustrated</li> <li>➤ Visualized graphically</li> <li>➤ Text corresponding to and complementing the topic</li> </ul>	<ul style="list-style-type: none"> <li>➤ One slide full of information</li> <li>➤ No proportions in text</li> <li>➤ Too much text</li> <li>➤ Text prepared of unknown author</li> <li>➤ Not confirmed or questionable statements</li> <li>➤ Propaganda, populism, fake news</li> <li>➤ Unfair and intolerant texts</li> </ul>



**Figure 2. Example of the text presentation prepared with *canva.com* program**

**Image.** It is important to pay attention to the quality while choosing images. Today we can get high-quality photographs while using our cell phones. The image should be clear and colours should be not distorted; thus, it is better not to go too far in image correction. Also, it is recommended to indicate sources or authors of photographs or use images from such websites as *pexels.com*. Photographs can complement the textual information or they can be used instead of the textual information. In addition, specific emotions and associations occur while seeing photographs. Therefore, you should analyze what kind of message is presented by images. Also, not only photographs can be used to illustrate the text; word clouds, principles of graphical facilitation, and infographics can be used to present the text.

 <b>Good</b>	 <b>Bad</b>
<ul style="list-style-type: none"> <li>➤ Complementing textual information</li> <li>➤ As the main source of information</li> <li>➤ High definition</li> <li>➤ Original</li> <li>➤ Natural, even made by yourself</li> <li>➤ Provoking emotion</li> </ul>	<ul style="list-style-type: none"> <li>➤ Low quality</li> <li>➤ Author of the image not identified or stolen image</li> <li>➤ Not relevant or not complementing the content</li> <li>➤ Offensive or intolerant</li> <li>➤ Causing ambiguities</li> </ul>



**Figure 3. The first photograph is of low quality, the second photograph is of high quality. Photographs are from the free website *pexels.com***

