



# UNIT 2.

## 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 2. How to develop attractive educational content?

### 1.1. Main recommendations for developing an attractive content

Canva is a tool that has revolutionized everyone's ability to create engaging content. From the ability to visualize a message to the ability to create video content, this application provides the ability to visualize. The most important feature of this application is the large number of free designs created by professionals. Everything is free to use without any restrictions. There is also a pro level, where a fee is charged, then even more possibilities are available. The basic free use of the app is open to everyone. Therefore, with this app it is possible to encourage students to create their own content, as well as for teachers to transfer their content creation here. In this part of the topic, we will briefly introduce the basic overview of Canva.

Key features. In the menu, you'll see all the designs you've used and all the work you've started and finished. The app is special because it saves your work automatically (in case you accidentally shut down the app, the internet goes down, etc.). The app also allows you to share your work in progress with a colleague who is connected to the app - they can make corrections directly in the app. Canva.com has an advanced content scheduler function: once you have created a post for social networks, you can set a time when the post will be automatically published on the social network - this is how communication scheduling systems work. Folders can be set up in their own system.

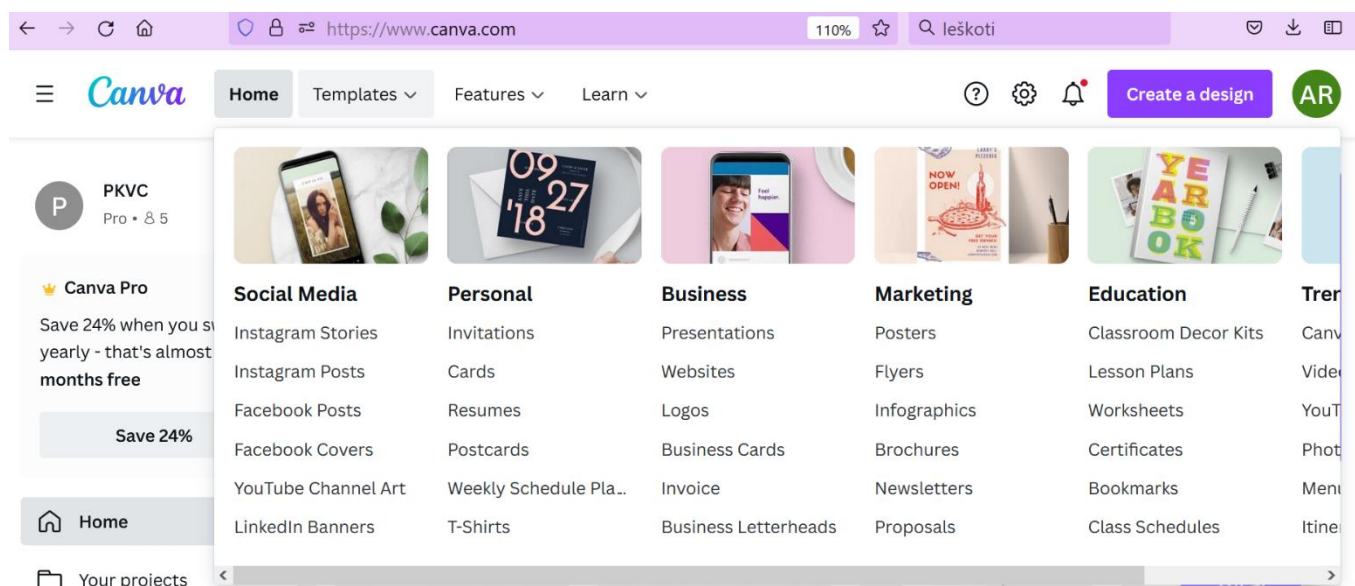


Figure 1. Canva.com templates

It should be noted that Canva is very educator-friendly, with a separate section of templates specifically for working with pupils and students. In the Education section, anyone can create classroom decor kits,

Lesson plans, worksheets, certificates, bookmarks. Each section has more than 1000 ready-made templates where the educator can upload the information they already have and present it visually.

As Canva strives to be extremely user-friendly, there is even a separate self-learning programme where you can explore all the possibilities of using Canva.com.

