Content Creation

IC3 Digital Literacy Certification, Global Standard 6 (GS6)

6 objectives · Certiport IC3 Digital Literacy GS6

Creating original media means capturing good source material, editing it with purpose and exporting it in a form that suits where it will be shown. Thinking about the audience and purpose decides what to share, how to share it and what to leave out.

Every objective and its key skills

4.1 Create, edit, and publish or present original digital media content

Capture with good light, a steady device and clear sound; an external microphone usually beats a built-in one.

Export in a widely supported format: for example MP4 for video, MP3 or AAC for audio, JPEG for photos and PNG for graphics with sharp edges or transparency.

4.2 Represent data visually

Line charts show change over time, such as monthly sales across a year.

Spreadsheet, word processing and presentation programs can insert charts, diagrams, icons and shapes.

4.3 Manage digital information and files

Cloud services save versions automatically as you and others edit, so you can view or restore an earlier version.

File size: large files may exceed email limits, so share a cloud link or compress the file.

4.4 Be aware of challenges and solutions for accessibility

Contrast is the difference in brightness between text and its background; low contrast is hard to read for people with low vision and for anyone in bright light.

Body text that is too small is hard for many readers; on screens, around 16 pixels is a common comfortable starting size.

4.5 Apply intellectual property standards

Assume online content is protected by copyright unless it is clearly marked otherwise; being publicly visible does not make it free to use.

Copyright protects original creative works, such as text, images, music, video and code; in most countries it applies automatically when the work is created.

4.6 Plan and manage a cyclical design process for digital projects

Identify requirements by asking users and stakeholders what problem must be solved and how success will be measured.

A low-fidelity prototype, such as a paper sketch or a simple wireframe, is fast and cheap and tests layout and flow.

Common pitfalls

- Re-saving a lossy file again and again lowers quality each time.
- A pie chart cannot show change over time, and it misleads when the parts do not add up to one whole.
- Deleting a file and restoring a version are different; deleted files may be removed permanently after a retention period.
- Large text needs only 3:1, but normal body text needs 4.5:1 at level AA; do not apply the lower figure to everything.
- Giving credit does not replace permission when the licence or law requires permission.
- Building the final product before testing a prototype makes mistakes expensive to fix.

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