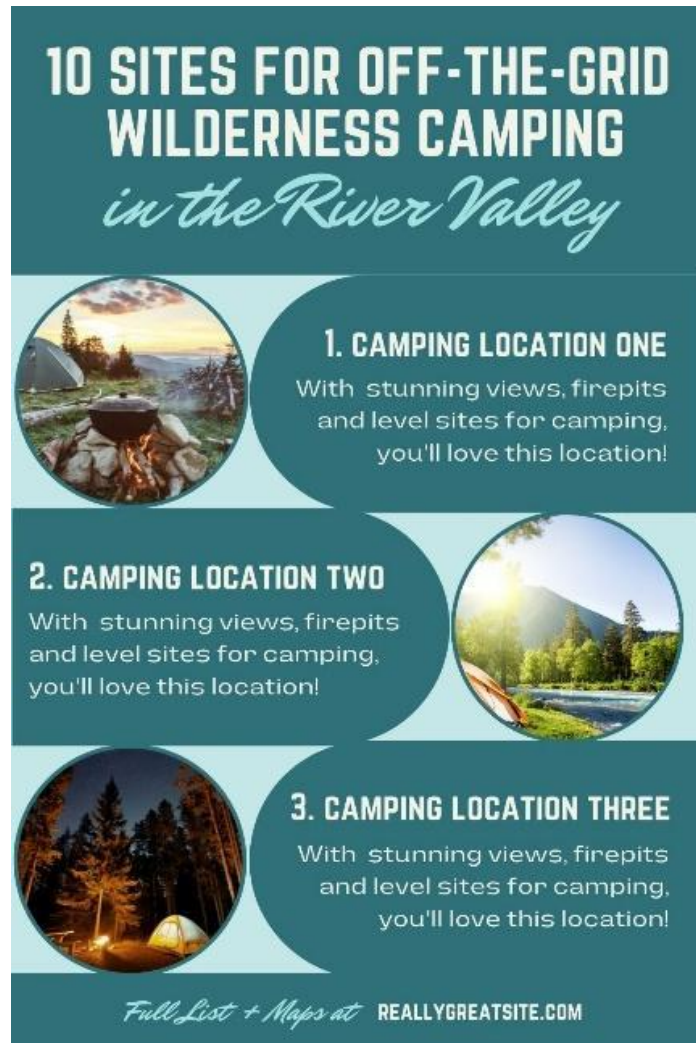






Figure 4. Example of visual integration of text and images

**Video.** The popularity of the culture of social networks has changed the requirements of the video format. Today it is popular to use short and expressive videos, which carry one main and clear message. Students use such “Facebook” tools as “story” and “live stream”. Social network “Instagram” also offers to create “stories” and “Reels” is a new format of longer videos. The most popular social network among youngsters is “TikTok” – short videos are created and these videos contain very short textual information, musical inserts, and very clear communicative message (social message, promotion of moral principles, or informative videos). Also, videos of everyday life made by cellphone are becoming popular, because they show more reality. Consequently, the educational content can be improved not only by videos from the popular platform “YouTube”, but the content of social networks, which correspond better to the needs of students, can be integrated as well. Short videos can be created by app “iMovie” or program *canva.com*.

 <b>Good</b>	 <b>Bad</b>
➤ Short	➤ Discriminatory

<ul style="list-style-type: none"> <li>➤ One communicative message</li> <li>➤ High quality</li> <li>➤ High definition</li> <li>➤ Students can be involved in video making and you can watch what kind of principles they follow</li> </ul>	<ul style="list-style-type: none"> <li>➤ Content is not clear</li> <li>➤ Very long</li> <li>➤ Outdated format</li> <li>➤ Without the main communicative message</li> <li>➤ Without logic sequence (unless it is an artistic expression)</li> </ul>
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**Interactive tasks.** If you prepared short and structured text, you can illustrate it with an image or video. Video can be an additional task as well. To develop attractive content, it is recommended to use interactive tasks, which would help to pay attention again to the essential information presented in the educational content. You can use such programs as *Padlet*, *Mentimeter*, *Trello*, *Slack*, *Kahoot*. These programs can help to present information differently. The usage of different tools will help students to pay attention to the essential elements of the educational content.

 <b>Good</b>	 <b>Bad</b>
<ul style="list-style-type: none"> <li>➤ Easy to use programs (Kahoot)</li> <li>➤ Pointed out the essential information of the educational content</li> <li>➤ Application of the principle of the game helps to see the presented content from the other angle</li> <li>➤ Short tasks that can be done quickly</li> </ul>	<ul style="list-style-type: none"> <li>➤ Usage of many different programs</li> <li>➤ Many tasks and little time</li> <li>➤ Difficult programs that require a lot of time to learn how to use them</li> <li>➤ Using as the main tool, not as a complementary element</li> </ul>

There are several points, which should be taken into consideration while preparing the visuality of educational content:

- Choose harmonized fonts;
- Choose harmonized colours;
- Present text and image while following proportions (do not use too much of the text or images);
- Use modern programs for preparing visual material (canva.com or other programs).

Attention should be paid to the fact that not only visual or graphical tools determine the attractiveness of the educational content; presentation techniques also have to be considered. Different tools should be used to present the educational content. As it was mentioned at the beginning of the recommendations, the attractiveness of the educational content should be developed while capturing the listener's attention and addressing the senses of the listener. This can be achieved by using special techniques, which are the following:

- Mindfulness;

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- Storytelling;
  - Elements of the game;
  - Experiential learning methods.

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## References

Almerich G. (2016). Teachers' information and communication technology competencies: A structural approach. <https://doi.org/10.1016/j.compedu.2016.05.002>

Bereczki O. E. (2021). Technology-enhanced creativity: A multiple case study of digital technology-integration expert teachers' beliefs and practices. <https://doi.org/10.1016/j.tsc.2021.100791>

Roth T., Conradt C., Bogner F. (2021). Testing Creativity and Personality to Explore Creative potentials in the Science Classroom. Research in Science Education.