



---

INNOVATE – EMPOWER - TRANSFORM

---

# **CREATIVE ECONOMY TRAINING** **LEARNERS GUIDE**

## **Training Community Digital Champions/Trainers on Digital Solutions**

By

The Damadee Technologies

P. O Box 1454-30100, Eldoret, Kenya; Phone: +254721517206 / 254704199051; Email: [thedamadeetech@gmail.com](mailto:thedamadeetech@gmail.com)

---



---

---

**INNOVATE – EMPOWER - TRANSFORM**

## Table of content

Table of content.....	2
List of Tables.....	14
Acronyms.....	17
Understanding the Creative Economy .....	18
<b>How to open a Gmail account.....</b>	<b>19</b>
<b>How to open a Youtube account.....</b>	<b>21</b>
<b>How to open an Instagram account.....</b>	<b>22</b>
<b>How to open a BuyMeACoffee account.....</b>	<b>24</b>
<b>How to open a Facebook account.....</b>	<b>26</b>
<b>How to open an X account.....</b>	<b>28</b>
<b>How to open a Patreon account .....</b>	<b>30</b>
<b>How to open an Adsense account .....</b>	<b>33</b>
<b>How to open a TikTok account.....</b>	<b>35</b>
<b>How to open a Blogger account.....</b>	<b>38</b>
<b>How to open a Wordpress account.....</b>	<b>40</b>
<b>Tips for beginners .....</b>	<b>43</b>
Digital Tools & AI in Content Creation.....	43
Stages of film and video production .....	44
Pre-production (Planning & Preparation Stage).....	45
Key Objectives.....	45
Key Steps in Pre-production .....	45
Outcome of Pre-production .....	47
Production (The Shooting Stage) .....	47
Key Objectives.....	48

---

---

## INNOVATE – EMPOWER - TRANSFORM

Key Activities in Production.....	48
Outcome of Production.....	49
Post-production (Editing & Finalization Stage).....	49
Key Objectives .....	50
Key Steps in Post-production .....	50
Outcome of Post-production.....	51
Tips for Success .....	51
Storyboarding.....	52
What is a storyboard? .....	52
When to use a storyboard.....	52
Basic components of a storyboard frame .....	52
Common shot abbreviations (quick reference).....	53
Step-by-step: How to develop a storyboard .....	53
Different ways to storyboard (methods).....	53
AI-free tools you can use (practical & mostly free).....	54
Turning a storyboard into an animatic (why & how) .....	55
Tips for effective storyboards.....	55
Common mistakes to avoid.....	55
Example simple storyboard template (one frame) .....	56
Accessibility & handover .....	57
Evaluation / checklist before production .....	57
How to create a storyboard in Canva.....	58
Step-by-step .....	58
Practical layout suggestions .....	60
Extra tips & best practices.....	61
Quick checklist before you finalize.....	61
Scriptwriting .....	61

---

---

## INNOVATE – EMPOWER - TRANSFORM

What is scriptwriting? .....	61
Core elements of any script .....	61
Major script formats (quick) .....	62
Step-by-step guide on how to develop a script .....	62
Different approaches to writing scripts.....	63
AI-free tools for scriptwriting (free & low-cost).....	64
Simple text / cloud editors .....	64
Desktop/open-source screenplay tools .....	64
Plain-text markup options.....	64
Production / planning .....	64
Story craft tips (writing that works on screen).....	64
Common mistakes to avoid.....	65
How to get feedback & improve .....	65
Preparing your script for submission or production .....	65
How to Use Notion for Scriptwriting.....	65
What is Notion and why use it for scriptwriting? .....	66
Setting up your Notion workspace for scriptwriting .....	66
Step 1: Create a new page .....	66
How to organize your scriptwriting workflow in Notion.....	66
Step 2: Add key sections (pages or toggles).....	66
Using Notion’s built-in tools effectively .....	67
Step-by-step: Creating a script outline in Notion.....	67
Writing your script inside Notion.....	67
Using Notion databases for characters and scenes .....	68
Character Database.....	68
Scene Database.....	68
Collaboration in Notion.....	68

---

---

## INNOVATE – EMPOWER - TRANSFORM

Integrating Notion with other tools .....	68
Optional AI-free templates to start with.....	69
Final workflow example (recommended order) .....	69
Tips for success .....	69
Optional extension ideas.....	70
How to Scriptwrite Using ChatGPT .....	70
Before you start: What you should prepare.....	70
Step-by-step guide: Writing a script using ChatGPT .....	71
Using ChatGPT for different script types.....	74
Things to consider when using ChatGPT for scriptwriting .....	74
Do's.....	74
Don'ts.....	74
Tools to pair with ChatGPT.....	75
Refining your workflow (for serious writers) .....	75
Example full workflow prompt (ready to use) .....	75
Common mistakes when using ChatGPT for scriptwriting.....	76
Final checklist before exporting your script.....	76
Location scouting.....	77
Purpose of Location Scouting.....	77
Why Location Scouting Is Important .....	77
When to Do Location Scouting.....	77
Step-by-Step Guide to Location Scouting.....	77
What to Consider When Choosing a Location .....	80
Tools and AI Resources for Location Scouting.....	80
Free & Useful Tools .....	81
AI Prompt Example for Generating a Location Visualization .....	81
Deliverables After Scouting.....	81

---

---

## INNOVATE – EMPOWER - TRANSFORM

Tips.....	82
How to use a camera (phone or standalone) for content creation .....	82
Understanding Cameras.....	82
Types of Cameras .....	82
Basic Camera Parts and Functions .....	82
Using a Smartphone Camera .....	83
Using a Standalone Camera (DSLR or Mirrorless).....	83
Taking Photos .....	84
Lighting Tips .....	84
Taking Video Footage .....	84
Shooting for Different Platforms .....	85
Storytelling Through the Lens .....	85
Editing and Post-Shooting Essentials .....	86
For Videos .....	86
For Photos .....	86
AI Tools That Can Help .....	87
Key Mistakes to Avoid .....	87
Camera Use Checklist.....	87
What Are Image and Video Formats? .....	88
A format is the type of file used to store digital media (image, video, audio). It determines: .....	88
Image formats .....	88
Image Format Recommendations .....	89
Video formats.....	89
Video Format Recommendations .....	90
Video Codecs.....	90
Best Practices for Choosing Formats.....	91
Free AI Platforms for Generating Images .....	91

---

---

## INNOVATE – EMPOWER - TRANSFORM

Free AI Platforms for Generating Videos.....	91
Free AI Platforms That Convert Picture to Video .....	92
Free AI Platforms That Convert Words (Text) to Video .....	92
Free AI Platforms That Generate Graphics or Designs .....	93
Best Practices for AI-Generated Media.....	93
Recommended Export Settings for Content Creators .....	94
Reference Summary.....	94
Leonardo.Ai .....	95
Create an account & understand pricing / tokens .....	95
Learn the workspace.....	95
First image step-by-step.....	95
Prompting .....	96
Image to Image & Canvas editing .....	96
Upscaling & finishing.....	96
Train Elements (custom models / consistent characters) .....	96
Video generation basics (Sora / Veo / video tools).....	97
Exporting, collections & sharing .....	97
Ownership & commercial use (important) .....	97
Best practices & workflows.....	98
Troubleshooting common issues .....	98
Sound & audio production.....	98
Types of audio file formats.....	99
Audio Format Recommendations .....	99
Types of microphones and their uses .....	100
✓ By Pickup Pattern .....	100
✓ By Design Type .....	100
Microphone Positioning.....	101

---

---

## INNOVATE – EMPOWER - TRANSFORM

Types of sound in content creation.....	101
Sound recording software (daws) .....	102
Free ai platforms that generate sound / music / voice .....	102
Sound editing & enhancement tools .....	103
SOUND DESIGN PRINCIPLES (FOR CONTENT CREATORS) .....	103
Sound in different platforms .....	104
Recording great sound .....	104
Copyright & music licensing .....	105
Summary table .....	105
ADDITIONAL RESOURCES .....	105
Where to download free photos and audios: and how to use them safely .....	106
Why use free (royalty-free) media? .....	106
Common License Types.....	106
Where to download free photos.....	106
Using Free Photos Safely .....	109
Where to download free audios (music & sound effects) .....	110
How to use free media correctly.....	113
Free ai platforms for media creation.....	114
Quick summary table .....	114
Video editing.....	115
What is video editing? .....	115
Goals of Video Editing .....	115
The video editing workflow .....	115
Types of video editing software .....	116
✓ Beginner-Friendly / Mobile Apps .....	116
✓ Intermediate / Prosumer Software .....	116
Professional Software.....	116



**INNOVATE – EMPOWER - TRANSFORM**

How to use capcut..... 117

How to use adobe premiere pro ..... 119

Free ai tools that help in video editing ..... 120

Video export formats and where to use them..... 121

BEST PRACTICES FOR VIDEO EDITORS ..... 121

Resources for free video assets ..... 122

Summary table ..... 122

How to upload content on Youtube, Instagram, Tiktok, Facebook & X ..... 123

    Youtube ..... 123

        How to Upload on YouTube (Desktop & Mobile)..... 123

        Recommended Upload Settings..... 124

        Optimization..... 124

    Instagram ..... 125

        Upload on Instagram..... 125

        Recommended Upload Settings..... 125

        Optimization..... 126

    Tiktok..... 126

        Upload on TikTok..... 126

        Recommended Upload Settings..... 126

        Optimization..... 127

    Facebook ..... 127

        Upload on Facebook (Page or Profile)..... 127

        Recommended Upload Settings..... 128

        Optimization..... 128

    X (Formerly Twitter) ..... 128

        Upload on X..... 128

        Recommended Upload Settings..... 129





**INNOVATE – EMPOWER - TRANSFORM**

Optimization..... 129

Cross-platform best practices ..... 129

AI tools to help with uploading & optimization ..... 130

FINAL CHECKLIST BEFORE UPLOADING ..... 130

How to blog using Blogger (on phone & laptop)..... 130

    What is Blogger? ..... 131

    Requirements before you start ..... 131

    How to create a blog on a laptop (desktop browser) ..... 131

    How to blog using blogger on a phone ..... 132

    How to add images, videos & links ..... 133

    How to monetize your blog..... 134

    Managing settings ..... 134

    How to track your blog’s performance ..... 135

    Blogging best practices ..... 135

    Free ai tools that help with blogging ..... 136

    How to improve SEO (Search Engine Optimization)..... 136

    Final checklist before publishing..... 136

Branding, Marketing, and Monetization ..... 137

    Why Branding Matters ..... 137

    Elements of a Brand ..... 137

    How to Develop a Brand ..... 138

    Types of Branding..... 141

    Free AI & Online Tools for Branding..... 141

    Branding Across Platforms ..... 142

    Measuring Brand Success ..... 142

    Common Branding Mistakes to Avoid..... 143

    Key Branding Guidelines ..... 143



---

---

## INNOVATE – EMPOWER - TRANSFORM

The 3 Cs of Branding .....	143
How to create a Logo and a Thumbnail in Canva.....	144
Before you open Canva.....	144
Create a Logo in Canva.....	144
Recommended sizes.....	144
Desktop step-by-step .....	144
Mobile (Canva app) steps.....	145
Exporting & formats.....	145
Logo design .....	145
Create a Thumbnail in Canva (YouTube / Social) .....	145
Recommended sizes.....	145
Desktop step-by-step (YouTube example).....	146
Mobile (Canva app) steps.....	146
Thumbnail design tips .....	146
Branding & Consistency: Use Canva Features.....	147
Accessibility & SEO tips .....	147
Export settings & platform specifics.....	147
File naming, versioning & storage (best practice) .....	147
Troubleshooting .....	148
Final checklist before publishing .....	148
What Is Marketing?.....	148
Goals of Marketing.....	149
The Marketing Process.....	149
Types of Marketing.....	149
The 4 Ps of Marketing .....	150
Create a Marketing Plan.....	150
Marketing Tools & AI Platforms.....	152



**INNOVATE – EMPOWER - TRANSFORM**

What is SEO (Search Engine Optimization)? ..... 152

    How SEO Works..... 152

    Step-by-Step SEO Process ..... 153

    Types of SEO..... 155

    SEO Tools and Free AI Platforms ..... 155

    SEO-Friendly Content ..... 156

    SEO & Marketing Connection..... 156

    Digital Safety, Ethics, and Copyright..... 157

    What Is Digital Safety? ..... 157

    Importance of Digital Safety ..... 157

    Key Areas of Digital Safety ..... 157

    Staying Safe Online..... 158

    Understanding Digital Ethics ..... 158

        Core Principles of Digital Ethics..... 158

        Unethical Online Behaviors ..... 159

        Examples of Ethical Digital Behavior ..... 159

    What Is Copyright?..... 159

        Works Protected by Copyright ..... 160

        Rights of the Copyright Holder..... 160

        What You Can and Can't Do ..... 161

        Understanding Creative Commons (CC)..... 161

        How to Use Copyrighted Material Legally..... 162

        Free & Safe Resources for Creators..... 162

    AI, Ethics, and Copyright ..... 163

        Tools for Protecting Your Content ..... 163

        Real-World Scenarios ..... 163

        Safe & Ethical Content Creation ..... 164





## INNOVATE – EMPOWER - TRANSFORM

Freelancing, Entrepreneurship & Future Opportunities .....	164
What Is Freelancing? .....	164
Why Freelancing Is Important .....	164
Popular Freelance Skills .....	165
Top Freelance Platforms.....	165
Start Freelancing .....	166
Free Tools for Freelancers .....	167
What Is Entrepreneurship? .....	167
Characteristics of an Entrepreneur .....	167
Types of Entrepreneurship .....	168
Start a Business .....	168
Free Tools for Entrepreneurs.....	169
The Future of Work .....	170
High-Demand Digital Careers.....	170
Soft Skills Needed for the Future .....	171
Free Learning Platforms for Future Skills .....	171
AI and Automation Opportunities.....	172
Building a Personal Brand .....	172
Steps to Build It: .....	172
Future Opportunities in Africa & Beyond .....	172



---

---

**INNOVATE – EMPOWER - TRANSFORM**

## List of Tables

Table 1: Platforms That Pay Creators .....	19
Table 2: Essential tools for creators .....	44
Table 3: AI in content creation .....	44
Table 4: Using Notion’s built-in tools effectively .....	67
Table 5: Character Database .....	68
Table 6: Scene Database .....	68
Table 7: Using ChatGPT for different script types .....	74
Table 8: What to Consider When Choosing a Location .....	80
Table 9: Tools and AI Resources for Location Scouting .....	81
Table 10: Basic Camera Parts and Functions .....	83
Table 11: Shooting for Different Platforms .....	85
Table 12: AI Tools That Can Help .....	87
Table 13: Image formats .....	88
Table 14: Image Format Recommendations .....	89
Table 15: Video formats .....	90
Table 16: Video Format Recommendations .....	90
Table 17: Video Codecs .....	91
Table 18: Free AI Platforms for Generating Images .....	91
Table 19: Free AI Platforms for Generating Videos .....	92
Table 20: Free AI Platforms That Convert Picture to Video .....	92
Table 21: Free AI Platforms That Convert Words (Text) to Video .....	93
Table 22: Free AI Platforms That Generate Graphics or Designs .....	93
Table 23: Recommended Export Settings for Content Creators .....	94
Table 24: Reference Summary .....	94
Table 25: Types of audio file formats .....	99
Table 26: Audio Format Recommendations .....	100
Table 27: By Pickup Pattern .....	100
Table 28: By Design Type .....	101
Table 29: Types of sound in content creation .....	101
Table 30: Sound recording software (daws) .....	102
Table 31: Free AI platforms that generate sound / music / voice .....	103
Table 32: Sound editing & enhancement tools .....	103
Table 33: Sound in different platforms .....	104
Table 34: Summary table .....	105

---

---

## INNOVATE – EMPOWER - TRANSFORM

Table 35: Common License Types .....	106
Table 36: Free AI platforms for media creation.....	114
Table 37: Quick summary table.....	115
Table 38: The video editing workflow .....	115
Table 39: Beginner-Friendly / Mobile Apps.....	116
Table 40: Intermediate / Prosumer Software.....	116
Table 41: Professional Software .....	117
Table 42: Free AI tools that help in video editing .....	121
Table 43: Video export formats and where to use them .....	121
Table 44: Resources for free video assets .....	122
Table 45: Summary table .....	122
Table 46: Recommended Upload Settings .....	124
Table 47: Recommended Upload Settings .....	126
Table 48: Recommended Upload Settings .....	126
Table 49: Recommended Upload Settings .....	128
Table 50: Recommended Upload Settings .....	129
Table 51: Cross-platform best practices .....	130
Table 52: AI tools to help with uploading & optimization.....	130
Table 53: AI tools to help with uploading & optimization.....	134
Table 54: Managing settings.....	135
Table 55: Blogging best practices .....	135
Table 56: Free AI tools that help with blogging .....	136
Table 57: Why Branding Matters.....	137
Table 58: Elements of a Brand.....	138
Table 59: Designing Your Visual Identity .....	139
Table 60: Develop Your Brand Voice & Messaging.....	140
Table 61: Types of Branding .....	141
Table 62: Free AI & Online Tools for Branding .....	142
Table 63: Branding Across Platforms.....	142
Table 64: Key Branding Guidelines .....	143
Table 65: Export settings & platform specifics .....	147
Table 66: The Marketing Process .....	149
Table 67: Types of Marketing .....	150
Table 68: The 4 Ps of Marketing .....	150
Table 69: Marketing Tools & AI Platforms .....	152
Table 70: Types of SEO .....	155



## INNOVATE – EMPOWER - TRANSFORM

Table 71: SEO Tools and Free AI Platforms .....	156
Table 72: SEO & Marketing Connection .....	156
Table 73: Key Areas of Digital Safety .....	158
Table 74: Core Principles of Digital Ethics .....	159
Table 75: Rights of the Copyright Holder .....	160
Table 76: What You Can and Can't Do.....	161
Table 77: Understanding Creative Commons (CC) .....	161
Table 78: Free & Safe Resources for Creators .....	162
Table 79: Tools for Protecting Your Content.....	163
Table 80: Real-World Scenarios.....	163
Table 81: Popular Freelance Skills .....	165
Table 82: Top Freelance Platforms .....	165
Table 83: Free Tools for Freelancers.....	167
Table 84: Characteristics of an Entrepreneur.....	168
Table 85: Types of Entrepreneurship .....	168
Table 86: Free Tools for Entrepreneurs .....	170
Table 87: High-Demand Digital Careers .....	171
Table 88: Soft Skills Needed for the Future.....	171
Table 89: Free Learning Platforms for Future Skills.....	171





---

---

## INNOVATE – EMPOWER - TRANSFORM

### Acronyms

- ICT - Information and Communication Technology
- AI - Artificial Intelligence
- SEO - Search Engine Optimization
- LLMs - Large language models

THE DAMADEE TECHNOLOGIES



---

---

## INNOVATE – EMPOWER - TRANSFORM

### Understanding the Creative Economy

#### What Is the Creative Economy?

The creative economy refers to the part of the global economy built around the creation, production, and distribution of creative ideas and content. It includes music, film, photography, writing, design, animation, and digital content creation. Thanks to the internet, anyone with a smartphone and an idea can become a creator, meaning this economy isn't limited to artists or professionals. Examples of Creative Economy Activities:

- Posting videos on YouTube or TikTok
- Sharing photography and designs on Instagram or Pinterest
- Writing blogs or eBooks
- Producing podcasts or livestreams
- Designing digital products like filters, templates, or courses

#### Why the Creative Economy Matters

- Builds personal brands and online careers
- Promotes small businesses and products
- Shares local culture globally
- Encourages entrepreneurship and independence
- Develops storytelling and marketing skills

#### Platforms That Pay Creators

Platform	Main Content Type	How Creators Earn
YouTube	Videos, tutorials	Ads, memberships, brand deals
TikTok	Short videos	Creator rewards, live gifts
Instagram	Photos, Reels	Brand partnerships, affiliate sales
Facebook	Mixed media	In-stream ads, fan subscriptions
X (Twitter)	Text & videos	Ad-revenue sharing

---

---

## INNOVATE – EMPOWER - TRANSFORM

Patreon / BuyMeACoffee	Fan content	Subscriptions, donations
------------------------	-------------	--------------------------

Table 1: Platforms That Pay Creators

### **How to open a Gmail account**

Gmail is Google’s free email service that allows you to send, receive, and organize emails easily. Creating a Gmail account also gives you access to all Google services: like YouTube, Google Drive, Maps, and Google Photos. Follow these simple steps:

#### **Step 1: Go to the Gmail Website**

Open your web browser and go to: [www.gmail.com](http://www.gmail.com)

You can also do this on your phone or computer.

