DIGITAL SKILLS FOR CULTURAL CONTENT CREATION

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LANGUAGE	**LOCATION**	**MODE**	**COURSE DATES**
English	Sevilla (Spain)	In-person	16 Nov - 20 Nov

This training programme is tailored for professionals and aspiring creatives in the Cultural and Creative Sector (CCS) who wish to strengthen their digital and transversal skills to succeed in the digital age. Participants will engage in the full cycle of content creation – from idea generation and storytelling to video production, editing, and promotional strategies – while applying practical tools to plan and execute creative projects.

LEARNING OUTCOMES

- Develop creative content ideas and promotional strategies aligned with audience needs and marketing goals.
- Apply storytelling techniques and digital tools to plan and design engaging narratives for multiple platforms.
- Use professional filming and editing techniques to produce high-quality audiovisual content.
- Manage creative projects from concept to dissemination, integrating technical, creative, and promotional skills.

DAILY PROGRAM

Day 1	• Welcome session and course overview • Ice-breakers: fears, expectations, creative backgrounds • Introduction to creative content development and promotional strategies • Brainstorming and idea generation techniques • Workshop: structuring ideas into briefs, storyboards, and timelines
Day 2	• Introduction to storytelling frameworks: Hero's Journey, conflict-driven arcs, personal narrative mining • Audience analysis: aligning content with audience needs and platform specifics • Practical exercise: creating a narrative outline for participants' projects • Storyboarding and visualisation of project ideas
Day 3	• Introduction to video production tools and camera basics • Lighting setups and sound recording techniques • Hands-on filming workshop: capturing footage for participants' projects • Group work: managing a short production session
Day 4	• Introduction to editing tools and software • Editing techniques: cutting, transitions, and timeline management • Colour correction and grading basics • Sound editing and integration of audio • Practical session: editing the footage created in Day 3
Day 5	• Finalisation of edited video/content projects • Project presentations (individual or group) • Course evaluation and reflection