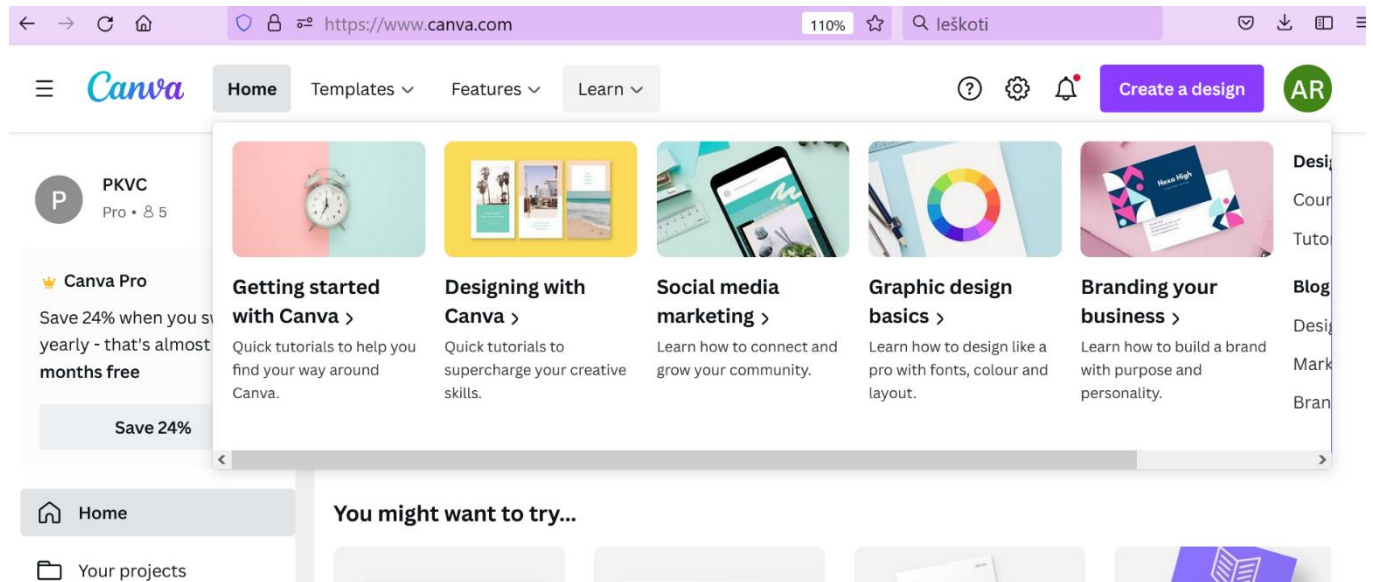
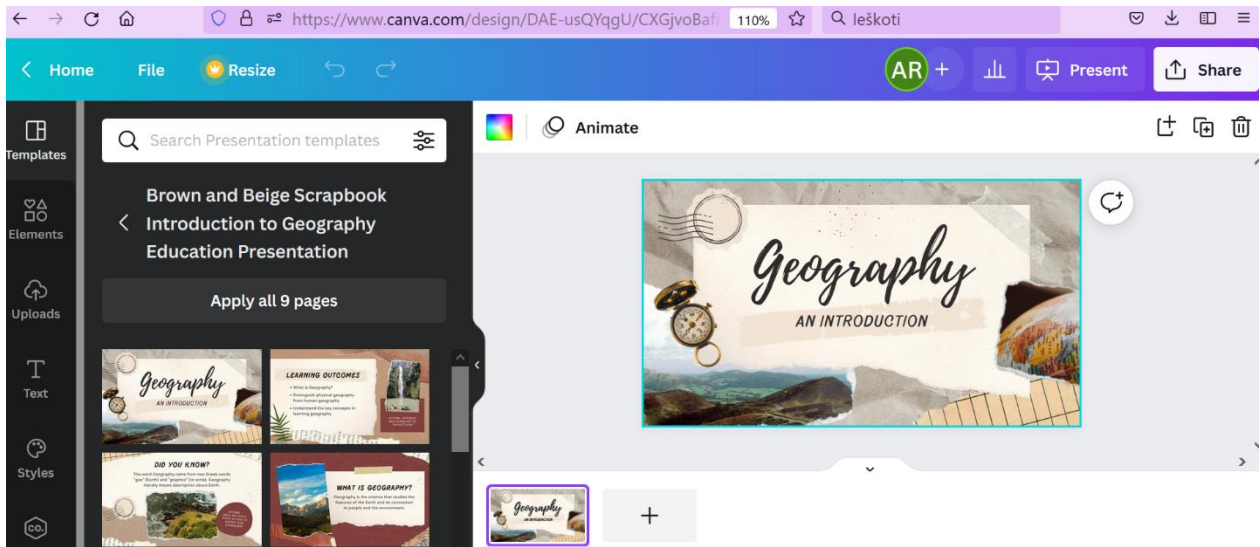