#### **Step 2: Click “Create Account”**

On the Gmail page:

- Click Create account.
- Choose one of the options:
  - For myself – for personal use
  - For my child – if setting up for a child
  - For work or my business – for business use

#### **Step 3: Fill In Your Personal Information**

A form will appear asking for:

1. First name and last name
2. Username (this becomes your Gmail address, e.g. yourname@gmail.com)
3. Password and Confirm password

Make sure your password is strong: use letters, numbers, and symbols.  
Then click next.

#### **Step 4: Add Recovery Details**

Google will ask for:

---

## INNOVATE – EMPOWER - TRANSFORM

---

- Phone number (optional but useful for password recovery)
- Recovery email (optional)
- Date of birth and Gender

After entering, click next.

### Step 5: Verify Your Phone Number (Optional)

If you added a phone number:

- Google will send a 6-digit verification code via SMS.
- Enter the code and click Verify.

### Step 6: Agree to Google's Terms


Read through Google's Privacy and Terms page, then click I agree to continue.

### Step 7: Welcome to Gmail!

Your account is now ready! You'll be automatically signed in and taken to your new Gmail inbox.

### Step 8: Set Up Your Gmail

You can now:

- Add a profile picture
- Explore the settings gear  to customize your inbox
- Start sending and receiving emails

### Tips for Beginners

- Bookmark [www.gmail.com](http://www.gmail.com) for quick access.
- Always log out if you're using a shared or public computer.
- Check the Spam folder occasionally for missed messages.
- Use Labels and Folders to organize your emails.
- Download the Gmail app for easy mobile access.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### **How to open a Youtube account**

Creating a YouTube account is simple and free. With just a few steps, you can start watching, liking, subscribing, and even uploading your own videos. Follow this guide to get started:

#### **Step 1: Sign in to Google**

YouTube is a Google service, so you'll need a Google account (Gmail) to use it.

1. Go to [www.google.com](http://www.google.com).
2. Click Sign in (top right corner).
3. If you already have a Gmail account, sign in using your email and password.
4. If not, click Create account → choose for myself or to manage my business.
5. Follow the prompts to set up your Google account.

#### **Step 2: Go to YouTube**

1. Visit [www.youtube.com](http://www.youtube.com).
2. Click Sign in (top right corner).
3. Sign in using your Google account details.  
Once signed in, your Google account automatically becomes your YouTube account.

#### **Step 3: Create Your YouTube Channel**

To upload videos or customize your YouTube presence, you'll need a personal or brand channel.

1. Click your profile picture (top right corner).
2. Select create a channel.
3. Enter your name or a custom channel name (if you're creating a brand or organization account).
4. Upload a profile picture and write a short description if you wish.
5. Click Create Channel.

#### **Step 4: Customize Your Channel**

Make your channel attractive and unique.

- Add a profile picture (logo or your photo).
- Upload a banner image (a wide picture that represents your brand or content).
- Write an “About” section describing what your channel is about.
- Add links to your website or social media if applicable.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 5: Explore and Start Uploading

Now that your channel is ready:

1. Click the Create (+) button (top right corner).
2. Choose Upload video.
3. Follow the steps to upload your first video.
4. Add a title, description, and tags to help people find your video.
5. Set your video visibility (Public, Unlisted, or Private).
6. Click Publish.

### Step 6: Engage and Grow

- Subscribe to other channels.
- Comment on videos.
- Share your videos on social media.
- Stay active to grow your audience.

Download the YouTube Studio app on your phone to manage your videos, check views, reply to comments, and track your growth easily.

### How to open an Instagram account

Instagram is a free social media platform for sharing photos, videos, and connecting with friends, family, or customers. Follow these simple steps to create your own Instagram account.

#### Step 1: Download the Instagram App

You can create an Instagram account on your smartphone or computer.

- On Mobile:
  - ✓ Go to Google Play Store (Android) or App Store (iPhone).
  - ✓ Search for Instagram.
  - ✓ Tap Install (Android) or Get (iPhone).
- On Computer:
  - ✓ Visit [www.instagram.com](http://www.instagram.com) using your web browser.

#### Step 2: Open the App or Website

---

## INNOVATE – EMPOWER - TRANSFORM

After installation or visiting the site:

- Tap Sign up (on mobile) or click Sign up (on desktop).

### Step 3: Choose How to Sign Up

You can sign up using:

1. Your email address
2. Your phone number
3. Your Facebook account (optional)

Then:

- Enter your full name, username, and password.
- Tap Next.




### Step 4: Complete Your Profile

Once your account is created:

1. Add a profile photo (your picture or logo).
2. Write a short bio (a short description about you or your brand).
3. Optionally, add a website link or contact information.

Tap done to save your profile.

### Step 5: Start Following and Exploring

- Follow friends, family, or pages you like.
- Use the search icon  to find people or topics.
- Tap  to like posts.
- Tap  to comment or share.

### Step 6: Post Your First Photo or Video

1. Tap the (+) Plus icon at the bottom center.
2. Choose a photo or video from your gallery.

---

## INNOVATE – EMPOWER - TRANSFORM

3. Add a caption, location, or hashtags (like #travel #food).
4. Tap Share.

### Step 7: Secure Your Account

- Go to Settings → Privacy and Security.
- Turn on Two-factor authentication for extra protection.
- Choose whether to make your account Public or Private.

### Tips for Beginners

- Keep your username simple and recognizable.
- Use a clear, bright profile photo.
- Post regularly to engage your followers.
- Explore Instagram Stories and Reels for more fun and reach.

### How to open a BuyMeACoffee account

Buy Me a Coffee is an easy platform where creators, freelancers, and entrepreneurs can receive support or donations (“coffees”) from their audience. You can use it to collect tips, sell digital items, or set up memberships. Follow these steps to create your account:

#### Step 1: Visit the Website

Go to [www.buymeacoffee.com](http://www.buymeacoffee.com) using your phone or computer browser.

#### Step 2: Click “Sign Up”

On the homepage, click the Sign up button at the top right corner.

You can sign up in three ways:

1. Using your Google account
2. Using your Apple ID (if on iPhone or Mac)
3. Using your Email address

Choose your preferred method and follow the prompts.

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 3: Create Your Page

Once signed up, you'll set up your Buy Me a Coffee page:

1. Choose a username (e.g. buymeacoffee.com/yourname).
2. Add your display name (this is what supporters see).
3. Upload a profile photo or logo.
4. Write a short bio introducing who you are and what you do.
5. Click Next to continue.

### Step 4: Set Up Payments

To receive money, connect your preferred payment method:

- Click “Connect payout”
- Choose Payoneer, Stripe, or Bank Transfer (depending on your country).
- Follow the instructions to complete setup.

PayPal is no longer supported for new users, so choose one of the available methods.

### Step 5: Customize Your Page

Make your page unique and appealing:

- Add a cover image (like a banner).
- Set your coffee price (default is \$5, but you can change it).
- Add a goal (e.g., “Raising \$100 for new camera equipment”).
- Include links to your social media or website.

### Step 6: Share Your Link

Your page link will look like this: [www.buymeacoffee.com/yourname](http://www.buymeacoffee.com/yourname)

Share it on:

- Social media (Instagram bio, YouTube description, Facebook page)
- Your website or blog
- Email signature

This is how people send you support.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 7: Explore Extra Features

- Memberships: Offer exclusive content or perks to monthly supporters.
- Posts: Write updates or share behind-the-scenes content.
- Shop: Sell digital items (like PDFs, courses, templates, or art).

### Tips for Success

- Add a friendly photo and short, personal bio.
- Be clear about what supporters are contributing to.
- Say thank you to each supporter!
- Post regularly to keep your audience engaged.

### How to open a Facebook account

Facebook is one of the most popular social media platforms where you can connect with friends, share updates, join groups, and promote your business. Creating an account is free and easy: here's how to do it:

#### Step 1: Go to Facebook

You can create a Facebook account using either a phone or computer.

- On mobile: Download the Facebook app from Google Play Store (Android) or App Store (iPhone).
- On computer: Visit [www.facebook.com](http://www.facebook.com).

#### Step 2: Click or Tap “Create New Account”

Once you open the app or website, click Create new account.

A form will appear asking for your details.

#### Step 3: Enter Your Information

Fill in the required details:



---

---

## INNOVATE – EMPOWER - TRANSFORM

1. First name and surname
2. Mobile number or email address
3. Password (create a strong one)
4. Date of birth
5. Gender

Then tap Sign Up.

### Step 4: Confirm Your Account

Facebook will send you a verification code to your:

- Email (if you signed up with email), or
- Phone number (if you signed up with phone).

Enter the code to verify and activate your account.

### Step 5: Set Up Your Profile

Once your account is confirmed, personalize your profile:

1. Add a profile picture (your photo or logo).
2. Upload a cover photo (a wide image that represents you).
3. Write a short bio about yourself.
4. Add your education, workplace, or hometown (optional).

Tap Save when done.

### Step 6: Find Friends

- Use the search bar to find friends or family.
- Send friend requests by tapping Add Friend.
- Facebook may also suggest people you may know.

### Step 7: Start Using Facebook

Now you can:

- Post status updates, photos, or videos.
- Like, comment, and share posts.





---

---

## INNOVATE – EMPOWER - TRANSFORM

- Join Facebook Groups or create a Page for your business, church, or organization.
- Use Messenger to chat privately with friends.

### Step 8: Secure Your Account

- Go to Settings → Privacy and Security.
- Turn on Two-factor authentication.
- Review Who can see your posts and set privacy levels as you prefer.

### Tips for New Users

- Use your real name for easier identification.
- Avoid sharing personal information publicly.
- Always log out after using a shared device.
- Keep your password private and strong.

### How to open an X account

X (formerly Twitter) is a social media platform where you can share short posts (called posts or tweets), follow news, connect with people, and build your personal or business brand. Follow these easy steps to create your account:

#### Step 1: Go to the X Website or App

You can open an X account on your phone or computer.

- On Mobile:
  - ✓ Go to Google Play Store (Android) or App Store (iPhone).
  - ✓ Search for X (formerly Twitter) and install it.
- On Computer:
  - ✓ Visit [www.x.com](http://www.x.com) or [www.twitter.com](http://www.twitter.com).

#### Step 2: Click “Create Account”

On the homepage, click or tap Create account.

You’ll see a sign-up form where you can enter:



---

---

## INNOVATE – EMPOWER - TRANSFORM

1. Your name
2. Phone number or email address
3. Date of birth

Then tap next.

### Step 3: Customize Your Experience

You may be asked if you want to:

- Allow X to personalize your experience (optional).
- Accept terms and conditions.

Tap next again.

### Step 4: Verify Your Account

X will send a verification code to your email or phone number.

- Enter the code in the box provided.
- Tap Next to confirm your account.

### Step 5: Create a Password

Choose a strong password that you'll remember.

Tap Next to continue.

### Step 6: Set Up Your Profile

Now you can make your profile unique:

1. Add a profile picture (your photo or logo).
2. Write a short bio about yourself or your work.
3. Add a location and website (optional).
4. Upload a header photo (a wide banner image).

Tap Save when done.

### Step 7: Follow Accounts

---

---

## INNOVATE – EMPOWER - TRANSFORM

X will suggest popular accounts or topics.

- Tap Follow on people, organizations, or topics you like.
- You can always follow or unfollow later.

### Step 8: Post Your First Tweet (Post)

1. Tap the Post (+) button.
2. Type a message (up to 280 characters).
3. Add a photo, video, or link if you like.
4. Tap Post to share it.

### Step 9: Secure Your Account

- Go to Settings → Privacy and Safety.
- Enable Two-factor authentication.
- Review who can see and reply to your posts.

### Tips for New Users

- Keep your posts short, clear, and engaging.
- Use hashtags (#) to reach more people.
- Follow others to grow your network.
- Avoid sharing personal or sensitive information publicly.
- Stay kind and professional, your posts are public!

### How to open a Patreon account

Patreon is a platform where creators, artists, writers, and educators can earn income directly from their fans or supporters through subscriptions and memberships.

Here's how to create your own Patreon account:

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 1: Visit the Patreon Website

Go to [www.patreon.com](https://www.patreon.com) using your phone or computer browser.

### Step 2: Click “Sign Up”

On the homepage, click Sign Up (top right corner).

You can sign up using:

1. Google account
2. Apple ID
3. Email address and password

Choose your preferred option and follow the prompts.

### Step 3: Verify Your Email

If you signed up with your email, Patreon will send a verification link to your inbox.

- Open the email and click Verify Email Address.
- This activates your Patreon account.

### Step 4: Choose What You Want to Do

Once verified, Patreon will ask how you plan to use the platform:

- Support creators (as a fan), or
- Start your own page (as a creator)

To earn from your work, choose “Start my page.”

### Step 5: Set Up Your Creator Page

You’ll now personalize your Patreon page:

1. Name your page – Use your real name or brand name.
2. Add a profile picture – A clear photo or logo.
3. Write a bio/description – Tell supporters who you are and what you create (e.g., music, art, tutorials, podcasts, and writing).

---

## INNOVATE – EMPOWER - TRANSFORM

4. Upload a cover image – A wide banner image to make your page attractive.
5. Choose your category – Select what best describes your content (e.g., Education, Art, Music).

Click Save and Continue.

### Step 6: Set Up Payment and Tiers

To receive payments from supporters:

1. Go to Settings → Payouts.
2. Connect your PayPal, Stripe, or Bank account (depending on your region).
3. Set your currency and payment schedule.

You can also create membership tiers, such as:

- \$3/month – “Supporter”
- \$10/month – “Exclusive Access”
- \$25/month – “VIP Member”

Each tier can include different rewards or perks.

### Step 7: Preview and Launch Your Page

Before publishing:

- Review how your page looks.
- Edit any details if necessary.
- When ready, click Launch Page to go live.

### Step 8: Share Your Patreon Link

Your Patreon page link will look like this: [www.patreon.com/yourname](http://www.patreon.com/yourname)

Share it on:

- Social media bios
- YouTube or blog
- WhatsApp or newsletters

---

---

## INNOVATE – EMPOWER - TRANSFORM

Encourage your fans to become patrons and support your work.

### Tips for New Creators

- Be consistent : post regular updates for your patrons.
- Offer small rewards or early access to content.
- Thank your patrons often.
- Add a clear “Why support me” message on your page.
- Keep your visuals and description professional.

### How to open an AdSense account

Google AdSense is a free program that allows website owners, bloggers, and YouTubers to earn money by displaying ads on their content. When visitors view or click those ads, you earn revenue. Follow these simple steps to create your own AdSense account.

#### Step 1: Go to the AdSense Website

Open your web browser and visit: <https://www.google.com/adsense/start>

#### Step 2: Click “Get Started”

On the AdSense homepage, click the Get Started button.  
You’ll be prompted to sign in with your Google account (Gmail).

If you don’t have a Gmail account, first create one at [www.gmail.com](http://www.gmail.com).

#### Step 3: Enter Your Website or YouTube Channel

You’ll see a setup form asking for:

1. Your website URL (e.g., [www.yoursite.com](http://www.yoursite.com)).
  - If you don’t have a website yet, you can connect your YouTube channel after approval.
2. Choose whether you want customized help and performance suggestions (optional).
3. Select your country or region.

Then click Start using AdSense.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 4: Review and Accept Terms

Read Google's AdSense Terms and Conditions, then click Yes, I agree to continue.

### Step 5: Provide Your Payment Details

After signing up:

1. Enter your name, address, and phone number: this information must be correct for payments.
2. Click Submit.

### Step 6: Verify Your Website (or Channel)

To prove that you own the site:

- Google will give you an HTML code snippet.
- Copy and paste it into your website's <head> section.
- Then click Verify in AdSense.

If you're connecting your YouTube channel, verification happens automatically through your Google account.

### Step 7: Wait for Review and Approval

Google will review your site or channel to make sure it meets AdSense policies. This process may take a few days to two weeks.

You'll receive an email notification once your account is approved.

### Step 8: Add Ads to Your Site or Channel

Once approved, you can:

1. Log in to your AdSense dashboard.
2. Go to Ads → Overview → By site.
3. Choose Auto ads or Manual ads.
4. Copy the ad code and paste it into your website.

---

---

## INNOVATE – EMPOWER - TRANSFORM

If you're using YouTube, ads will be managed automatically through your YouTube Studio → Monetization section.

### Step 9: Verify Your Address (PIN)

When your earnings reach about \$10, Google will mail you a PIN (Personal Identification Number).

- Enter this PIN in your AdSense account to verify your address.

### Step 10: Receive Payments

After your earnings reach \$100 USD (or your country's equivalent), Google will send your payment through:

- Bank transfer (EFT)
- Wire transfer
- Cheque (in some regions)

Payments are usually made monthly.

### Tips for AdSense Success

- Make sure your site has original, valuable content.
- Avoid copying other websites' content.
- Never click on your own ads: it can get your account banned.
- Follow Google's AdSense Program Policies strictly.
- Track your earnings regularly through the AdSense dashboard.

### How to open a TikTok account

TikTok is a popular short-video platform where users can create, watch, and share videos with music, filters, and effects. You can use it for fun, learning, or promoting your brand or business. Follow these simple steps to create your TikTok account:

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 1: Download the TikTok App

TikTok works best on mobile devices.

- For Android users: Go to Google Play Store, search for TikTok, and tap Install.
- For iPhone users: Go to the App Store, search for TikTok, and tap Get.

### Step 2: Open the App

Once installed, tap the TikTok app icon to open it.

You'll see short videos playing on the home screen, you can watch even without an account, but you'll need one to post or interact.

### Step 3: Tap “Sign Up”

On the bottom-right corner, tap the Profile icon , then tap Sign up. You can sign up using:

1. Phone number
2. Email address
3. Google account
4. Facebook account
5. Apple ID (for iPhone users)

Choose your preferred option.

### Step 4: Enter Your Details

TikTok will ask for:

- Your date of birth
- Phone number or email address (for verification)
- A password

Then tap next.

### Step 5: Verify Your Account

TikTok will send a verification code to your phone or email.

---

## INNOVATE – EMPOWER - TRANSFORM

- Enter the code in the box provided.
- Tap Next to confirm and complete registration.

### Step 6: Set Up Your Profile

After verification:

1. Add a profile photo or video.
2. Choose a username (this becomes your TikTok handle, e.g. @yourname).
3. Write a short bio about yourself or your brand.
4. Link your Instagram or YouTube if you wish.

Tap Save to finish.

### Step 7: Explore TikTok

You can now:

- Watch videos by swiping up or down.
- Tap ❤️ to like, 💬 to comment, and ↻ to share.
- Tap the magnifying glass 🔍 to explore trending videos or creators.
- Follow people you like.

### Step 8: Create Your First Video

1. Tap the (+) Plus icon at the bottom center.
2. Record a video using your phone camera or upload one.
3. Add music, filters, text, or effects.
4. Write a caption and add hashtags (like #funny or #tutorial).
5. Choose your privacy settings (Public, Friends, or Private).
6. Tap Post.

### Step 9: Secure Your Account

- Go to Profile → Menu → Settings and Privacy.
- Turn on Two-step verification for security.
- Review your Privacy settings to control who can comment, duet, or message you.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Tips for Beginners

- Post regularly to grow your audience.
- Use trending hashtags and sounds.
- Keep videos short and engaging.
- Avoid posting copyrighted or inappropriate content.
- Interact with others to build a community.

### How to open a Blogger account

Blogger is a free platform by Google that allows you to create and manage your own blog without needing coding skills. You can write posts, add pictures, and even earn money through Google AdSense. Follow these easy steps to create your Blogger account:

#### Step 1: Sign in with Your Google Account

Blogger is a Google service, so you'll need a Gmail account first.

1. Go to [www.blogger.com](http://www.blogger.com).
2. Click Sign in (top right corner).
3. Enter your Gmail address and password.

If you don't have a Gmail account yet, create one at [www.gmail.com](http://www.gmail.com).

#### Step 2: Create a New Blog

Once signed in:

1. Click Create your blog.
2. A window will appear asking for your blog title (the name your readers will see).
3. Click Next.

#### Step 3: Choose Your Blog Address

You'll now create your blog's web address (URL).

- Type your preferred name (e.g. myblogname).

---

---

## INNOVATE – EMPOWER - TRANSFORM

- Blogger will automatically make it like: myblogname.blogspot.com

If the address is available, click next.

### Step 4: Add Your Display Name

This is the name that appears on your posts as the author.

- Type your preferred name or nickname.
- Click Finish.

You've now created your Blogger account and your first blog!

### Step 5: Customize Your Blog

Make your blog look attractive and personal:

1. Go to the Dashboard → Theme.
2. Choose a theme (design) you like and click Apply.
3. Click Layout to rearrange gadgets (like About Me, Labels, or Archives).
4. You can also upload your logo or header image.

### Step 6: Write Your First Post

1. Click the New Post (+) button.
2. Add a title and start writing your content.
3. Use the toolbar to:
  - Add images or videos
  - Format text (bold, underline, headings)
  - Add links

When ready, click Publish to make it live.

### Step 7: Preview and Share Your Blog

- Click View Blog to see how your site looks.
- Share your link with friends : it looks like: yourblogname.blogspot.com

### Step 8: Connect to AdSense (Optional)

---

---

## INNOVATE – EMPOWER - TRANSFORM

Once your blog has enough quality posts, you can monetize it:

1. In your Blogger dashboard, click Earnings.
2. Follow the steps to connect to Google AdSense.
3. Wait for approval: then ads will appear on your blog, and you'll start earning.

### Step 9: Manage and Grow Your Blog

- Post regularly with useful, original content.
- Add Labels to organize posts.
- Share your posts on social media.
- Reply to comments to engage readers.

### Tips for Beginners

- Use a simple, readable theme.
- Write clearly and consistently.
- Avoid copying other people's content.
- Use keywords in titles for better search visibility.
- Keep backups of your posts.

### How to open a Wordpress account

WordPress is one of the world's most popular platforms for creating websites and blogs. You can use it to build anything, from a personal blog to a business website, without needing to know coding. There are two main versions:

- WordPress.com – free and hosted by WordPress (good for beginners).
- WordPress.org – self-hosted and requires web hosting (for advanced users).

This guide covers WordPress.com, the easiest way to get started.

### Step 1: Visit the WordPress Website

Go to [www.wordpress.com](http://www.wordpress.com)

Click “Start your website” or “Get Started.”

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 2: Create an Account

You'll be asked to sign up.  
You can register using:

- Your email address, or
- A Google account, or
- An Apple account

Fill in:

- Email address
- Username
- Password

Then click “Create your account.”

### Step 3: Choose Your Website Type

WordPress will ask what kind of site you want:

- Personal blog
- Business website
- Portfolio
- Online store

Choose the one that fits your goal, then click Continue.

### Step 4: Pick a Domain Name

Next, you'll select your website address (domain).

Examples:

- Free domain: yourname.wordpress.com
- Custom domain (paid): yourname.com

Choose your preferred domain and click Select.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 5: Choose a Plan

WordPress will show several plans:

- Free – great for beginners (your site will have “.wordpress.com”).
- Personal, Premium, or Business – paid options with more tools.

If you’re just starting, click Start with Free.

### Step 6: Set Up Your Site

Now it’s time to make your site look great!

In your Dashboard, you can:

1. Click Design → Themes to choose a template.
2. Click Customize to change colors, fonts, and layout.
3. Add a Site Title and Tagline under Settings → General.
4. Upload a profile photo or logo.

### Step 7: Create Your First Post or Page

- To create a blog post: Go to Site → Posts → Add New. Write your title and content, then click Publish.
- To create a page (like “About” or “Contact”): Go to Site → Pages → Add New.

### Step 8: Preview and Share Your Site

- Click View Site to see how it looks.
- Copy your site link (e.g. yourname.wordpress.com) and share it with friends or followers.

### Step 9: Manage Your Website

From your dashboard, you can:

- Add images, videos, and links
- Check stats (number of visitors)
- Moderate comments
- Connect your site to social media

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Tips for beginners

- Keep your design simple and clean.
- Post regularly to keep readers engaged.
- Use categories and tags to organize posts.
- Always check spelling and formatting before publishing.
- Upgrade later if you want your own domain (e.g. without “.wordpress.com”).

### Key Trends in the Creative Economy

- Short-form video dominance
- AI-powered creativity
- Personal branding
- Community building
- Local content with global reach

### Digital Tools & AI in Content Creation

#### Digital Content Creation Overview

Digital content creation involves producing and sharing information or stories in formats like text, images, videos, or graphics.

#### Common Content Types

- Social media posts
- Short videos and vlogs
- Infographics
- Podcasts
- Blog articles or newsletters

#### Essential Tools for Creators

Category	Purpose	Tools
----------	---------	-------

---



---

## INNOVATE – EMPOWER - TRANSFORM

Writing	Brainstorming & scripting	Large language models (LLMs), Notion, Grammarly
Design	Posters, logos, thumbnails	Canva, Adobe Express, Leonardo AI
Video Editing	Cut & enhance footage	CapCut, VN Editor, Adobe Premiere Rush
Audio	Sound editing	Audacity, BandLab
Scheduling	Post management	Meta Suite, Buffer, Hootsuite

Table 2: Essential tools for creators

### Smartphones as Production Studios

- Clean camera lens before filming
- Use natural light and stable tripod
- Record horizontally (YouTube) or vertically (Reels/TikTok)
- Capture clear audio with earphones or mic

### AI in Content Creation

Function	What It Does	Example Tools
Idea Generation	Suggests content ideas	Large language models (LLMs), Copy.ai
Script Writing	Drafts scripts	Jasper, Sudowrite
Graphic Design	Creates visuals	Canva AI, DALL·E
Video Editing	Automates tasks	Runway ML, Pika Labs

Table 3: AI in content creation

### Steps in the Content Creation Process

1. Plan
2. Script
3. Design or Record
4. Edit
5. Publish

### Stages of film and video production

---

---

## INNOVATE – EMPOWER - TRANSFORM

Film and video production happens in three major phases:

1. Pre-Production – planning and preparation
2. Production – shooting/recording
3. Post-Production – editing and finishing

Each phase is crucial and builds upon the other.

### Pre-production (Planning & Preparation Stage)

Pre-production is the stage where all the planning and groundwork for the project happens before the cameras start rolling. It's about turning an idea into an actionable plan, organizing people, locations, equipment, and finances.

#### Key Objectives

- Develop the story or concept
- Prepare all logistics (budget, schedule, cast, crew, gear)
- Ensure the production runs smoothly and within budget

#### Key Steps in Pre-production

##### 1. Concept Development

- Brainstorm and refine your idea.
- Define the purpose (entertainment, education, ministry, marketing, etc.).
- Identify your target audience.
- Write a clear logline and synopsis.

Example:

“A young woman learns to forgive through a divine encounter after a betrayal.”

##### 2. Scriptwriting

---

## INNOVATE – EMPOWER - TRANSFORM

- Write or refine your script with clear scenes, dialogue, and actions.
- Review for story flow, emotional tone, and pacing.
- Make sure the story fits the desired duration.
- Include stage or camera directions if needed.

Use ChatGPT to draft, format, or refine scripts.

### 3. Storyboarding and Shot Planning

- Create visual sketches or descriptions of each scene.
- Plan camera angles, movements, and transitions.
- Decide on visual style (color tone, lighting mood).
- Tools: Canva, Boards, Storyboard That.

### 4. Budgeting

- Estimate all production costs:
  - ✓ Equipment (cameras, lights, microphones)
  - ✓ Cast and crew payment (if applicable)
  - ✓ Transport and accommodation
  - ✓ Location fees
  - ✓ Post-production and distribution
- Always add a contingency (10–15%) for unexpected expenses.

### 5. Scheduling

- Create a production schedule (shooting days, setup times, deadlines).
- Consider actors' availability, weather, and location access.
- Use scheduling tools or spreadsheets.

### 6. Casting

- Choose actors who fit each role naturally.
- Hold auditions or select from known talent.
- Share the script early so they can prepare.

Look for expressive and reliable individuals rather than just looks.

### 7. Location Scouting

---

## INNOVATE – EMPOWER - TRANSFORM

- Visit and evaluate potential filming sites.
- Check lighting conditions, noise levels, and permissions.
- Take photos or videos for reference.
- Secure necessary permits or permissions.

### 8. Crew and Equipment

- Identify your crew (director, camera operator, sound engineer, lighting tech, editor, etc.).
- List all equipment needed: cameras, tripods, lights, mics, batteries, memory cards.
- Test everything before shoot day.

### 9. Rehearsals

- Conduct script readings and practice key scenes.
- Block actor movements (where they stand, walk, look).
- Test timing and emotional delivery.

### 10. Production Plan / Call Sheet

- A document detailing:
  - ✓ Shooting schedule
  - ✓ Crew contacts
  - ✓ Locations
  - ✓ Equipment checklist
  - ✓ Emergency info
- Share with everyone involved.

### Outcome of Pre-production

- Complete script and storyboard
- Budget and schedule
- Cast and crew confirmed
- Locations booked
- Equipment ready
- Everyone knows their roles and timelines

### Production (The Shooting Stage)

---

## INNOVATE – EMPOWER - TRANSFORM

---

This is the execution phase where all footage, sound, and performances are captured based on the pre-production plan. It's the most intensive and time-sensitive phase.

### Key Objectives

- Capture high-quality visuals and audio
- Ensure performances align with the script and director's vision
- Keep production on schedule and within budget

### Key Activities in Production

#### 1. Setup and Preparation

- Arrive early to set up equipment.
- Check camera batteries, lights, microphones, and props.
- Review the day's call sheet with crew.
- Do quick rehearsals before shooting.

#### 2. Lighting and Sound

- Ensure lighting is consistent and matches the intended mood.
- Use reflectors or diffusers to control brightness and shadows.
- Record clean audio : minimize background noise.
- Always monitor sound through headphones.

#### 3. Camera Work

- Frame shots carefully (rule of thirds, headroom, etc.).
- Capture a mix of shots:
  - ✓ Wide shots – establish the scene
  - ✓ Medium shots – dialogue and action
  - ✓ Close-ups – emotions and detail
- Use a tripod for stability unless handheld is intentional.
- Record extra takes for safety.

#### 4. Directing

- Guide actors on tone, movement, and emotion.



---

---

## INNOVATE – EMPOWER - TRANSFORM

- Communicate clearly with crew.
- Maintain a calm, organized atmosphere.
- Be open to creative ideas, but stick to schedule.

Keep reviewing your storyboard and shot list.

### 5. Continuity

- Keep details consistent between takes (props, costume, lighting, etc.).
- Assign someone to track continuity (the script supervisor).

### 6. Monitoring Quality

- Review each scene after shooting (“playback”) to confirm sound and visuals are okay.
- Backup footage immediately (on hard drives or cloud).

### 7. Safety and Etiquette

- Follow safety procedures on set.
- Respect property and locations.
- Ensure hydration and breaks for the team.

## Outcome of Production

- All planned scenes are filmed
- Quality audio and visuals recorded
- Backup of all footage and sound files
- Production logs updated

## Post-production (Editing & Finalization Stage)

Post-production is where all the raw materials, video, sound, music, and effects, are combined to create the final film or video. This is where the story truly comes alive.





---

---

## INNOVATE – EMPOWER - TRANSFORM

### Key Objectives

- Assemble, refine, and polish the footage
- Add visuals, audio, and graphics for impact
- Prepare the final product for distribution

### Key Steps in Post-production

#### 1. Ingesting and Organizing Footage

- Import all video and audio files into editing software.
- Label clips by scene and take (e.g., “Scene1\_Take3”).
- Backup everything before editing.

#### 2. Rough Cut (Initial Edit)

- Arrange the clips in order following the script.
- Focus on story flow rather than perfection.
- Remove unusable footage and select best takes.

#### 3. Fine Cut (Detailed Edit)

- Refine transitions, pacing, and timing.
- Trim unnecessary pauses.
- Add cutaways, reaction shots, or inserts for visual interest.
- Ensure emotional rhythm matches the story.

#### 4. Sound Editing

- Clean background noise.
- Add or adjust dialogue, voiceovers, and effects.
- Balance volume levels between clips.

#### 5. Music and Sound Design

- Add background music to enhance emotion.
- Use sound effects for realism (door creaks, footsteps, wind, etc.).
- Ensure proper licensing for music if publishing publicly.



---

## INNOVATE – EMPOWER - TRANSFORM

---

### 6. Color Correction and Grading

- Adjust brightness, contrast, and color consistency.
- Apply color tones to create mood (e.g., warm for hope, cool for sadness).

### 7. Visual Effects (Optional)

- Add text overlays, transitions, animations, or motion graphics.
- Include your title sequence, credits, and logos.

### 8. Review and Feedback

- Watch the film multiple times with fresh eyes or test audiences.
- Note any errors in pacing, sound, or continuity.
- Make final corrections.

### 9. Export and Distribution

- Export in suitable formats (MP4, MOV, etc.).
- Prepare different versions for social media, TV, or cinema.
- Add subtitles if necessary.
- Upload, screen, or archive the final project.

### Outcome of Post-production

- Polished final video
- Proper sound mix and color grade
- Titles, subtitles, and credits
- Exported files ready for sharing or screening

### Tips for Success

- Spend more time in pre-production : good planning saves time and money.
- Always shoot extra footage (B-roll) for flexibility in editing.
- Keep your project organized : label everything properly.
- Ensure you have backup copies of all media.

---

## INNOVATE – EMPOWER - TRANSFORM

- Get feedback before finalizing.
- Focus on storytelling and emotion, not just visuals.

### **Storyboarding**

#### **What is a storyboard?**

A storyboard is a visual plan of a video, film, animation, commercial, or interactive sequence. It breaks the script into ordered frames (like a comic strip) showing key shots, camera moves, action, dialogue keypoints, and timing.

Purpose: communicates creative intent, camera coverage, and pacing so the whole team (director, camera, editor, animators) can work from the same plan.

#### **When to use a storyboard**

- Pre-production for film, video, animation, motion graphics.
- Planning explainer videos, training clips, ads, or UI/UX flows.
- Blocking scenes with actors, staging VFX, or timing complex sequences.
- Pitching an idea to clients or stakeholders.

#### **Basic components of a storyboard frame**

Each frame usually contains:

- Frame drawing (simple sketch of composition)
- Shot number (1, 2, 3...)
- Description / Action (what happens in the shot)
- Dialogue / Sound (lines, SFX, music cues)
- Camera (type of shot : e.g., CU, MS, LS; camera moves : pan, tilt, dolly)
- Duration / Timing (approx seconds or beats)
- Notes (lighting, props, actor directions, VFX)

---

## INNOVATE – EMPOWER - TRANSFORM

---

### Common shot abbreviations (quick reference)

- ECU : Extreme Close Up
- CU : Close Up
- MS : Medium Shot
- MLS : Medium Long Shot
- LS / Wide : Long Shot / Wide Shot
- OTS : Over The Shoulder
- POV : Point Of View
- INT / EXT : Interior / Exterior
- VO : Voice Over

Camera moves: PAN, TILT, DOLLY, ZOOM, TRACK, CRANE, HANDHELD, STEADICAM.

### Step-by-step: How to develop a storyboard

1. Read the script & define the story beats: Identify scenes, moments of action, emotional beats, and any necessary camera coverage.
2. Create a shot list (high level): For each beat list the shots you might need (e.g., Establishing LS → Two shot → CU reaction → Cutaway).
3. Decide pacing & timing: Estimate durations (e.g., Establishing 4s, Dialogue exchange 2–3s per shot).
4. Choose a template / layout: Typical grid: 3–6 frames per page with space for notes beneath each frame.
5. Sketch frames : rough is fine: Focus on composition, actor blocking, camera angle/move : not art quality. Use arrows to show movement.
6. Add annotations: Dialogue lines, SFX, camera instructions, props, continuity notes.
7. Sequence & review: Flip through frames to check rhythm and clarity. Can you follow action without the script?
8. Refine: Merge or split shots as needed, adjust timing.
9. Share with the team: Get feedback from director, cinematographer, editor, production designer.
10. Finalize for production: Produce a clean version for the shoot (numbered frames, shot IDs, and callouts for equipment and props).

### Different ways to storyboard (methods)

---

## INNOVATE – EMPOWER - TRANSFORM

- Paper & pencil (classic): fast, tactile, great for ideation and collaboration on a table/whiteboard.
- Index cards / Post-its: one beat per card; easy to reorder and group. Excellent for blocking story flow.
- Digital drawing (vector/raster): more polished frames; useful for presentation.
- Animatic: turn storyboard images into a timed video with rough cuts, temp audio, and basic motion to test pacing.
- Thumbnail storyboards: tiny sketches focused on composition and beats (usually used early).
- Panel/script hybrid: combine script text on one side and frame/sketch on the other.
- Shot list first, storyboard later: create detailed shot list and only storyboard complicated or expensive shots.
- Digital collages / photo board: use photos, screenshots, or reference images arranged into storyboard frames (good for mood/lighting reference).

### AI-free tools you can use (practical & mostly free)

These are tools that do not require AI features : ideal for producing storyboards without relying on AI generators.

#### Analog / Offline

- Plain paper + pencil/marker (fastest).
- Index cards / Post-its and a wall.
- Whiteboard + dry-erase markers.

#### Desktop / Office

- Microsoft PowerPoint or Google Slides : create slide per shot with image + notes. (Easy to reorder and present.)
- LibreOffice Impress : free alternative to PowerPoint.
- GIMP (free raster editor) : for drawing or collaging frames.
- Krita (free digital painting) : if you want to draw frames digitally.

#### Dedicated storyboard software (free / open source / inexpensive)

- Storyboarder (Wonder Unit) : open-source storyboard app (simple drawing tools, export options, animatic support).
- Celtx : has storyboard and preproduction features (free/paid tiers; useful for script ↔ storyboard workflow).

---

## INNOVATE – EMPOWER - TRANSFORM

- Trello (or any Kanban board) : use cards for shots (not a drawing tool but great for organization).

### Simple image editing / collage

- Canva (free tier) : use grids to create storyboard panels and add text notes.
- Google Drawings : quick collages with text annotation.

### For animatics / rough timing

- iMovie (macOS/iOS) or Windows Video Editor : import storyboard images, add audio, set durations.
- OpenShot or Shotcut : free video editors to make animatics.

### Turning a storyboard into an animatic (why & how)

Why: animatics help verify timing, pacing, sound sync, and identify missing coverage or awkward cuts before shooting.

How: export storyboard frames as images → import into a video editor in sequence → add temp dialogue/music/SFX → set durations → play back and tweak.

### Tips for effective storyboards

- Keep sketches simple : clarity > artistry. Use stick figures if needed.
- Use arrows to indicate motion (actor or camera).
- Label shots clearly (scene:shot, e.g. 2A, 2B).
- Show camera perspective (high/low/eye level) to communicate mood.
- Prioritize coverage : ensure you have master shots, coverage for dialogue, and cutaways for reactions.
- Think edit : shoot with the edit in mind (matching action, eyelines, 180° rule).
- Mark continuity (time of day, prop positions, clothing) to prevent mistakes.
- Annotate VFX or green screen areas clearly.
- Make a shot list from the storyboard to pass to camera/production team.

### Common mistakes to avoid

---

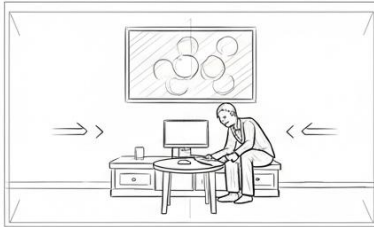
## INNOVATE – EMPOWER - TRANSFORM

- Over-storyboarding every trivial shot : wastes time.
- Being so detailed that the board becomes inflexible; allow room for creative change.
- Ignoring practical production constraints (budget, available locations, equipment).
- Sketches that are unclear to others; always label and annotate.
- Forgetting sound: VO, SFX, or music cues are essential for timing.

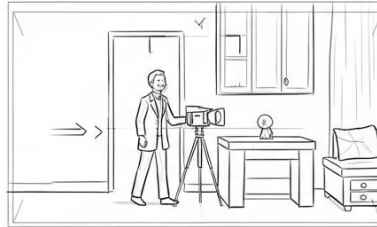
**Example simple storyboard template (one frame)**



## INNOVATE – EMPOWER - TRANSFORM



Towe a fiim, bt srves an bard the coranet, ton poes ane lher soie cilree tiirene otions.