Figure 2. Canva.com trainings

To improve your knowledge of material visualization and preparation, you can study for free on Coursera.org. Coursera.org is one of the most popular and largest learning community platforms. Its training materials are prepared by universities around the world. The platform provides most of its information in English (other languages are also available, but with significantly fewer options). The search engine will give you a range of learning offers if you enter a topic of interest. The training is free of charge, but if you want to get a certificate, you will have to pay a fee. With free training, you get free access to the material you are interested in, and you can participate in billing. This platform is useful both for finding new information and for reviewing new methods, which can then be used successfully in your professional life.

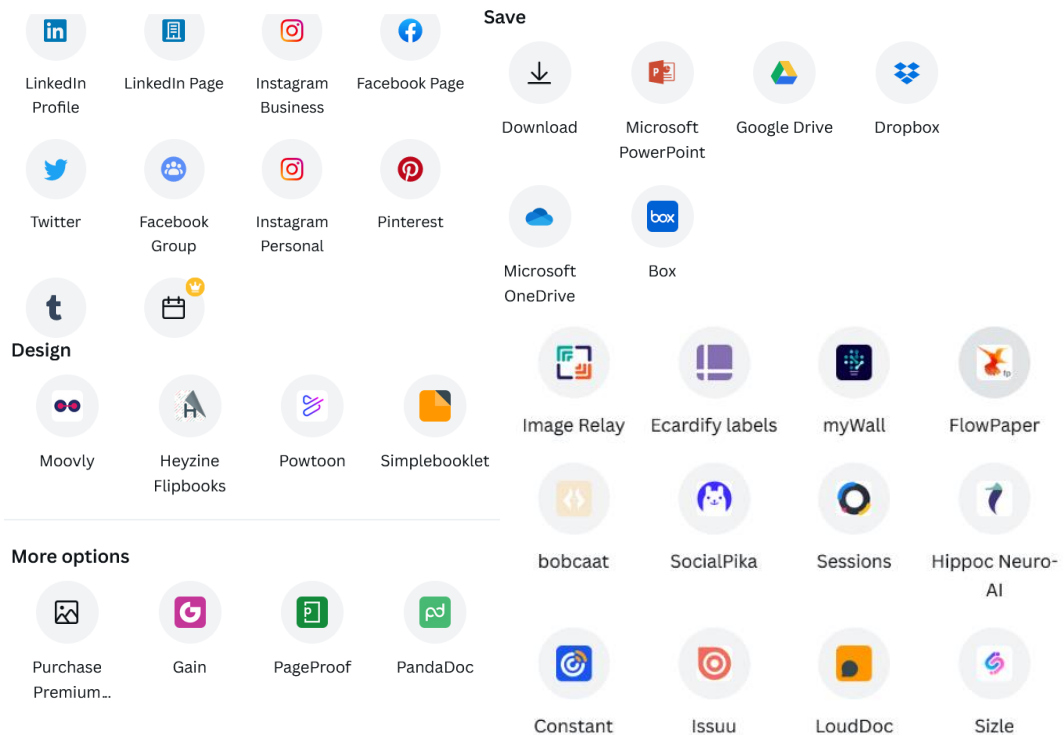
The advantages and disadvantages of working with Canva are:

- a) Extremely large supply of ready-made templates
- b) Fast and easy use for every user
- c) The usual template creation model
- d) Ease of sharing the content created with the team
- e) Login and use of most templates is free
- f) Various saving formats available
- g) Created templates remain and are automatically saved
- h) Some fonts are not adapted to Lithuanian
- i) No popular power point template
- j) Only works with internet connection



**Figure 3. Canva.com working space**

When it comes to the development site, there are a lot of interfaces with word or other commonly used tools. A template is selected and any corrections can be made within the template itself. You can also manage all the elements, upload existing visuals, choose the text style, color font and other parts. Also included below are the parts on how to share your templates created through which applications. Canva.com itself also has a large number of integrations with other content and material creation applications.



**Figure 4. Canva.com integration**

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## References

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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>

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