Tome on In'vor toyioara stue stens.



Whire a fiim, beams; moic allhx into oee and ah hred olrrections.



Come on fooh linsortied foord clue stens.



Borne on tikenet fus cho bire stens.



Come on/ingrleimo stue stens.

### Accessibility & handover

- Provide text descriptions of visual frames for team members with visual impairments.
- Keep a versioned file system (v1, v2) and a clear change log so production can track updates.
- Export PDF or images for on-set printouts.

### Evaluation / checklist before production

- Are the story's beats clearly represented?
- Does each scene have enough coverage? (master, medium, close, cutaways)
- Is timing tested with an animatic?
- Are camera moves feasible with available kit?
- Are VFX / SFX clearly called out?
- Is the storyboard labeled and organized for the crew?



---

---

## INNOVATE – EMPOWER - TRANSFORM

A storyboard is a simple visual roadmap that translates script into camera shots, timing, and direction : build it in stages (script → shot list → sketches → animatic), use simple tools (paper, Storyboarder, PowerPoint), focus on clarity, and always test timing with an animatic before production.

### How to create a storyboard in Canva

A practical, beginner-friendly walkthrough to build a clear, usable storyboard in Canva (web or mobile). Includes layout suggestions, timing/animatic tips, collaboration, and export options.

You'll build a storyboard by creating a multi-panel layout (each panel = one shot), adding sketches or images, annotating action/camera/sound, and exporting as images, PDF, or a timed animatic video.

### Step-by-step

#### 1. Sign in to Canva

1. Open [canva.com](https://canva.com) or the Canva mobile app.
2. Sign in (or create a free account).

#### 2. Start a new design

- Click Create a design → Custom size. Recommended: A4 (210 × 297 mm) or US Letter (8.5 × 11 in) for printable storyboards. For widescreen presentation: 1920 × 1080 px (if you want an on-screen animatic).
- Click Create design.

#### 3. Pick or create a storyboard template

- In the left panel, search “storyboard” : choose a ready template and click it, OR:
- Create your own grid: Go Elements → Grids and pick a 2×3, 3×3, or custom grid to define panels per page. Add multiple pages (one page per scene or sequence).

#### 4. Set up a reusable frame layout (recommended)

- On page 1 build a panel template: each grid cell becomes a frame.

---

## INNOVATE – EMPOWER - TRANSFORM

---

- Below or beside each frame add text boxes for: Shot #, Duration, Action, Camera, Dialogue/Audio, Notes.
- Use consistent fonts/sizes (e.g., header 14–16pt, notes 10–12pt).
- Lock these elements (click an element → More → Lock) so you can duplicate the page without changing the template.

### 5. Add your visuals

You have options depending on skill/time:

- Sketches: Upload photographed hand sketches (Upload → Upload media) and drop into frames.
- Photos / Stills: Use Canva’s Photos library as reference images or mood frames.
- Shapes & Icons: Use simple shapes and stick figures from Elements to block composition quickly.
- Screenshots / Frame grabs: Drag existing images into panels for a photo-board style.

Tip: Use arrows (Elements → lines/arrows) to show camera or actor movement.

### 6. Fill in shot details

Under each panel, add your metadata:

- Shot #: e.g., 2A
  - Type: (LS, MS, CU...)
  - Duration: e.g., 3s
  - Action: short sentence describing what happens
  - Dialogue / SFX / Music: short cue
  - Camera: pan left / dolly in / handheld
- Keep each field concise: this is a production tool, not a script.

### 7. Duplicate pages and build your sequence

1. Right-click the page thumbnail → Duplicate page to keep the same layout.
2. Progressively replace images/sketches and update text for each shot.
3. Reorder pages by dragging thumbnails to arrange scenes.

### 8. Add timing / create an animatic (optional)

To preview pacing:

---

## INNOVATE – EMPOWER - TRANSFORM

---

1. Convert storyboard pages into a simple video: in Canva click Download → MP4 video (when you have multi-page images).
2. Or, in Editor, use Animate on images or set page duration: click the page number → Timing (Page duration) and set seconds per page.
3. Add audio (voiceover, temp music) via Uploads → Upload media → drag into the timeline for that page (available in Canva Pro and free tier with limited timeline features).
4. Play the preview to check pacing and adjust durations.

Note: Canva's timeline is basic: for more precise animatics, export frames as images and assemble them in a video editor (e.g., iMovie, OpenShot).

### 9. Collaborate & get feedback

- Click Share → enter teammates' emails or get a shareable link.
- Choose permission: Can view, Can comment, or Can edit.
- Use Canva's Comments feature to leave timestamped/element comments.

### 10. Export & deliver

Options depending on purpose:

- Printable PDF: Download → PDF Print (high quality).
- Presenter / Pitch Deck: Download → PNG/JPG or present directly in Canva.
- Animatic / Timed Video: Download → MP4 Video (adjust page durations first).
- Individual frames: Download selected pages as PNG/JPG for use in editors.

### 11. Version control & organization

- Name your file clearly: ProjectName\_storyboard\_v01.
- Keep an export folder with v01, v02 etc., and include a short changelog in the file description or a team doc.

### Practical layout suggestions

- 3×2 grid per A4 page: compact, good for printable storyboards.
- **1 large frame + 3 small frames**: good for important master shot + cutaways.
- One shot per slide (16:9): if you want an animatic-friendly layout.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Extra tips & best practices

- Clarity over artistry: simple sketches are fine if they communicate action/composition.
- Use arrows to indicate movement; use different arrow styles for camera vs actor.
- Keep notes short: production reads quickly on set.
- Include scale cues (actor positions, prop placement) for continuity.
- Test pacing with an animatic early: you'll catch timing issues before shoot day.
- Use templates: create a reusable Canva template for all projects to save time.
- Mobile app: you can sketch on paper, snap photos, upload from your phone, and edit on the Canva mobile app: great for on-the-go storyboarding.

### Quick checklist before you finalize

- Shots numbered and sequenced correctly
- Each panel has action + camera + duration + audio cue
- Movement indicated (arrows) and eyelines consistent
- Exported in the correct format (PDF for print, MP4 for animatic)
- Shared with team and feedback incorporated

### Scriptwriting

#### What is scriptwriting?

Scriptwriting (or screenwriting/playwriting) is the craft of writing the blueprint for a performance: film, TV, web video, theatre, radio, or podcast. A script describes action, dialogue, character, setting, and structure so directors, actors, and crew can create the finished piece. Good scripts show story and emotion visually and audibly rather than explaining them.

#### Core elements of any script

- Story/Concept: the central idea or hook.
- Characters: who drives the story and what they want (their objective).



---

---

## INNOVATE – EMPOWER - TRANSFORM

- Structure: the sequence of events (acts, scenes, beats).
- Dialogue: what characters say: must reveal character or move plot.
- Action / Stage Directions: what’s seen on screen/stage?
- Theme: the underlying message or question.
- Format: the technical layout (sluglines, action, dialogue) so industry readers can navigate easily.

### Major script formats (quick)

- Screenplay (film/TV): industry standard format:sluglines (INT./EXT.), action lines, character names centered, dialogue under names, parentheticals, transitions.
- Teleplay (TV): similar to screenplay, with act breaks and (for multi-cam) different formatting.
- Stage play: acts and scenes, character names in margin with dialogue; stage directions in italics or brackets.
- Radio/Podcast script: emphasis on sound cues, SFX, and voice.
- Video/Corporate/Web script: shot descriptions and timing often included (more practical, less literary).

### Step-by-step guide on how to develop a script

#### Step 1 : Idea & logline

- Distill your idea into one sentence (logline). It should state protagonist, goal, antagonist/conflict, and stakes.

#### Step 2 : Premise & high-level outline

- Expand to a short paragraph describing beginning, middle, end.
- Identify the inciting incident (what sets story in motion).

#### Step 3 : Characters & arc sheets

- Create character sheets for protagonist, antagonist, and major supporting characters: goal, motivation, flaw, arc (how they change).

#### Step 4 : Structure & beat sheet



---

## INNOVATE – EMPOWER - TRANSFORM

- Decide structure (3-act, 4-act, episodic).
- Write a beat sheet: list major story beats in order (e.g., Opening Image → Set-up → Catalyst → Debate → Midpoint → Crisis → Climax → Resolution).

### Step 5 : Scene list / shot list (planning)

- Break beats into scenes. For film/TV include rough locations, purpose of scene, and which characters are present.

### Step 6 : First draft (write quickly)

- Write a full draft without obsessing over polish. Use industry format if you aim to submit. Focus on story and character choices.

### Step 7 : Rewrite rounds

- Read aloud, trim fat, check pacing, deepen character choices. Rewrites typically focus separately on structure, character, and dialogue.

### Step 8 : Feedback & table reads

- Get notes from trusted readers and do table reads if possible (actors reading the script helps reveal problems).

### Step 9 : Polish & proofread

- Tighten dialogue, fix formatting, correct typos, and ensure transitions/acts are clear. Finalize length (page count ≈ minutes for film: ~1 page ≈ 1 minute).

### Step 10 : Formatting & presentation

- Ensure your script follows the accepted format for your medium. Add a title page, contact info, and a short logline on a separate sheet if submitting.

## Different approaches to writing scripts

---

## INNOVATE – EMPOWER - TRANSFORM

- Outline-first: Full outline/beat sheet then write scene by scene.
- Discovery writing (pantsing): Start writing and discover the story as you go; revise structure later.
- Collaboration: Co-writing with a partner (divide acts/scenes, workshop together).
- Adaptation: Turn existing work (book, article) into a script: requires structure and cutting.
- Writing to format: For videos or ads, write directly to timing and shot constraints.

### AI-free tools for scriptwriting (free & low-cost)

These tools do not require AI and are suitable for writers who prefer manual craft:

#### Simple text / cloud editors

- Google Docs: collaborative, easy templates (use screenplay add-ons or manual style).
- LibreOffice / OpenOffice: offline writing, free.

#### Desktop/open-source screenplay tools

- Trelby: free, open-source screenplay editor (Windows/Linux).
- Kit Scenarist: free/open-source (planning and writing tools).
- Fade In: paid but has a robust demo; industry-quality (not AI).
- WriterDuet: collaborative; has a free tier (non-AI).
- Celtx: free/basic storyboard and script tools (paid plans for production features).

#### Plain-text markup options

- Fountain: plain-text screenplay format (works with many editors; lets you write in any text editor and import into screenplay apps).

#### Production / planning

- Trello or Notion: for scene/beat boards and production tracking.
- Google Sheets: write beat sheets, shot lists, and production schedules.

### Story craft tips (writing that works on screen)



---

## INNOVATE – EMPOWER - TRANSFORM

- Show, don't tell: prefer visual actions over exposition.
- Characters want something: clear objectives create conflict.
- Make scenes do work: each scene should advance plot or reveal character.
- Economy of dialogue: subtext is powerful; people rarely say exactly what they mean.
- Obstacles & stakes: constantly raise stakes and introduce obstacles.
- Callbacks & parallels: use recurring motifs, lines, or images for emotional payoff.
- Conflict > conversation: scenes with internal or external conflict engage viewers.

### Common mistakes to avoid

- Overlong exposition at the top of the script.
- Characters who do the same thing: make them distinct.
- Unclear protagonist or weak stakes.
- Overly “directorial” descriptions: leave room for collaborators.
- Ignoring format conventions (industry readers expect a standard layout).
- Not testing dialogue aloud: it may sound unnatural on page.

### How to get feedback & improve

- Do table reads with actors or friends. Hearing script aloud reveals problems fast.
- Join local or online writers' groups for notes.
- Read produced scripts in your genre to learn rhythm and formatting.
- Rework: accept that scripts are rewritten many times: every draft teaches you something.

### Preparing your script for submission or production

- Keep it clean: correct spelling, consistent margins, and industry spacing.
- Title page with contact info (or use a manager/agent contact).
- Include a short logline at the top of query emails.
- Know the page-to-runtime ratio: ~1 page per minute for film (varies by dialogue).
- Make a one-page synopsis and a two-page treatment ready for producers.

### How to Use Notion for Scriptwriting



---

## INNOVATE – EMPOWER - TRANSFORM

---

### What is Notion and why use it for scriptwriting?

Notion is a powerful, all-in-one workspace where you can write, organize, plan, and collaborate. For scriptwriters, it's a great tool for:

- Organizing story ideas, characters, and scenes
- Structuring scripts before exporting to a screenplay app
- Tracking revisions, deadlines, and production notes
- Collaborating with co-writers or producers online

It's free for personal use, easy to customize, and can be used on desktop or mobile.

### Setting up your Notion workspace for scriptwriting

Step 1: Create a new page

1. Open [notion.so](https://www.notion.so) and log in (or create a free account).
2. Click “+ New Page.”
3. Give it a title (e.g., My Screenplay Project).
4. Choose a simple blank page or table database layout.

### How to organize your scriptwriting workflow in Notion

Step 2: Add key sections (pages or toggles)

Create subpages or toggles under your main page for:

- Idea Bank / Concepts: rough story ideas, themes, and inspirations.
- Loglines & Premises: one-line pitches for each concept.
- Character Profiles: name, age, goal, motivation, flaw, backstory.
- Story Structure / Beat Sheet: organize the story acts and turning points.
- Scene List: breakdown of all scenes with locations and characters.
- Script Drafts: actual script text (or links to screenplay documents).
- Research & References: articles, images, or videos for tone and setting.
- Feedback & Notes: comments, suggestions, or rewrite plans.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Using Notion’s built-in tools effectively

Feature	Use for Scriptwriting
Headings (H1–H3)	Organize sections clearly (e.g., Act I, Act II).
Toggle Lists	Hide long paragraphs (useful for drafts or notes).
Tables / Databases	Track characters, scenes, or props systematically.
Kanban Boards	Visualize story progress (To Write / In Progress / Done).
Templates	Save your page layout for future projects.
Comments & Sharing	Get co-writer or mentor feedback in real time.

Table 4: Using Notion’s built-in tools effectively

### Step-by-step: Creating a script outline in Notion

1. Create a new page titled “Script Outline.”
2. Use Heading 1: Act I – Setup
  - ✓ Under it, use bullets or toggles for: Opening Image, Theme Stated, Catalyst.
3. Add Heading 2: Act II – Confrontation
  - ✓ Include beats like Midpoint, Bad Guys Close In, Crisis.
4. Add Heading 3: Act III – Resolution
  - ✓ Include Climax, Final Image.
5. Under each heading, briefly describe the action or purpose of that beat.
6. Link related character pages or scene notes by typing @CharacterName.

### Writing your script inside Notion

Although Notion isn’t a professional screenwriting formatter, you can still draft early versions:

- Use bold text for sluglines (e.g., INT. OFFICE - DAY)
- Italicize action and center dialogue manually using indentation

You can later export to a screenplay format using tools like Celtx, Trelby, or Fade In.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Using Notion databases for characters and scenes

#### Character Database

Name	Role	Goal	Conflict	Arc	Notes
Terry	Protagonist	Find freedom	Fear of failure	Learns courage	Single mother, writer
Otieno	Antagonist	Control Sarah	Pride	Falls from power	Business partner

Table 5: Character Database

#### Scene Database

Scene #	Location	Description	Characters	Status
1	Kitchen	Terry receives a call	Sarah	Draft
2	Office	Otieno proposes a deal	Sarah, Daniel	To Write

Table 6: Scene Database

This lets you filter or sort by location, act, or completion status, perfect for planning rewrites.

#### Collaboration in Notion

- Invite collaborators via “Share” → “Invite.”
- Use comments to discuss lines or beats.
- Assign tasks (e.g., Revise Act I, Add dialogue to Scene 4).
- Keep all notes centralized, no endless email threads.

#### Integrating Notion with other tools

You can link or embed:

- Google Docs / Celtx / Trelby scripts for final writing.
- YouTube / Pinterest references for mood boards.
- Calendars or production schedules for deadlines.
- AI tools (optional) like ChatGPT for idea brainstorming or rewriting prompts.



Ministry of Information,  
Communications &  
The Digital Economy



 **UK International  
Development**  
Partnership | Progress | Prosperity



**ACWICT**  
technology transforming lives

---

---

## INNOVATE – EMPOWER - TRANSFORM

Use Notion’s “/embed” or “/link” command to connect these easily.

### Optional AI-free templates to start with

You can create your own or duplicate existing templates like:

- Screenplay Planner Template
- Story Beat Sheet Template
- Character Development Database
- Scene Tracker Table

You can find free Notion templates for scriptwriting at:

- [Notion Template Gallery](#)
- [Reddit: r/NotionTemplates](#)

### Final workflow example (recommended order)

1. Idea Dump → rough notes
2. Logline Page → refine the story
3. Character Database → define arcs
4. Beat Sheet Page → outline acts
5. Scene Database → detail each scene
6. Script Page → write rough draft
7. Feedback Page → collect notes
8. Export → finalize in professional script editor

### Tips for success

- Keep your Notion dashboard simple : too many pages = confusion
- Use emojis or icons to identify sections visually (🎬 Script, 💡 Ideas, 👤 Characters).
- Regularly back up or export your workspace.
- Write first, format later: Notion is for story development, not final formatting.



---

## INNOVATE – EMPOWER - TRANSFORM

- Duplicate templates for new projects: saves time.

### Optional extension ideas

- Add a “Production Tracker” to monitor progress once your script goes to filming.
- Use Notion Calendar for writing schedule & deadlines.
- Connect to Google Drive or Dropbox for backups.

Notion is not a screenplay software but an excellent organizing and outlining platform for writers. It helps you brainstorm, plan, track, and collaborate effectively: making your actual scriptwriting faster, clearer, and more enjoyable.

### How to Scriptwrite Using ChatGPT

ChatGPT is an AI writing assistant that helps you brainstorm, structure, and polish your scripts faster : from idea generation to dialogue refinement. It’s not a replacement for your creativity, but a creative collaborator that can help you:

- Generate story ideas or prompts
- Outline story structure and beats
- Draft and format screenplay text
- Edit dialogue and action descriptions
- Overcome writer’s block and speed up revisions

### Before you start: What you should prepare

Before you ask ChatGPT to help you write, be clear about:

- Your goal: (film, short video, church skit, training video, ad, etc.)
- Target audience: (students, adults, church members, children, etc.)
- Desired tone: (inspirational, dramatic, educational, humorous, etc.)
- Script length: (1 min, 5 min, full-length, etc.)
- Main message or theme : what you want people to feel or learn

---

---

## INNOVATE – EMPOWER - TRANSFORM

- Format preference: (screenplay format, stage play, voice-over script, etc.)

You can type this information in a short paragraph before you start prompting.

### Step-by-step guide: Writing a script using ChatGPT

#### Step 1: Generate or refine your idea

Prompt example:

“I want to write a 3-minute inspirational short film about forgiveness set in a small church. Help me brainstorm 5 different story ideas.”

ChatGPT will give you several options: pick one or mix a few. You can ask for twists or emotional endings.

#### Step 2: Develop your logline

Once you pick an idea, create a logline (a one-sentence summary).

Prompt example:

“Help me write a logline for a short film about a woman who learns to forgive her friend after a misunderstanding in church.”

Then refine it:

“Make the logline more emotional and cinematic.”

#### Step 3: Create a beat sheet or story outline

Prompt example:

“Create a 3-act story outline for my short film titled Grace Restored. Keep it under 5 minutes long.”

You’ll get something like:

---

---

## INNOVATE – EMPOWER - TRANSFORM

- Act 1 (Setup): Introduce Sarah and her conflict
- Act 2 (Confrontation): Flashbacks, emotional struggle
- Act 3 (Resolution): Forgiveness and healing moment

You can ask:

“Add more tension in Act 2,” or “Include a symbolic moment using light.”

### Step 4: Develop character profiles

Prompt example:

“Create character bios for my main characters: Sarah (protagonist), Ruth (friend), and Pastor John (mentor). Include age, personality, goal, and flaw.”

This helps the AI write consistent dialogue later.

### Step 5: Start the first draft

Prompt example:

“Write Scene 1 of my short film Grace Restored. Format it like a film script. Show Sarah alone in church, wrestling with guilt. Add realistic dialogue and visual description.”

ChatGPT will generate a screenplay-style scene. You can refine by saying:

“Add more emotion,” or “Make the dialogue shorter and more natural.”

Always review and rewrite. Let ChatGPT give multiple variations until the tone feels right.

### Step 6: Continue scene by scene

Instead of writing the whole script in one go, proceed scene by scene:

- It keeps the tone consistent.
- You can control pacing and flow.
- Easier to edit and give focused feedback.

Prompt example:

---

## INNOVATE – EMPOWER - TRANSFORM

---

“Write Scene 2: Sarah visits Ruth’s house to confront her, but can’t bring herself to speak. Add subtext and tension.”

### Step 7: Format the script properly

Ask ChatGPT to use screenplay formatting:

Prompt example:

“Format my script as a professional screenplay with scene headings, action, and centered dialogue.”

Or you can paste your rough text and say:

“Format this like a film script with correct spacing and style.”

### Step 8: Add emotion and visual depth

Prompt example:

“Rewrite Scene 3 to make it more cinematic. Use sensory details: what we see, hear, and feel.”  
“Add camera direction hints subtly.”

This turns plain writing into a visual experience.

### Step 9: Edit and polish

Use ChatGPT as your editing partner.

Prompt examples:

- “Check my script for pacing and flow.”
- “Shorten dialogue but keep meaning.”
- “Make the tone more hopeful.”
- “Make this character sound older/wiser/younger.”

You can also ask it to:

“Identify weak dialogue lines and suggest improvements.”

### Step 10: Generate titles, loglines, and summaries

---

---

## INNOVATE – EMPOWER - TRANSFORM

After finishing your draft:

Prompt examples:

- “Suggest 5 possible titles for this short film.”
- “Write a one-paragraph synopsis for a festival submission.”
- “Create a 30-second trailer script from my screenplay.”

### Using ChatGPT for different script types

Script Type	Special Prompt Example
Short Film	“Write a 5-minute emotional short film about kindness with 3 characters.”
Church Skit	“Create a short drama script about faith and forgiveness for youth group performance.”
YouTube Video	“Write a 2-minute educational video script with narrator voice and cutaway visuals.”
Training Video	“Write a corporate training script explaining teamwork, with narrator and scene examples.”
Podcast / Radio	“Write a dialogue-based audio script for a 10-minute storytelling podcast.”

Table 7: Using ChatGPT for different script types

### Things to consider when using ChatGPT for scriptwriting

Do’s

- Be specific in your prompts (tone, length, audience).
- Always review and rewrite : treat AI output as a first draft.
- Use follow-up prompts like “make it more emotional” or “add humor.”
- Keep a consistent story bible (characters, settings, tone).
- Use ChatGPT to brainstorm, not to replace your voice.

Don’ts

- Don’t expect perfect formatting: polish it in a proper script editor.

---

---

## INNOVATE – EMPOWER - TRANSFORM

- Don't copy others' ideas without checking originality.
- Don't rely solely on AI for emotional authenticity: add your own experience.
- Don't skip the revision stage: always re-read aloud.

### Tools to pair with ChatGPT

Purpose	Recommended Tool	Use
Formatting	Trelby, Celtx, WriterDuet	Proper screenplay layout
Storyboards	Canva, Storyboard That, Boords	Visualize scenes
Notes & Structure	Notion, Google Docs, Milanote	Organize beats and characters
Voice/Scene Testing	ElevenLabs, TTSMaker	Hear your dialogue read aloud
Image generation	DALL·E, Leonardo AI, Firefly	Create visuals for scenes

### Refining your workflow (for serious writers)

Ideal process:

1. Outline story in Notion or Docs
2. Draft each scene using ChatGPT
3. Copy script into Trelby/Celtx for formatting
4. Read aloud, revise dialogue
5. Use AI again for polishing and trimming
6. Export to PDF and test timing (1 page ≈ 1 minute of screen time)

### Example full workflow prompt (ready to use)

“You are a professional screenwriter. Help me write a short film script titled Second Chance. It's a 5-minute inspirational story about forgiveness between two friends in a church setting. Target audience: young adults. Tone: emotional, realistic, hopeful. Format: professional screenplay with scene headings, action, and dialogue. Start by giving me a 3-act outline before we write Scene 1.”

---

---

## INNOVATE – EMPOWER - TRANSFORM

Then continue scene-by-scene with follow-up prompts like:

“Now write Scene 1 based on the outline.”

“Now continue with Scene 2.”

“Add a powerful ending with symbolism and minimal dialogue.”

### Common mistakes when using ChatGPT for scriptwriting

- Writing too generally (you must feed it details).
- Forgetting to define tone or genre.
- Letting AI over-describe instead of showing action.
- Ignoring pacing (scripts can become wordy).
- Not personalizing the story: your human touch makes it real.

### Final checklist before exporting your script

- Strong logline
- 3-act structure
- Clear protagonist and goal
- Realistic dialogue
- Proper formatting
- Emotional resolution
- Polished grammar
- Readability test (read aloud once)

Using ChatGPT for scriptwriting is like having a fast, creative co-writer who never gets tired. The key is guiding it clearly, reviewing everything critically, and adding your unique human insight. Together, you can develop well-structured, emotionally engaging, and production-ready scripts in a fraction of the usual time.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### **Location scouting**

Location scouting is the process of finding and evaluating real-world places where scenes in a film, video, or photo project will be shot. It involves visiting potential sites, assessing their suitability for storytelling, technical needs, safety, and logistics before production begins.

### **Purpose of Location Scouting**

- To find visually fitting settings that match the story, mood, and script.
- To ensure the technical feasibility of shooting (lighting, sound, space, power, etc.).
- To manage logistics: accessibility, permissions, costs, and safety.
- To help the crew visualize and plan camera setups, lighting, and blocking.

### **Why Location Scouting Is Important**

1. Visual consistency: Helps maintain the mood and look described in the script.
2. Cost efficiency: Prevents expensive mistakes by identifying problems early.
3. Smooth production: Avoids delays by preparing for location-specific challenges.
4. Creative inspiration: Sometimes the location itself inspires better storytelling ideas.

### **When to Do Location Scouting**

- After completing the script and storyboard.
- Before creating the production schedule or budget.
- Ideally weeks before shooting to allow time for approvals and adjustments.

### **Step-by-Step Guide to Location Scouting**

#### **Step 1: Read the Script Carefully**

- Identify all locations mentioned in the script.

---

## INNOVATE – EMPOWER - TRANSFORM

- Note the type of setting needed for each scene (e.g., classroom, forest, church, market).
- Determine the time of day (day/night) and mood (happy, tense, spiritual, dramatic).
- Make a location breakdown sheet listing all scenes and their required settings.

### Step 2: Research Potential Locations

- Start with online searches, Google Maps, Instagram, film location databases, or local knowledge.
- Make a list of possible locations that match the script’s description.
- Consider backup options in case your first choice doesn’t work out.

You can use ChatGPT or AI tools to suggest ideal filming locations that fit your story’s tone and setting (e.g., “Suggest filming locations in Nairobi that look like a 1960s village”).

### Step 3: Visit Locations in Person

- Physically visit each potential site.
- Take photos and short videos from different angles and times of day.
- Check practical factors like:
  - ✓ Lighting conditions (natural and artificial)
  - ✓ Background noise (traffic, crowds, wind, animals)
  - ✓ Space for crew, cameras, and lighting equipment
  - ✓ Power sources (outlets or generator access)
  - ✓ Restrooms, parking, and safety

Visit at the same time of day you plan to shoot to see actual light and noise levels.

### Step 4: Evaluate Suitability

Ask these questions:

- Does it match the look and tone of the story?
- Is it accessible to the team and equipment?
- Are there any restrictions or hazards?
- Is there enough room for camera setups and movement?
- Are permits or fees required?

Record all answers in a location scouting checklist or app.

### Step 5: Take Reference Photos & Notes

---

## INNOVATE – EMPOWER - TRANSFORM

---

- Capture wide shots, mid shots, and close-ups of key areas.
- Take note of:
  - ✓ Sun direction (important for lighting)
  - ✓ Sound environment
  - ✓ Obstacles or reflective surfaces
  - ✓ Potential hazards or challenges
  - ✓ Landmarks for continuity
- Label photos clearly (e.g., “Scene 5 – Church Interior – Option A”).

### Step 6: Get Permission and Permits

- Contact property owners, local authorities, or community leaders.
- Explain your project and shooting schedule.
- Get written consent or a signed location agreement if required.
- Discuss:
  - ✓ Fees or donations
  - ✓ Liability coverage (insurance if applicable)
  - ✓ Restrictions (e.g., noise limits, time limits)

Always maintain professionalism and respect property boundaries.

### Step 7: Plan the Logistics

- Estimate travel time and transport costs.
- Identify nearby facilities (toilets, food, parking).
- Plan crew and equipment movement for each location.
- Prepare a location layout plan for setup and camera positions.

### Step 8: Prepare a Location Report

After scouting, prepare a location report to present to your director or team.

Include:

- Photos and descriptions
- Pros and cons of each location
- Cost estimates
- Permission status
- Contact details of property owners

Use tools like Google Docs, Notion, or Canva for neat presentation.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Step 9: Make the Final Decision

- Compare all scouted options with your team.
- Choose the location that balances visual appeal, practicality, cost, and safety.
- Schedule your shoot and confirm all permissions and arrangements.

### Step 10: Prepare for the Shoot Day

- Revisit the site before shooting day to verify everything is still okay.
- Reconfirm with the property owner.
- Prepare signs, safety gear, and backup plans (e.g., alternate shoot days for bad weather).

### What to Consider When Choosing a Location

Category	What to Check
Aesthetic	Does it match the story's setting and mood?
Lighting	Natural light direction and intensity during shoot time
Sound	Noise from wind, traffic, people, or animals
Space	Enough room for cast, crew, gear, and camera movement
Power Supply	Access to electricity for lights, cameras, and monitors
Accessibility	Ease of transport and setup; availability of parking
Weather	Risk of rain, heat, or poor light conditions
Permissions	Legal clearance to film there
Safety	Hazards, terrain, crowds, or unstable structures
Facilities	Toilets, dressing areas, refreshment spots
Budget	Rental or permit fees, travel, accommodation

Table 8: What to Consider When Choosing a Location

### Tools and AI Resources for Location Scouting

---



---

**INNOVATE – EMPOWER - TRANSFORM**

**Free & Useful Tools**

Tool	Use
Google Maps / Street View	Explore potential locations virtually
ChatGPT	Suggest or describe suitable locations for your story
Pinterest	Find visual inspiration for settings
Notion	Organize notes, pictures, and scouting details
Canva / Google Slides	Create visual presentations of locations
ShotDeck	Browse cinematic references from real films
Trello / Airtable	Manage location data, contacts, and permissions
Sun Surveyor (free app)	Check sun angles and lighting conditions
YouTube / TikTok	Watch vlogs or clips filmed in similar areas

*Table 9: Tools and AI Resources for Location Scouting*

**AI Prompt Example for Generating a Location Visualization**

“A realistic photo of a film location for a short inspirational movie, quiet church interior with soft sunlight through stained glass, cinematic lighting, empty seats, no people, peaceful atmosphere.”

You can adjust the prompt for your story type:

- Classroom scene
- Urban street market
- Forest meditation setting
- Office training session

**Deliverables After Scouting**

By the end of location scouting, you should have:

- List of all approved filming locations

---



---

## INNOVATE – EMPOWER - TRANSFORM

- Photos and videos of each site
- Location report or folder
- Permission letters / agreements
- Backup location options
- Notes on logistics and lighting

### Tips

- Always scout more locations than needed.
- Take a sound recorder to test noise levels.
- Bring measuring tape for set design or framing needs.
- Always respect local communities and environments.
- Prepare a backup plan for every outdoor location.
- Keep communication open with property owners and local officials.

## How to use a camera (phone or standalone) for content creation

### Understanding Cameras

#### Types of Cameras

1. Smartphone Camera
  - ✓ Easy to carry and use
  - ✓ Good for quick, social, or mobile content
  - ✓ Built-in stabilization and AI filters
2. Standalone Camera
  - ✓ Includes DSLRs, Mirrorless, and Camcorders
  - ✓ Offers manual control, better lenses, and higher quality
  - ✓ Suitable for professional shoots, YouTube videos, interviews, or films

#### Basic Camera Parts and Functions

Part / Setting	Function / Description
Lens	Focuses light onto the sensor : determines image sharpness and perspective

---



---

## INNOVATE – EMPOWER - TRANSFORM

Sensor	Captures light and converts it to an image
Aperture (f-stop)	Controls how much light enters : affects brightness and background blur
Shutter Speed	Determines how long light hits the sensor : affects motion blur
ISO	Adjusts the camera’s light sensitivity : higher ISO = brighter but noisier image
White Balance	Adjusts color temperature (cool vs warm tones)
Focus	Adjusts sharpness on the subject
Exposure	Overall brightness of the image
Frame Rate (FPS)	Frames per second : affects motion smoothness in video (24fps, 30fps, 60fps)
Resolution	Number of pixels (1080p, 4K) : higher = sharper image

Table 10: Basic Camera Parts and Functions

On smartphones, these settings may be under “Pro” or “Manual” mode.

### Using a Smartphone Camera

1. Clean the Lens: fingerprints reduce clarity.
2. Set Resolution to the highest available (e.g., 1080p or 4K).
3. Use the Rear Camera: it’s sharper than the front camera.
4. Use Grid Lines: activate the “rule of thirds” grid for balanced framing.
5. Tap to Focus: tap the subject to ensure sharpness.
6. Lock Exposure: on most phones, hold your finger on the screen until AE/AF Lock appears.
7. Stabilize the Phone: use a tripod or rest it on a steady surface.
8. Record horizontally or vertically depending on platform (see below).
9. Avoid Digital Zoom: move closer physically for better detail.
10. Use Natural Light whenever possible.

### Using a Standalone Camera (DSLR or Mirrorless)

1. Insert and format memory card before shooting.
2. Switch to Manual (M) or Semi-Auto (Aperture or Shutter Priority) mode.

---

## INNOVATE – EMPOWER - TRANSFORM

---

3. Adjust the exposure triangle:
  - ✓ Aperture (f/stop): Low number (e.g., f/2.8) = blurred background. High number (f/8–f/11) = more focus.
  - ✓ Shutter Speed: 1/50–1/100 for standard shots; faster for sports/action.
  - ✓ ISO: Keep as low as possible (100–400) for clean images.
4. Set White Balance based on lighting (daylight, shade, tungsten, etc.).
5. Focus manually or with autofocus depending on movement.
6. Check framing and headroom before recording.
7. Monitor audio if recording sound: use an external mic if possible.
8. Record in short clips and review them regularly.

### Taking Photos

- Rule of Thirds: Place subject slightly off-center.
- Leading Lines: Use roads, fences, or light to direct attention.
- Framing: Shoot through windows, doors, or trees for depth.
- Symmetry: Balanced and professional look.
- Depth: Include foreground, middle, and background elements.

### Lighting Tips

- Golden Hour: Early morning or late evening = soft, warm light.
- Avoid Midday Sun: Too harsh, causes shadows.
- Use Reflectors: Bounce natural light onto faces.
- Indoor Lighting: Use soft light (lamps, ring lights, or diffusers).

### Taking Video Footage

1. Plan shots before recording (based on your storyboard).
2. Use a tripod or gimbal for stability.
3. Shoot in short segments (5–10 seconds each).
4. Capture multiple angles: wide, medium, and close-ups.
5. Record ambient sound: adds realism in editing.
6. Avoid shaky movements unless intentional.
7. Keep your camera level and horizon straight.
8. Use manual focus for cinematic depth if possible.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Shooting for Different Platforms

Platform	Orientation	Resolution	Frame Rate	Style Tips
YouTube	Horizontal (16:9)	1080p or 4K	24–30 fps	Long-form storytelling, interviews, tutorials
Instagram Feed	Square (1:1) or Portrait (4:5)	1080p	30 fps	Bright visuals, short scenes, captions
Instagram Stories / Reels	Vertical (9:16)	1080p	30–60 fps	Snappy transitions, text overlays
TikTok	Vertical (9:16)	1080p	30–60 fps	Fun, energetic, trendy angles
Facebook	Horizontal (16:9) or Square	720p–1080p	30 fps	Clear visuals, direct engagement
Website / Blog	Horizontal (16:9)	1080p	24–30 fps	Clean, minimal, storytelling shots

Table 11: Shooting for Different Platforms

Always frame your subject according to where it will appear (e.g., vertical for phone viewers).

### Storytelling Through the Lens

Even with great visuals, story drives engagement. Use the following structure:

1. Opening / Hook: grab attention immediately.
2. Middle / Message: the main action or point.
3. Ending / Call-to-Action: conclusion or next step (subscribe, share, reflect, etc.).

Always ask: “What emotion or message am I trying to show in this shot?”

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Editing and Post-Shooting Essentials

Once footage or photos are taken:

For Videos

- Trim clips, add transitions, captions, and background music.
- Balance color and brightness.
- Add your logo or watermark.
- Export in correct format (MP4, H.264 codec).

Free Video Editing Tools:

- CapCut
- DaVinci Resolve
- VN Video Editor
- Canva Video Editor
- Lightworks

For Photos

- Crop to platform ratio.
- Adjust exposure, contrast, and saturation.
- Add filters lightly: keep it natural.

Free Photo Editors:

- Snapseed
- Canva
- Lightroom Mobile
- Pixlr

---

---

## INNOVATE – EMPOWER - TRANSFORM

### AI Tools That Can Help

Tool	Use Case
ChatGPT	Write scripts, video ideas, or captions
Runway ML	AI video editing and background removal
Pika Labs / Synthesia	Generate AI-assisted video scenes
Remini / ClipDrop	Enhance image or video quality
Descript	AI-based audio cleanup and transcription
Canva Magic Studio	Design thumbnails and overlays easily

Table 12: AI Tools That Can Help

### Key Mistakes to Avoid

- Shooting without checking your lighting or background
- Forgetting to clean the lens
- Overusing zoom
- Not charging batteries or clearing storage
- Recording vertically for YouTube (or horizontally for TikTok)
- Ignoring audio quality
- Forgetting to back up your footage

### Camera Use Checklist

1. Clean lens
2. Set resolution & frame rate
3. Lock focus & exposure
4. Frame subject properly
5. Check lighting
6. Record test clip
7. Monitor audio
8. Back up footage immediately

## INNOVATE – EMPOWER - TRANSFORM

### What Are Image and Video Formats?

A format is the type of file used to store digital media (image, video, audio).

It determines:

- The quality of the media
- The file size
- The compatibility with devices, software, and platforms

Different formats serve different purposes: e.g., social media, websites, printing, or video editing.

### Image formats

Format	File Extension	Best For	Advantages	Disadvantages
JPEG / JPG	.jpg / .jpeg	Web, social media, photography	Small file size, widely supported	Loses quality when repeatedly edited/saved
PNG	.png	Logos, graphics, transparent images	High quality, supports transparency	Larger file size
GIF	.gif	Animations, short loops	Small, animated	Limited colors, not suitable for photos
WEBP	.webp	Websites (modern browsers)	High quality at small size	Not supported everywhere
TIFF / TIF	.tiff	Printing, archiving	Very high quality	Large files
RAW	.raw, .cr2, .nef	Professional photography	Full detail, editable	Requires conversion, large size
SVG	.svg	Icons, logos, infographics	Scalable without losing quality	Not suitable for photos
HEIC / HEIF	.heic	iPhones (modern format)	High compression, high quality	Limited compatibility on some devices

Table 13: Image formats

---



---

**INNOVATE – EMPOWER - TRANSFORM**

### Image Format Recommendations

Use Case	Recommended Format
Website graphics	WEBP or PNG
Social media posts	JPEG or PNG
Transparent logo	PNG or SVG
Print materials	TIFF or PDF
Animation / memes	GIF
Photography (editing)	RAW
Photography (sharing)	JPEG

Table 14: Image Format Recommendations

### Video formats

Format	File Extension	Best For	Advantages	Disadvantages
MP4 (H.264 / H.265)	.mp4	YouTube, TikTok, Instagram, most platforms	Small, high-quality, widely supported	Few editing options
MOV	.mov	Apple devices, editing	High quality	Larger size
AVI	.avi	Older systems, editing	High quality	Big file size
WMV	.wmv	Windows platforms	Compressed	Not widely used online
MKV	.mkv	Archiving, long videos	Supports subtitles, multiple audio tracks	Not always compatible
FLV	.flv	Legacy Flash videos	Lightweight	Outdated

## INNOVATE – EMPOWER - TRANSFORM

WEBM	.webm	Websites (modern browsers)	Lightweight	Not widely used outside web
3GP	.3gp	Old phones	Small file	Poor quality

Table 15: Video formats

### Video Format Recommendations

Use Case	Recommended Format	Resolution & Frame Rate
YouTube	MP4 (H.264 or H.265)	1080p, 24–30 fps
TikTok / Instagram Reels	MP4 (vertical)	1080p, 30–60 fps
Facebook	MP4	720p–1080p, 30 fps
Website embeds	WEBM or MP4	720p, 30 fps
Professional editing	MOV or AVI	4K or ProRes codec
Archiving or backups	MKV	1080p–4K
WhatsApp / Mobile sharing	MP4 (compressed)	720p

Table 16: Video Format Recommendations

### Video Codecs

A codec (compressor–decompressor) defines how a video file is encoded and decoded.

Codec	Used In	Advantages
<b>H.264</b>	MP4	High quality, small size, widely supported
<b>H.265 (HEVC)</b>	4K MP4	Better compression, smaller size
<b>ProRes</b>	MOV	High quality for editing
<b>VP9</b>	WEBM	Used for YouTube HD/4K

---



---

**INNOVATE – EMPOWER - TRANSFORM**

<b>AV1</b>	Future codec	High efficiency, open-source
------------	--------------	------------------------------

Table 17: Video Codecs

### Best Practices for Choosing Formats

1. Always plan your output first: Is it for the web, print, or video?
2. Balance quality vs file size: Large files slow down uploads.
3. Keep masters in high quality (RAW or 4K), then export in smaller versions.
4. Use lossless formats (PNG, TIFF, MOV) for editing.
5. Use compressed formats (JPG, MP4, WEBP) for sharing.

### Free AI Platforms for Generating Images

AI Platform	Use	Website / Tool
Canva Magic Media	Generate AI images from text	<a href="https://canva.com">canva.com</a>
Bing Image Creator (DALL·E)	Realistic AI image generation	<a href="https://bing.com/create">bing.com/create</a>
Pixlr	AI background removal, image editing	<a href="https://pixlr.com">pixlr.com</a>
Fotor AI	Generate art and photo edits	<a href="https://fotor.com">fotor.com</a>
NightCafe	AI art creation	<a href="https://nightcafe.studio">nightcafe.studio</a>
Craiyon	Free text-to-image generator	<a href="https://craiyon.com">craiyon.com</a>
Leonardo.Ai	Generate cinematic or stylized visuals	<a href="https://leonardo.ai">leonardo.ai</a>
Designify / Remove.bg	Background remover, quick design	<a href="https://designify.com">designify.com</a> / <a href="https://remove.bg">remove.bg</a>

Table 18: Free AI Platforms for Generating Images

### Free AI Platforms for Generating Videos

AI Tool	Main Feature	Website / Use
---------	--------------	---------------

## INNOVATE – EMPOWER - TRANSFORM

Pika Labs	AI video generation from text or images	<a href="https://pika.art">pika.art</a>
Runway ML	Text-to-video, video editing, background removal	<a href="https://runwayml.com">runwayml.com</a>
Synthesia	Create AI presenter videos from scripts	<a href="https://synthesia.io">synthesia.io</a>
HeyGen	Avatar-based video creation	<a href="https://heygen.com">heygen.com</a>
Animoto	Turn photos and clips into social videos	<a href="https://animoto.com">animoto.com</a>
Kaiber	Turn still images into moving AI videos	<a href="https://kaiber.ai">kaiber.ai</a>
Lumen5	Convert articles or scripts into social videos	<a href="https://lumen5.com">lumen5.com</a>
InVideo	Text-to-video editing	<a href="https://invideo.io">invideo.io</a>
Pictory	Turn text or blog posts into videos	<a href="https://pictory.ai">pictory.ai</a>

Table 19: Free AI Platforms for Generating Videos

### Free AI Platforms That Convert Picture to Video

Platform	Function	Use Case
Kaiber.ai	Turns an image into a moving video	Great for intros or animated art
Runway ML Gen-2	Converts still images to cinematic videos	Professional storytelling
Pika Labs	Creates animated scenes from photos	YouTube intros, storytelling
CapCut AI	Adds motion effects to images	TikTok / Reels
Animoto	Converts photos into slideshows with music	Event or ministry highlights

Table 20: Free AI Platforms That Convert Picture to Video

### Free AI Platforms That Convert Words (Text) to Video

Platform	Function	Best For
Pictory	Turns scripts or blog posts into narrated videos	Educational or devotional videos

## INNOVATE – EMPOWER - TRANSFORM

Lumen5	Converts text into social videos	Marketing or storytelling
Synthesia	Turns text into avatar-based videos	Corporate / training videos
HeyGen	Generates talking head avatars from text	Presentations, announcements
InVideo	Converts text into dynamic social videos	Short-form videos
Runway ML	Advanced text-to-video generation	Creative storytelling / art projects

Table 21: Free AI Platforms That Convert Words (Text) to Video

### Free AI Platforms That Generate Graphics or Designs

Platform	Use Case	Features
Canva	Graphics, posters, social media posts	Templates, AI design tools
Crello (VistaCreate)	Social media graphics	Ready-made designs
Fotor	AI image generator + editor	Filters and enhancements
Snappa	Simple graphic design tool	Marketing materials
Adobe Express	Posters, thumbnails, and banners	Templates + brand tools
Desygner	Logos, flyers, social media	Free and easy online editor
Photopea	Photoshop alternative (online)	Works with PSD, PNG, JPG
Simplified.com	AI content + design + social scheduler	One-stop creative suite

Table 22: Free AI Platforms That Generate Graphics or Designs

### Best Practices for AI-Generated Media

1. Always review AI results: ensure they match your brand or message.
2. Avoid copyrighted or sensitive visuals.
3. Add your own voice, logo, or style to personalize AI content.
4. Use AI to assist, not replace creativity.
5. Export in web-optimized formats (e.g., PNG for images, MP4 for video).
6. Compress media before uploading to save space.

---



---

**INNOVATE – EMPOWER - TRANSFORM**

7. Keep consistent dimensions across all platforms.

### Recommended Export Settings for Content Creators

Platform	Video Format	Resolution	Image Format
YouTube	MP4 (H.264)	1080p–4K	JPEG (thumbnail)
Instagram	MP4 (Vertical)	1080x1920	PNG or JPEG
TikTok	MP4 (Vertical)	1080x1920	PNG or JPEG
Facebook	MP4	720p–1080p	JPEG
Website / Blog	WEBM or MP4	720p	WEBP or PNG
Print / Posters	MOV or ProRes (if video)	4K	TIFF / PDF / PNG

Table 23: Recommended Export Settings for Content Creators

### Reference Summary

Need	Best Format	AI Tool Recommendation
Social media image	PNG / JPEG	Canva, Fotor, Pixlr
Transparent logo	PNG / SVG	Photopea, Canva
Blog illustration	WEBP	DALL·E / Bing Image Creator
YouTube video	MP4	Pictory, Runway ML
TikTok video	MP4 (vertical)	Kaiber, CapCut
Article → video	Pictory / Lumen5	Script + auto visuals
Picture → animated video	Kaiber / Pika Labs	Cinematic motion
Poster / flyer design	Canva / VistaCreate	Graphic templates

Table 24: Reference Summary

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Leonardo.Ai

Leonardo is an AI creative studio for generating images, editing them on a canvas, upscaling, training custom models (“Elements”), and more recently generating video with models such as Sora / Veo. It includes a realtime canvas, image→image, universal upscaler, model library, and community presets.

#### Create an account & understand pricing / tokens

1. Visit leonardo.ai and sign up with email or SSO. The free tier exists (no credit card required) and gives a daily token allotment for generation; paid plans increase tokens, private generations, model training and advanced features.
2. Check the Pricing page so you know your token limits and what Private/Public options each plan gives. (Free = public creations; paid tiers unlock private/full ownership and more tokens).

Why tokens matter: Each generation consumes tokens (fast tokens vs relaxed), so monitor usage when iterating on prompts.

#### Learn the workspace

- Create / Generate (text-to-image): type prompts, pick model/preset, generate variations.
- Image to Image: upload an image and use it as a reference or to transform that input.
- Canvas / Realtime Canvas: an editor where you can paint, extend, or inpaint (useful for composition changes).
- Upscaler: enhances resolution and detail of outputs.
- Elements (Train custom models): train LoRA-like elements for brand/character consistency.
- Community models & presets: ready styles created by other users.

#### First image step-by-step

1. Open Leonardo → click Create / Generate.
2. Choose a model (e.g., PhotoReal, Phoenix, or other named model) : models affect style and face quality.
3. Write a clear prompt (see prompt tips below). Optionally add negative prompts to avoid undesired elements.
4. Set size & quality (1024×1024 common; higher may cost more tokens).
5. Generate → you’ll get a grid of variations.
6. Select any variant to refine: use variations, upscale, or canvas edit.
7. Download the final image or save to a collection.

---

---

## INNOVATE – EMPOWER - TRANSFORM

Official docs and a “Formatting a basic prompt” guide are helpful for first prompts.

### Prompting

- Be specific (subject, mood, lighting, camera, art style, color palette).
- Use style tokens: e.g., “photorealistic, 50mm, soft rim light, cinematic color grade.”
- Add composition cues: “close-up, shallow depth of field, rule of thirds.”
- Use negative prompts: “no text, no watermarks, avoid extra limbs.”
- Keep iterations: tweak one variable at a time (e.g., change lighting then camera).

#### Example prompt (photoreal):

"INT. CHURCH - morning light through stained glass; close-up of an open Bible on wooden pew; shallow depth of field; warm rim light; photorealistic; 35mm lens; detailed paper texture; film grain 35mm."

Then ask Leonardo to produce variations and upscale the best result.

See Leonardo’s in-platform prompt formatting guide for exact syntax.

### Image to Image & Canvas editing

- Image to Image: upload a photo, provide an instruction (e.g., “make this sunset golden, remove background”). This is great for style transfer or edits.
- Realtime Canvas: sketch or paint rough shapes and watch the model convert sketches into refined images : excellent for composition and ideation.

### Upscaling & finishing

- Use Universal Upscaler to increase resolution and detail for print or close crops. Upscaling is a separate step after generation and improves clarity without re-generating.

### Train Elements (custom models / consistent characters)

---

## INNOVATE – EMPOWER - TRANSFORM

- If you need consistent characters, products, or styles, use Element Training to create reusable assets (train using a dataset of examples). This improves consistency across many generations (useful for brands, characters). Training options and docs explain settings and dataset size.

### Video generation basics (Sora / Veo / video tools)

- Leonardo has video models (Sora / Veo) and guidance for text to video workflows (camera control, multi-shot prompts). These are more experimental and often require more tokens or paid access. Check Leonardo Learn for Sora guides and recommended workflows.

### Exporting, collections & sharing

- Save outputs to collections (free tier has limited personal collections).
- Download as PNG/JPEG or export high-res upscaled versions for print.
- For team workflows, paid tiers support multiple collections and privacy settings.

### Ownership & commercial use (important)

- **Paid subscribers:** Leonardo states paid users retain full ownership/copyright for their generated images. **Free tier:** creations are public by default; Leonardo’s terms indicate they may use public content and that free users receive a non-exclusive royalty-free licence to use images commercially: but the platform retains broader rights to public content. Always read the Terms and Pricing pages carefully before commercial or client use.

If you need guaranteed private ownership for client work or products to sell, prefer a paid plan and keep outputs private.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Best practices & workflows

- Save your prompt each iteration so you can reproduce results.
- Use reference images for look consistency.
- Train Elements for brand/character consistency if you'll generate many assets.
- Check legal / DMCA risks: avoid uploading copyrighted images you don't own; Leonardo has a DMCA policy and may act on repeat infringement.
- Use Leonardo Learn & webinars to keep up with new models and tips (they publish official prompt recipes and webinars).

### Troubleshooting common issues

- Faces look odd: try a different model (PhotoReal/Alchemy), higher quality settings, or upscaling.
- Too slow / low tokens: switch to relaxed generation (if available) or upgrade plan.
- Watermarks or low quality on free: remember free tier has limitations and public generation defaults. Consider upgrading for private, higher-quality outputs.

### Sound & audio production

Sound (audio) is one of the most powerful tools in media, it communicates emotion, clarity, and professionalism. Good sound quality can make even a simple video or podcast feel cinematic and trustworthy. Sound in content creation includes:

- Voice recordings (speech, narration, dialogue)
- Music (background, intro, outro)
- Sound effects (SFX)
- Ambience / background audio (environment sounds)
- Foley sounds (recreated everyday sounds for realism)

**INNOVATE – EMPOWER - TRANSFORM**

**Types of audio file formats**

Format	File Extension	Type	Best Used For	Pros	Cons
MP3	.mp3	Compressed (Lossy)	Podcasts, YouTube, web sharing	Small size, universal	Slight loss in quality
WAV	.wav	Uncompressed (Lossless)	Professional recording, editing	High quality	Large file size
AAC	.aac	Compressed	Streaming, YouTube, Apple Music	Better quality than MP3 at same bitrate	Not editable in all software
FLAC	.flac	Lossless compressed	Music archiving, high-quality playback	Keeps full detail	Larger than MP3
AIFF	.aiff	Uncompressed (Apple)	Mac-based editing	Studio quality	Large files
OGG	.ogg	Compressed (open-source)	Gaming, web audio	Free, flexible	Less supported
M4A	.m4a	Compressed (AAC codec)	iTunes, podcasts	Good quality	Not ideal for pro editing
WMA	.wma	Compressed	Windows audio	Compact	Not widely supported now

Table 25: Types of audio file formats

**Audio Format Recommendations**

Use Case	Recommended Format
Recording and Editing	WAV or AIFF
Uploading to YouTube / Podcasts	MP3 or AAC
Archiving / Music Storage	FLAC

## INNOVATE – EMPOWER - TRANSFORM

Game / Web Apps	OGG
Mobile Playback	MP3
Broadcast Radio	WAV (for quality), MP3 (for transmission)

Table 26: Audio Format Recommendations

### Types of microphones and their uses

Microphones differ by pickup pattern, use case, and connection type.

#### ✓ By Pickup Pattern

Type	Pattern Shape	Captures Sound From	Best For
Omnidirectional	All directions	360° around the mic	Interviews, capturing natural ambience
Cardioid	Heart-shaped (front-focused)	Front of mic	Vocals, podcasts, YouTube videos
Supercardioid / Hypercardioid	Narrow front, small rear	Mainly front	Film, outdoor recording, noise isolation
Bidirectional (Figure-8)	Front and back	Two opposite sides	Duet podcasts, two-person interviews
Shotgun Mic	Very narrow front	Long-distance focus	Film, vlogs, church sermons

Table 27: By Pickup Pattern

#### ✓ By Design Type

Microphone Type	Description	Best Used For
Dynamic Mic	Durable, no external power needed	Live vocals, events, speeches

## INNOVATE – EMPOWER - TRANSFORM

Condenser Mic	Sensitive, needs phantom power (48V)	Studio voice recording, singing, podcasting
Lavalier (Lapel) Mic	Small clip-on mic	Interviews, sermons, vlogs
Shotgun Mic	Long tube shape, directional	Film sets, outdoor shoots
USB Mic	Plug-and-play	Online meetings, podcasts, streaming
Wireless Mic	Battery powered, transmitter + receiver	Stage, church, event videos
Boundary / Surface Mic	Flat mic on a surface	Conferences, boardroom meetings

Table 28: By Design Type

### Microphone Positioning

1. Keep mic 6–12 inches from the mouth (for speech).
2. Use a pop filter to reduce “p” and “b” pops.
3. Record in a quiet, echo-free environment.
4. Use foam windscreens or deadcats outdoors to block wind.
5. Angle shotgun mics toward the mouth, not the chest.
6. Always monitor sound with headphones while recording.

### Types of sound in content creation

Sound Type	Purpose / Example
Dialogue / Voice-over	Narration, teaching, preaching, commentary
Music (Background / Intro)	Adds mood, energy, or transition
Sound Effects (SFX)	Buttons, doors, footsteps, birds, etc.
Ambient Sounds	Background environment (street noise, wind)
Foley Sounds	Manually recreated natural sounds
Silence / Room Tone	Used to smooth audio edits in post-production

Table 29: Types of sound in content creation

---



---

**INNOVATE – EMPOWER - TRANSFORM**
**Sound recording software (daws)**

DAW = Digital Audio Workstation (software used to record, edit, and mix sound).

Software	Type	Best For	Platform
Audacity	Free	Basic recording, editing	Windows / Mac / Linux
GarageBand	Free	Music & podcast production	macOS / iOS
Adobe Audition	Paid	Professional post-production	Windows / Mac
Reaper	Paid (cheap license)	Full-featured DAW	Windows / Mac
Cakewalk by BandLab	Free	Multitrack recording	Windows
Ocenaudio	Free	Quick edits and analysis	Cross-platform
Pro Tools	Paid (industry standard)	Studio-grade production	Windows / Mac
FL Studio	Paid	Music creation & beats	Windows / Mac
Logic Pro X	Paid	Advanced music & podcast editing	macOS

Table 30: Sound recording software (daws)

**Free ai platforms that generate sound / music / voice**

AI Tool	Main Use	Website / Notes
Soundraw.io	AI-generated music	For background or mood music
Mubert	Royalty-free AI music generator	Ideal for YouTube / Reels
Aiva.ai	AI composer for background tracks	Great for film scoring
Boomy	Create songs in seconds	Beginner-friendly

## INNOVATE – EMPOWER - TRANSFORM

Beatoven.ai	Generates mood-based music for videos	Indian-made, royalty-free
LALAL.AI	Splits vocals & instruments	Great for remixing or sound cleanup
ElevenLabs	Realistic AI voice generation	Narration or voice-over
Play.ht	Text-to-speech AI	Convert blog or script to podcast
Descript	AI voice cloning + podcast editing	All-in-one tool
Podcastle.ai	Record, edit, and enhance voice with AI	For podcasters
Adobe Podcast Enhance	AI tool to clean up poor audio	Free online tool (speech enhancer)

Table 31: Free AI platforms that generate sound / music / voice

### Sound editing & enhancement tools

Tool	Use	Function
Audacity	Noise removal, equalization, trimming	Manual edits
Adobe Audition	Advanced mixing, multitrack	Professional post
Krisp.ai	Removes background noise in real time	Meetings & live streams
Auphonic	Automatic volume leveling & mastering	Podcasts, voice
Descript	Text-based editing (edit words, fixes sound)	Smart, AI-powered
Veed.io / Kapwing	Add subtitles + edit audio in video	For creators
Reaper	Mixing, sound design	Pro audio tool
Audionamix / RX Elements	Clean up bad recordings	Removes hiss, hum, clicks

Table 32: Sound editing & enhancement tools

## SOUND DESIGN PRINCIPLES (FOR CONTENT CREATORS)



## INNOVATE – EMPOWER - TRANSFORM

1. Clarity: Voice should be crisp and clear.
2. Consistency: Maintain equal volume across clips.
3. Emotion: Choose background music that matches mood.
4. Space: Avoid too many overlapping sounds.
5. Silence: Use pauses strategically for drama or reflection.
6. Layering: Combine ambient + voice + effects + music carefully.
7. Balance: Ensure voice is always louder than background music.

### Sound in different platforms

Platform	Recommended Format	Sound Tips
YouTube	MP3 / AAC / WAV	Use stereo sound, balance music under -12 dB
TikTok / Reels	MP3 / M4A	Use trending sounds; ensure voice clarity
Podcasts	MP3 (128 kbps+)	Loudness between -16 and -14 LUFS
Facebook / Instagram	MP3 / AAC	Keep under 60s for engagement
Film / Church Media	WAV / AIFF	Record separate dialogue and ambient tracks
Radio	WAV	Maintain consistent EQ for voice
Games / Apps	OGG / WAV	Compress without losing clarity

Table 33: Sound in different platforms

### Recording great sound

1. Record in a quiet space: turn off fans or AC.
2. Use proper mic technique: steady distance and direction.
3. Monitor with headphones: catch noise early.
4. Avoid clipping: keep input levels below 0 dB.
5. Record a few seconds of “room tone.”
6. Use pop filters & shock mounts for clean vocals.
7. Keep multiple takes: easier to fix mistakes.
8. Label files clearly (e.g., “Intro\_VoiceTake2.wav”).



---



---

## INNOVATE – EMPOWER - TRANSFORM

### Copyright & music licensing

When adding background music:

- Use royalty-free or AI-generated music (Mubert, Soundraw, Beatoven).
- Always credit the creator if required.
- Avoid using copyrighted songs from Spotify or YouTube directly.
- For church or events, consider a CCLI license or use Creative Commons tracks.

### Summary table

Category	Best Options	Examples / Notes
Recording format	WAV, AIFF	High-quality audio
Publishing format	MP3, AAC	Compressed for web
Microphone type	Condenser / Lavalier	Speech / vocals
AI sound tools	Soundraw, Mubert, Aiva	Generate background music
Voice tools	ElevenLabs, Play.ht	Create narration
Recording software	Audacity, GarageBand	Free for beginners
Editing software	Audition, Descript	Clean, mix, enhance
Noise reduction	Adobe Podcast Enhance, Krisp	Improve clarity

Table 34: Summary table

### ADDITIONAL RESOURCES

- Freesound.org – free sound effects
- Mixkit.co – royalty-free music
- EpidemicSound.com – paid music for creators
- YouTube Audio Library – free background tracks

---



---

## INNOVATE – EMPOWER - TRANSFORM

- BBC Sound Effects Archive – high-quality ambient sounds

### **Where to download free photos and audios: and how to use them safely**

#### **Why use free (royalty-free) media?**

Free-to-download photos and audios are often shared under Creative Commons licenses or public domain. They help creators avoid copyright strikes or legal issues when publishing online (especially on YouTube, social media, blogs, or apps).

#### **Common License Types**

License Type	Meaning	What You Can Do
Public Domain (CC0)	No copyright	Use freely, even commercially, no credit needed
Creative Commons (CC BY)	Must credit creator	Free use, but include attribution
CC BY-SA	Credit + share alike	Must share your version under same license
CC BY-NC	Non-commercial	Use for personal/educational purposes only
Royalty-Free	No ongoing payments	Usually free, but read the site's terms
Stock License (Free Tier)	Limited use under site rules	Free with possible restrictions

*Table 35: Common License Types*

Always read the license or usage terms before downloading.

#### **Where to download free photos**

Below are the best reliable platforms offering high-quality, royalty-free images for any use.

**Pexels :** <https://www.pexels.com>

---

## INNOVATE – EMPOWER - TRANSFORM

---

What you get:

- Free high-quality stock photos & videos
- No attribution required (though appreciated)
- Ideal for blogs, YouTube thumbnails, and presentations

How to download:

1. Go to the website.
2. Search for your image (e.g., “church service,” “nature,” “technology”).
3. Click the image you like.
4. Press Download (choose desired resolution).

**Pixabay :** <https://pixabay.com>

What you get:

- Over 2.8 million free images, videos, and music
- All content released under Pixabay License (free for commercial use)

How to download:

1. Search your keyword (e.g., “classroom,” “camera,” “cross”).
2. Choose your preferred photo.
3. Click Free Download → select size → verify captcha → download.

**Unsplash :** <https://unsplash.com>

What you get:

- Artistic, professional-quality photos
- No copyright restrictions
- Great for branding, blogs, and creative projects

How to download:

---

## INNOVATE – EMPOWER - TRANSFORM

1. Go to Unsplash.com.
2. Enter a keyword (e.g., “African landscape,” “microphone,” “city lights”).
3. Click the image → press the Download arrow icon.

**Freepik :** <https://www.freepik.com>

What you get:

- Free photos, illustrations, icons, and templates
- Requires attribution unless you have a premium plan

How to download:

1. Search your item (e.g., “infographic template,” “office background”).
2. Select a Free resource.
3. Click Free Download → credit the creator as required.

**Canva :** <https://www.canva.com>

What you get:

- Free stock photos integrated with design tools
- Ideal for posters, social media, or slides

How to download:

1. Create a free account.
2. Search or start a design.
3. Add photos from the “Elements” tab.
4. Click Share → Download → JPG/PNG.

**Burst by Shopify :** <https://burst.shopify.com>

---

## INNOVATE – EMPOWER - TRANSFORM

---

What you get:

- Business and lifestyle-focused free images
- Great for website banners, ads, and product mockups

How to download:

1. Visit [Burst.shopify.com](https://burst.shopify.com).
2. Browse or search photos.
3. Click on your favorite image.
4. Download in high or low resolution.

**StockSnap.io** : <https://stocksnap.io>

What you get:

- Thousands of new CC0 images weekly
- No attribution required

How to download:

1. Search your topic.
2. Click image → press Free Download.

**Kaboompics** : <https://kaboompics.com>

What you get:

- Stylish lifestyle and interior photos
- Free for personal and commercial use
- Requires optional credit

**Using Free Photos Safely**

---

## INNOVATE – EMPOWER - TRANSFORM

- Always read the image license carefully.
- Avoid using images with identifiable people or brands in ads without consent.
- For YouTube thumbnails, use landscape format (1280×720 px).
- For blogs or websites, optimize by resizing to under 200 KB for faster loading.
- You can use Canva or Pixlr to edit or resize images before uploading.

### Where to download free audios (music & sound effects)

Now let's look at trusted, copyright-safe audio sources for music, podcasts, films, or social media.

**YouTube Audio Library :** <https://www.youtube.com/audiolibrary>

What you get:

- 100% free music and sound effects
- For YouTube, podcasts, or other media
- Royalty-free and easy to use

How to download:

1. Log in to YouTube Studio.
2. Go to Audio Library on the sidebar.
3. Browse by genre, mood, or duration.
4. Click Download beside the track you like.

**Free Music Archive (FMA) :** <https://freemusicarchive.org>

What you get:

- Curated, legal audio under Creative Commons licenses
- Thousands of genres from ambient to gospel

How to download:

1. Search or browse genres.
2. Click the song title → Download MP3.

---

---

## INNOVATE – EMPOWER - TRANSFORM

3. Check the license (some need attribution).

**Bensound :** <https://www.bensound.com>

What you get:

- Royalty-free music (attribution required)
- Great for intros, presentations, background tracks

How to download:

1. Browse by style (corporate, cinematic, inspirational, etc.).
2. Select Free Download (with credit).

**Mixkit :** <https://mixkit.co>

What you get:

- Free stock music, sound effects, and video clips
- No attribution required

How to download:

1. Visit Mixkit.co.
2. Go to Music or Sound Effects.
3. Click on a track → Download Free.

**Incompetech :** <https://incompetech.com/music/royalty-free>

What you get:

- Royalty-free tracks by Kevin MacLeod
- Free use with credit

How to download:



Ministry of Information,  
Communications &  
The Digital Economy



 UK International  
Development  
Partnership | Progress | Prosperity



**ACWICT**  
technology transforming lives

---

## INNOVATE – EMPOWER - TRANSFORM

1. Choose genre.
2. Preview and click Download MP3.
3. Add the credit line in your description.

**SoundBible :** <https://soundbible.com>

What you get:

- Free sound effects (animal sounds, ambient, etc.)
- Mix of public domain and attribution-required clips

How to download:

1. Search for a sound.
2. Click the Download WAV/MP3 button.

**Jamendo :** <https://www.jamendo.com/start>

What you get:

- Free music for personal projects (requires credit)
- Licensed commercial options available

**Zapsplat :** <https://www.zapsplat.com>

What you get:

- Over 100,000 free SFX and background sounds
- Attribution required (unless premium)

How to download:

1. Sign up for a free account.



---

---

## INNOVATE – EMPOWER - TRANSFORM

2. Browse and click the sound → Download.

**Epidemic Sound (Trial) :** <https://www.epidemicsound.com>

What you get:

- Free trial for premium royalty-free tracks
- Used by YouTubers & podcasters globally
- Requires subscription after trial

### How to use free media correctly

#### Always Check the License

- CC0 = No credit needed.
- CC BY = Must give credit.
- CC BY-NC = Non-commercial only.

#### How to Give Proper Credit

Example credit format:

“Music: ‘Inspire’ by Bensound (<https://www.bensound.com>) : Licensed under Creative Commons Attribution 4.0.”

#### Organize Your Media Library

- Create folders like:
  - ✓ Photos → Backgrounds / People / Objects
  - ✓ Audio → Music / Voice / SFX
- Rename files clearly (e.g., Calm\_Music\_Pexels.mp3).

#### Compress Before Uploading

- Use tools like TinyPNG (for images) or MP3Smaller (for audio).

---



---

## INNOVATE – EMPOWER - TRANSFORM

- Keeps your website or video light and fast.

### Free ai platforms for media creation

AI Tool	What It Does	Use Case
Pixlr	AI photo editor	Resize, enhance free photos
Leonardo.ai	AI image generation	Create unique visuals
Pexels AI Search	Smart image finder	Suggests related free images
Mubert	AI music generator	Create royalty-free soundtracks
Soundraw.io	Compose AI background music	For YouTube / church videos
Adobe Podcast Enhance	AI voice cleanup	Makes poor recordings sound studio-quality

Table 36: Free AI platforms for media creation

### Quick summary table

Category	Platform	License Type	Attribution Required?
Free Photos	Pexels	CC0	No
Free Photos	Pixabay	Pixabay License	No
Free Photos	Unsplash	Unsplash License	No
Free Photos	Freepik	CC BY	Yes
Free Audio	YouTube Audio Library	Royalty-Free	No
Free Audio	FMA	CC	Sometimes
Free Audio	Bensound	CC BY	Yes
Free SFX	Mixkit	Free License	No

---



---

**INNOVATE – EMPOWER - TRANSFORM**

Free SFX	Zapsplat	Free License	Yes (for free plan)
----------	----------	--------------	---------------------

Table 37: Quick summary table

## **Video editing**

### **What is video editing?**

Video editing is the process of selecting, arranging, and modifying video clips, images, sound, and effects to tell a story or deliver a message. It transforms raw footage into a polished final product: suitable for YouTube, social media, films, training videos, or church broadcasts.

### **Goals of Video Editing**

- Communicate a clear message or story.
- Create emotional impact through pacing, tone, and visuals.
- Add graphics, transitions, and sound for a professional finish.
- Correct color, brightness, and sound for consistency.

### **The video editing workflow**

<b>Stage</b>	<b>Description</b>	<b>Tools Involved</b>
Importing	Bring your video, images, and audio into the software.	Phone, camera, PC
Organizing	Arrange clips in order, name files, create folders.	File explorer, bins
Rough Cut	Trim and order clips to form the story sequence.	CapCut, Premiere Pro
Fine Cut	Adjust timing, sync sound, smooth transitions.	Editing timeline
Effects & Graphics	Add text, filters, overlays, motion graphics.	After Effects, CapCut
Color Correction	Adjust brightness, contrast, color tone.	Lumetri, CapCut filters
Sound Editing	Add voiceovers, remove noise, balance levels.	Audition, Descript
Exporting	Save in correct format and resolution.	MP4, MOV, AVI

Table 38: The video editing workflow

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Types of video editing software

There are 3 main categories of video editing tools depending on skill level and use case:

#### ✓ Beginner-Friendly / Mobile Apps

Software	Platform	Features
CapCut	Android, iOS, Windows, Mac	Easy drag-and-drop, filters, auto captions
VN Editor	Mobile/Desktop	Transitions, music, overlays
InShot	Mobile	Fast editing for Reels & Shorts
KineMaster	Mobile	Multilayer timeline, chroma key
Canva Video Editor	Web	Templates, stock videos, AI tools
Clideo / FlexClip	Web	Online simple editor

Table 39: Beginner-Friendly / Mobile Apps

#### ✓ Intermediate / Prosumer Software

Software	Platform	Features
Filmora	Windows/Mac	User-friendly, AI tools, effects library
DaVinci Resolve	Windows/Mac/Linux	Professional color grading, editing, audio
HitFilm Express	Windows/Mac	VFX & editing combo
Shotcut / OpenShot	Free	Basic to mid-level editing

Table 40: Intermediate / Prosumer Software

### Professional Software

---



---

**INNOVATE – EMPOWER - TRANSFORM**

---

Software	Used For	Notes
Adobe Premiere Pro	Industry-standard video editing	Used in film, YouTube, media houses
Final Cut Pro X	Apple users	Fast, efficient, high-quality editing
Avid Media Composer	Hollywood films	Advanced color, motion, and audio controls
DaVinci Resolve Studio	High-end color grading & post-production	Free + paid versions

Table 41: Professional Software

### How to use capcut

CapCut is one of the easiest and most powerful free editors for mobile and desktop creators.

#### Step 1: Install and Open CapCut

- Download from <https://www.capcut.com> or your app store.
- Open the app → click New Project.

#### Step 2: Import Media

- Tap + to select videos, photos, and audio from your device.
- The files will appear on your timeline.

#### Step 3: Trim and Split Clips

- Tap a clip → drag the edges to trim.
- Use Split to cut a clip into two parts (for transitions or cuts).

#### Step 4: Add Transitions

- Tap the white square between clips → choose a transition (e.g., fade, swipe, dissolve).
- Adjust duration for smooth flow.

#### Step 5: Add Music or Sound

---

## INNOVATE – EMPOWER - TRANSFORM

- Tap Audio → Sounds / Extracted / Voiceover.
- You can import free tracks or record your voice directly.

### Step 6: Add Text or Captions

- Tap Text → Add text to insert titles or subtitles.
- Choose font, animation, and color.
- Use Auto Captions to generate subtitles automatically (AI feature).

### Step 7: Add Filters & Effects

- Tap Effects → Video effects / Body effects for visuals.
- Use filters to match color tone across clips.

### Step 8: Add Stickers or Overlays

- Go to Overlay → Add overlay to insert logos or images.
- Use this for branding (e.g., channel name or logo).

### Step 9: Adjust Speed

- Tap clip → Speed → Normal / Curve.
- Use for slow-motion or time-lapse effects.

### Step 10: Export Your Video

- Tap the Export arrow (top right).
- Choose resolution (1080p or 4K).
- Save or upload directly to YouTube, TikTok, or Instagram.

Record your clips in horizontal for YouTube, vertical for Reels/Shorts.

Keep intros under 5 seconds to retain audience attention.

Add captions for accessibility.

Use CapCut Templates (ready-made edits) to save time.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### How to use adobe premiere pro

Adobe Premiere Pro is a professional, timeline-based video editor used in film, TV, and YouTube production.

#### Step 1: Create a New Project

- Open Premiere Pro → New Project.
- Name it and select your save location.
- Choose your video resolution (e.g., 1920×1080, 30fps).

#### Step 2: Import Footage

- Go to File → Import (or drag and drop clips into the Project panel).
- Organize clips in folders called bins (Video, Audio, Graphics).

#### Step 3: Create a Sequence

- Right-click a clip → New Sequence from Clip (automatically matches settings).
- You can also choose manually: 1080p 30fps, 4K 60fps, etc.

#### Step 4: Basic Editing

- Drag clips to the timeline.
- Use the Razor Tool (C) to cut.
- Drag edges to trim clips.
- Rearrange clips for storytelling order.

#### Step 5: Add Music or Voice-over

- Import your audio → place on the Audio Track.
- Use the Audio Mixer to adjust levels or add fade-ins and fade-outs.

#### Step 6: Add Transitions

- Go to Effects → Video Transitions → Dissolve → Cross Dissolve.
- Drag the effect between clips on the timeline.



---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 7: Add Titles and Graphics

- Go to Window → Essential Graphics → New Title.
- Customize fonts, animation, and colors.
- Add lower-thirds or motion graphics templates.

### Step 8: Color Correction

- Open Color Workspace → Lumetri Color Panel.
- Adjust Exposure, Contrast, Highlights, Shadows.
- Use presets (Cinematic, Warm, Cold tones).

### Step 9: Sound Editing

- Go to Audio Track Mixer → adjust volume & EQ.
- Remove noise via Effects → DeNoise or use Adobe Audition for cleaning.

### Step 10: Export

- Go to File → Export → Media.
- Format: H.264 (MP4) for YouTube/social media.
- Choose Preset: YouTube 1080p Full HD.
- Click Export.

Save projects regularly (Ctrl + S).

Use Adjustment Layers for consistent color grading.

Label clips with colors for organization.

Use shortcuts: Razor (C), Select (V), Ripple Delete (Shift + Delete).

Export in 16:9 for YouTube, 9:16 for Reels.

### Free ai tools that help in video editing



## INNOVATE – EMPOWER - TRANSFORM

Tool	Use	Website / Notes
Runway ML	AI video editor & background remover	<a href="https://runwayml.com">https://runwayml.com</a>
Pika Labs	Generate videos from text	<a href="https://pika.art">https://pika.art</a>
Kapwing	Auto-subtitles, trimming, resizing	<a href="https://www.kapwing.com">https://www.kapwing.com</a>
Veed.io	AI subtitles, templates, noise removal	<a href="https://www.veed.io">https://www.veed.io</a>
Descript	Edit video by editing text	<a href="https://www.descript.com">https://www.descript.com</a>
Animoto	Auto-create video slideshows	<a href="https://animoto.com">https://animoto.com</a>
Lumen5	Turns blog posts into videos	<a href="https://lumen5.com">https://lumen5.com</a>
Opus Clip	AI tool that cuts long videos into short clips	<a href="https://www.opus.pro">https://www.opus.pro</a>
Clipchamp	Microsoft's free online editor	<a href="https://www.clipchamp.com">https://www.clipchamp.com</a>

Table 42: Free AI tools that help in video editing

### Video export formats and where to use them

Format	Use Case	Platform
MP4 (H.264)	Universal video format	YouTube, Facebook, Instagram
MOV	High-quality Apple format	Editing or archiving
AVI	Uncompressed	Broadcast TV
MKV	Multi-track videos	Advanced archiving
WEBM	Web videos	Websites, HTML5
WMV	Windows playback	Presentations

Table 43: Video export formats and where to use them

### BEST PRACTICES FOR VIDEO EDITORS

1. Plan before editing: use a storyboard or script.

---

## INNOVATE – EMPOWER - TRANSFORM

2. Keep intros short: first 3 seconds matter most.
3. Use subtitles: many people watch videos on mute.
4. Use consistent fonts & branding.
5. Cut out dead air and filler words.
6. Keep transitions natural: avoid overusing effects.
7. Use background music at -15 dB below voice.
8. Color-correct all clips for uniform tone.
9. Export in HD (1080p) or 4K.
10. Always backup your project files.

### Resources for free video assets

Asset Type	Website
Stock Footage	Pexels Videos, Pixabay, Mixkit, Videvo
Music & SFX	YouTube Audio Library, Mixkit, FMA, Bensound
Graphics & Templates	Canva, MotionArray (free items), Videezy

Table 44: Resources for free video assets

### Summary table

Category	Tool	Purpose
Basic Editing	CapCut, InShot	Social media clips
Professional Editing	Premiere Pro, DaVinci Resolve	Film & YouTube
AI Helpers	Veed.io, Descript, Runway ML	Auto-editing, subtitles
Color Grading	DaVinci Resolve	Professional correction
Audio Cleaning	Audacity, Adobe Audition	Voice clarity
Free Media	Pexels, Mixkit	Stock video & audio

Table 45: Summary table

---

---

## INNOVATE – EMPOWER - TRANSFORM

Editing = storytelling: every cut should serve a purpose.

Choose the right tool for your goal and skill level.

Learn both mobile (CapCut) and desktop (Premiere Pro) editing.

Use AI tools to save time on captions, trimming, or background removal.

Practice consistency in color, sound, and pacing.

Always credit sources for any stock footage or music used.

### **How to upload content on Youtube, Instagram, Tiktok, Facebook & X**

#### **Youtube**

YouTube is a video-sharing platform where creators upload long-form and short-form videos to reach global audiences. It's ideal for tutorials, music, sermons, vlogs, and educational content.

#### **How to Upload on YouTube (Desktop & Mobile)**

##### **A. On Desktop**

1. Go to <https://www.youtube.com>.
2. Sign in with your Gmail/YouTube account.
3. Click the Create icon (📹 with a + sign) in the top-right corner.
4. Select Upload video.
5. Drag and drop your video file or click Select Files to upload.
6. Fill in your video details:
  - ✓ Title: Keep it clear, short, and keyword-rich.
  - ✓ Description: Summarize content, add links, and hashtags.
  - ✓ Thumbnail: Upload a custom image (1280×720 px).
  - ✓ Tags: Add relevant keywords (e.g., #Motivation #Faith).
  - ✓ Playlist: Group related videos.
7. Choose Audience: “Yes, it’s made for kids” or “No”.
8. Add Subtitles, End screens, or Cards (optional).
9. Choose Visibility:



---

---

## INNOVATE – EMPOWER - TRANSFORM

- ✓ Public – anyone can watch.
  - ✓ Unlisted – only with a link.
  - ✓ Private – only you.
10. Click Publish or Schedule for later.

### B. On Mobile (YouTube App)

1. Open the YouTube App.
2. Tap the “+” icon → Upload a video.
3. Choose a video from your phone gallery.
4. Trim if needed → tap Next.
5. Add Title, Description, Hashtags.
6. Set Privacy (Public/Private).
7. Tap Upload.

### Recommended Upload Settings

Type	Ratio	Resolution	Duration	Format
Long Video	16:9	1080p / 4K	Up to 12 hrs	MP4
YouTube Shorts	9:16	1080p	≤ 60 sec	MP4

Table 46: Recommended Upload Settings

### Optimization

- Add timestamps and chapters in the description.
- Use a consistent thumbnail style for branding.
- Post regularly (1–2 times/week).
- Add end screens to promote your next video.
- Respond to comments quickly.



---

---

## INNOVATE – EMPOWER - TRANSFORM

### Instagram

Instagram is a visual platform ideal for photos, Reels (short videos), carousels, and stories. It's great for audience engagement and brand visibility.

#### Upload on Instagram

##### A. For Photos or Videos

1. Open the Instagram app → Tap the “+” icon (bottom center).
2. Choose your photo or video from your gallery.
3. Apply filters or adjustments (optional).
4. Tap Next.
5. Write a caption (use hashtags like #Faith #Inspiration).
6. Tag people and add a location if relevant.
7. Choose Share to Feed, Story, or both.
8. Tap Share.

##### B. For Reels

1. Tap Reels (icon) → Tap Camera.
2. Record or upload a video (max 90 seconds).
3. Add music, effects, or text overlays.
4. Tap Next → Add caption, hashtags, and cover photo.
5. Choose where to post (Feed or Reels tab).
6. Tap Share.

#### Recommended Upload Settings

Type	Ratio	Duration	Format
Photo	1:1 or 4:5	N/A	JPG / PNG
Video / Reel	9:16	15–90 sec	MP4
Story	9:16	15 sec each	MP4

---

---

## INNOVATE – EMPOWER - TRANSFORM

Table 47: Recommended Upload Settings

### Optimization

- Post high-quality, bright visuals.
- Use 3–5 relevant hashtags.
- Post during active hours (12–3 PM & 7–9 PM).
- Add captions with call-to-actions (e.g., “Comment Amen 🙏”).
- Engage with followers quickly after posting.

### TikTok

TikTok focuses on short, engaging videos (15–180 seconds) with sound, effects, and trends. It’s great for storytelling, tutorials, and motivational messages.

### Upload on TikTok

1. Open the TikTok app → Tap the “+” button.
2. Record directly or upload a pre-recorded clip.
3. Tap Adjust clips to trim or rearrange.
4. Add music, text, filters, or transitions.
5. Tap Next.
6. Add a caption, hashtags, and cover image.
7. Choose who can view it (Public, Friends, or Private).
8. Tap Post.

### Recommended Upload Settings

Type	Ratio	Resolution	Duration	Format
TikTok video	9:16	1080p	15–180 sec	MP4 / MOV

Table 48: Recommended Upload Settings

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Optimization

- Hook your viewer in the first 2 seconds.
- Use trending sounds or hashtags.
- Post 1–3 times daily for growth.
- Add captions for clarity (many watch on mute).
- Reply to comments with short video responses.

### Facebook

Facebook supports all types of media: photos, videos, Reels, Stories, and live streams. Ideal for community engagement, announcements, and long-form discussions.

#### Upload on Facebook (Page or Profile)

##### A. From Mobile App

1. Open Facebook → Tap “What’s on your mind?”
2. Choose Photo/Video.
3. Select from your gallery.
4. Add caption, tags, hashtags, and location.
5. Choose audience (Public/Friends).
6. Tap Post.

##### B. Uploading a Reel

1. Tap Reels → Create reel.
2. Record or upload video ( $\leq 90$  sec).
3. Add music, captions, or effects.
4. Tap Next → Add caption and hashtags.
5. Tap Share Reel.

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Recommended Upload Settings

Type	Ratio	Duration	Format
Photo	1:1 or 4:5	N/A	JPG / PNG
Video	16:9 or 9:16	Up to 240 min	MP4
Reel	9:16	Up to 90 sec	MP4
Story	9:16	15 sec	MP4

Table 49: Recommended Upload Settings

### Optimization

- Post 1–2 times daily for engagement.
- Use short, captioned videos ( $\leq 2$  minutes).
- Use Facebook Creator Studio to schedule posts.
- Add call-to-actions (“Watch more”, “Join our live”).
- Reply to comments to increase visibility.

### X (Formerly Twitter)

X is great for text-based updates, quick videos, links, and trending conversations. Ideal for building influence and real-time engagement.

### Upload on X

#### A. To Post a Tweet with Media

1. Open X App / Website → Tap Post (📌).
2. Type your message (limit: 280 characters).
3. Tap the photo/video icon → Choose your media.
4. Add hashtags and mentions (e.g., @User, #Motivation).

---



---

## INNOVATE – EMPOWER - TRANSFORM

### 5. Tap Post.

#### Recommended Upload Settings

Type	Ratio	Resolution	Duration	Format
Photo	1:1 or 16:9	1080p	N/A	JPG / PNG
Video	16:9 or 9:16	1080p	≤ 2:20 min (free users)	MP4 / MOV

Table 50: Recommended Upload Settings

#### Optimization

- Keep posts short, clear, and engaging.
- Use 1–2 hashtags max.
- Tag relevant accounts to expand reach.
- Post consistently (1–3 times daily).
- Mix videos, photos, and threads.
- Use X Analytics to monitor performance.

#### Cross-platform best practices

Aspect	Guideline
File Format	MP4 for videos, JPG for photos
Resolution	Minimum 1080p for professional look
Aspect Ratios	YouTube: 16:9, TikTok/Instagram/Facebook: 9:16
Captions/Subtitles	Always add for accessibility
Hashtags	3–5 relevant tags per post
Thumbnails	Bright, readable, branded

---



---

## INNOVATE – EMPOWER - TRANSFORM

Timing	Post when your audience is most active
Analytics	Check engagement & adjust content strategy

Table 51: Cross-platform best practices

### AI tools to help with uploading & optimization

Tool	Use	Website
Canva	Create thumbnails, social post templates	<a href="https://www.canva.com">https://www.canva.com</a>
Publer / Buffer	Schedule posts across platforms	<a href="https://www.publer.io">https://www.publer.io</a>
ChatGPT	Write captions, titles, hashtags	<a href="https://chat.openai.com">https://chat.openai.com</a>
Opus Clip	Create short clips from long videos	<a href="https://www.opus.pro">https://www.opus.pro</a>
Pallyy	Manage social media uploads visually	<a href="https://www.pallyy.com">https://www.pallyy.com</a>

Table 52: AI tools to help with uploading & optimization

### FINAL CHECKLIST BEFORE UPLOADING

1. Video edited and reviewed
2. Proper file format (MP4, 1080p)
3. Clear title and caption
4. Branded thumbnail
5. Hashtags and tags added
6. Subtitles added
7. Correct aspect ratio (16:9 or 9:16)
8. Good cover photo
9. Checked visibility (Public/Private)
10. Linked to other content (cross-promotion)

### How to blog using Blogger (on phone & laptop)

---

---

## INNOVATE – EMPOWER - TRANSFORM

### What is Blogger?

Blogger (also known as Blogspot) is a free blogging platform by Google that allows anyone to create and publish blogs easily. It's ideal for personal journaling, news updates, educational posts, tutorials, church or business blogs, and inspirational content.

**Website:** <https://www.blogger.com>

### Requirements before you start

1. A Gmail account (you'll use it to sign in).
2. A Google Chrome browser (for best experience).
3. Internet connection.
4. Optional: a custom domain (e.g., [www.yourname.com](http://www.yourname.com)).
5. Prepared content: title, article text, and images.

### How to create a blog on a laptop (desktop browser)

#### Step 1: Sign in to Blogger

1. Visit <https://www.blogger.com>.
2. Click Sign in.
3. Use your Google account to log in.

#### Step 2: Create a New Blog

1. Click the “+ New Blog” button.
2. Enter your Blog Title (e.g., Faith Inspirations).
3. Choose your Blog Address (URL) : example: faithinspirations.blogspot.com
4. Select a Theme/Template from the list.
5. Click Create Blog.

Your blog is now live!

#### Step 3: Write Your First Blog Post

1. Click “+ New Post” on the left sidebar.
2. Add a Post Title (e.g., “How to Stay Positive in Hard Times”).

---

## INNOVATE – EMPOWER - TRANSFORM

3. In the main editor box, type or paste your article.
4. Use the toolbar to:
  - ✓ Bold / Italicize / Underline text.
  - ✓ Add Headings (H1, H2, and H3).
  - ✓ Insert links, images, or videos.
  - ✓ Add bullets or numbered lists.
5. When done, click Preview to see how it looks.
6. Click Publish to make it public.

### Step 4: Organize with Labels

- On the right-hand menu, click Labels → Add categories like:
  - ✓ Faith, Motivation, Tech Tips, Recipes, etc.
- This helps readers find related posts easily.

### Step 5: Customize Your Blog Appearance

1. On the left menu, click Theme → choose or customize colors, fonts, and layout.
2. Click Layout to rearrange sections like:
  - ✓ Header, Sidebar, Footer, About section, etc.
3. Click Save arrangement when done.
4. Add gadgets like:
  - ✓ Profile, Search Bar, Popular Posts, Labels, or Follow Button.

### Step 6: View Your Blog

- Click the “View Blog” link (top left corner).
- You’ll see your blog as visitors do.

### Step 7: Edit or Update Posts

- From your dashboard, click Posts.
- Choose the post → click Edit, make changes, and click Update.

### How to blog using blogger on a phone

You can blog easily from your mobile browser (there’s no official Blogger app anymore).



---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step 1: Open Blogger in Your Phone Browser

1. Open Chrome or any mobile browser.
2. Visit <https://www.blogger.com>.
3. Log in with your Google account.

### Step 2: Switch to Desktop Mode (Recommended)

- Tap the three dots (:) on your browser.
- Select “Desktop site” for full editing features.

### Step 3: Create or Select Your Blog

- Tap Create New Blog (if you don’t have one yet).
- Add Title, Address (URL), and Theme → click Create Blog.

### Step 4: Create a Post

1. Tap + New Post.
2. Add Title and Content.
3. Use formatting icons to style your text.
4. Tap the image icon to upload from your phone gallery.
5. Add Labels and location (optional).
6. Tap Publish.

### Step 5: Manage Posts

- Tap the menu (☰) → choose Posts to view, edit, or delete existing posts.
- Tap Stats to check views and performance.

### Step 6: Share Your Blog Post

After publishing, tap View Blog → Copy Link and share it on:

- WhatsApp, Facebook, Instagram bio, X (Twitter), or LinkedIn.

### How to add images, videos & links



---



---

## INNOVATE – EMPOWER - TRANSFORM

Action	Steps
Add Image	Click  icon → Upload → Choose from device or Google Photos.
Add Video	Click  icon → Upload video file or paste YouTube link.
Add Link	Highlight text → click  → paste your link → “Apply”.

Table 53: AI tools to help with uploading & optimization

Always compress images before uploading to make your blog load faster.

### How to monetize your blog

Once you have quality content and steady visitors:

1. Go to Earnings in the left sidebar.
2. Click Connect to AdSense.
3. Follow instructions to create or link your Google AdSense account.
4. Once approved, Google will place ads automatically on your blog.

Earn revenue when people view or click the ads.

### Managing settings

Setting	Purpose
Basic Settings	Change blog title, description, and privacy.
Posts, Comments, & Sharing	Manage who can comment.
Email	Set up post notifications.
Language & Formatting	Choose preferred language and time zone.

---



---

## INNOVATE – EMPOWER - TRANSFORM

Search Preferences	Add meta description and custom 404 page.
Permissions	Add authors or admin collaborators.

Table 54: Managing settings

### How to track your blog’s performance

- Go to Stats on the left panel.
- View:
  - ✓ Post Views
  - ✓ Traffic Sources
  - ✓ Audience Location
  - ✓ Popular Posts

Use Google Analytics for deeper insights:

1. Go to <https://analytics.google.com>.
2. Create a property → add tracking code to your Blogger Theme → Edit HTML.

### Blogging best practices

Tip	Why It Matters
Post regularly (weekly/biweekly)	Builds consistency & audience loyalty
Use clear titles with keywords	Boosts Google visibility
Add images & subheadings	Improves readability
Always proofread	Increases professionalism
Link to related posts	Keeps readers longer on your site
Add a call-to-action (CTA)	Encourages comments or subscriptions
Use simple English	Wider audience reach
Backup your blog	Prevents data loss

Table 55: Blogging best practices

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Free ai tools that help with blogging

AI Tool	Use	Website
ChatGPT	Draft blog posts, headlines, outlines	<a href="https://chat.openai.com">https://chat.openai.com</a>
Canva	Design blog images and banners	<a href="https://www.canva.com">https://www.canva.com</a>
Grammarly	Proofread grammar & spelling	<a href="https://www.grammarly.com">https://www.grammarly.com</a>
QuillBot	Paraphrasing & rewriting	<a href="https://www.quillbot.com">https://www.quillbot.com</a>
Pexels / Pixabay	Free stock photos for posts	<a href="https://www.pexels.com">https://www.pexels.com</a>
ChatGPT / Gemini / Jasper	Generate SEO meta descriptions	Various

Table 56: Free AI tools that help with blogging

### How to improve SEO (Search Engine Optimization)

1. Use keywords in your post title & first paragraph.
2. Add alt text to every image.
3. Write unique and helpful content.
4. Add internal links to your other posts.
5. Share your posts on social media for backlinks.
6. Use search-friendly URLs (avoid numbers and random words).

### Final checklist before publishing

- Title is short and keyword-rich
- Introduction clearly states the topic
- Subheadings used for structure
- Spelling & grammar checked
- Images optimized (compressed & with alt text)
- Labels and meta description added
- Post previewed
- Links working correctly
- Published and shared on social media

## INNOVATE – EMPOWER - TRANSFORM

### **Branding, Marketing, and Monetization**

#### **What Is Branding?**

Branding is the process of creating a unique identity for a person, business, product, or organization that makes it easily recognizable and memorable. It goes beyond a logo: it's about the feeling, perception, and trust people have when they hear your name.

#### **Why Branding Matters**

Reason	Explanation
Recognition	People easily identify your work or products.
Trust & Credibility	A consistent image builds confidence.
Emotional Connection	Branding creates feelings that connect with people.
Professionalism	Makes your content, church, or business look legitimate.
Differentiation	Helps you stand out from others in the same field.
Marketing Advantage	A strong brand makes promotion easier and more effective.

*Table 57: Why Branding Matters*

#### **Elements of a Brand**

Every strong brand is built from these key elements:

Element	Description
Brand Name	The official name (e.g., Christian Growth Centre Church).
Logo	A visual symbol representing your identity.

## INNOVATE – EMPOWER - TRANSFORM

Tagline/Slogan	A short, memorable phrase that sums up your mission (e.g., “Grow in Faith, Live in Love”).
Color Palette	A consistent set of colors used across materials.
Typography	Specific fonts that represent your style and tone.
Voice & Tone	The way you communicate : friendly, formal, spiritual, humorous, etc.
Imagery Style	Type of photos or visuals you use : bright, minimalist, natural, etc.
Mission & Values	What your brand stands for and why it exists.
Audience Identity	The group of people your message targets.

Table 58: Elements of a Brand

## How to Develop a Brand

### Step 1: Define Your Purpose

Ask:

- Why do I exist as a brand?
- What problem am I solving?
- What impact do I want to create?

✳ Example:

"To use digital media to spread the Word of God and inspire personal growth."

### Step 2: Identify Your Target Audience

Know who you are talking to:

- Their age, interests, location, and needs.
- Example: Young Christians aged 18–35 who want daily encouragement online.

This helps you shape your message and design.

**INNOVATE – EMPOWER - TRANSFORM**

**Step 3: Choose a Brand Name**

Tips:

- Make it short and memorable.
- Avoid names that are hard to spell or pronounce.
- It should reflect your mission or product.

Example:

- Business: DamaDee Technologies
- Ministry: Faith Connect
- Personal Brand: Winniefred Inspires

**Step 4: Design Your Visual Identity**

This includes your logo, colors, and fonts.

<b>Brand Element</b>	<b>Guidelines</b>
Logo	Use Canva or LogoMaker to create a simple and clear design. It should look good in color and black & white.
Colors	Choose 2–3 main colors that reflect your message (e.g., blue for trust, gold for excellence, green for growth).
Fonts	Use consistent fonts for headings and text: don't mix too many styles.
Imagery	Use photos or graphics that reflect your brand's tone. Avoid low-quality or unrelated images.

*Table 59: Designing Your Visual Identity*

**Step 5: Develop Your Brand Voice & Messaging**

Decide how your brand “speaks” to people.

<b>Type</b>	<b>Example</b>
-------------	----------------



---

---

## INNOVATE – EMPOWER - TRANSFORM

Formal & Professional	For tech or education companies.
Friendly & Conversational	For influencers and community projects.
Inspiring & Motivational	For churches or self-improvement brands.

Table 60: Develop Your Brand Voice & Messaging

Example Brand Message:

“We empower individuals through digital skills and faith-based motivation.”

### Step 6: Create Brand Materials

- Profile pictures, banners, letterheads, flyers, and business cards.
- Keep color, font, and logo consistent.
- Use templates from Canva or Figma for design.

### Step 7: Build Your Online Presence

Create consistent profiles across platforms:

- Website or Blog (e.g., Blogger, WordPress)
- Social Media: Facebook, Instagram, TikTok, YouTube, X
- Email Branding: Use your name or domain (e.g., [info@yourbrand.com](mailto:info@yourbrand.com))

Use the same logo, bio, and brand colors across all platforms.

### Step 8: Stay Consistent

Consistency = Recognition + Trust.

Make sure your:

- Visuals look the same across platforms.
- Voice (style of speaking/writing) stays constant.
- Posting schedule is regular (e.g., every Monday or Thursday).

### Step 9: Engage with Your Audience

---



---

## INNOVATE – EMPOWER - TRANSFORM

Reply to comments, ask questions, and build community.  
Branding is not just visuals, it's about relationships.

### Step 10: Review & Adjust

Over time, measure how people respond to your brand.

- Use analytics (e.g., Facebook Insights, Google Analytics).
- Ask for feedback.
- Refine your message, design, or strategy as needed.

### Types of Branding

Type	Purpose	Example
Personal Branding	Build identity around a person	Influencers, pastors, coaches
Corporate Branding	Represents a company	Damadee Technologies
Product Branding	For specific items	Coca-Cola, Infinix
Service Branding	For a service offered	Safaricom Mpesa
Online/Digital Branding	For social media or websites	YouTube channels, blogs
Cause/Church Branding	For ministries or social impact	Christian Growth Centre Church

Table 61: Types of Branding

### Free AI & Online Tools for Branding

Tool	Use	Website
Canva	Logo design, brand kit, social posts	<a href="https://www.canva.com">https://www.canva.com</a>
Looka	AI logo generator	<a href="https://looka.com">https://looka.com</a>
Hatchful by Shopify	Free logo maker	<a href="https://hatchful.shopify.com">https://hatchful.shopify.com</a>

## INNOVATE – EMPOWER - TRANSFORM

<b>Coolors</b>	Generate color palettes	<a href="https://coolors.co">https://coolors.co</a>
<b>Fontjoy</b>	Font pairing generator	<a href="https://fontjoy.com">https://fontjoy.com</a>
<b>ChatGPT</b>	Write bios, taglines, mission statements	<a href="https://chat.openai.com">https://chat.openai.com</a>
<b>Remove.bg</b>	Remove background from logos/images	<a href="https://remove.bg">https://remove.bg</a>
<b>Brandmark.io</b>	AI logo and brand identity kit	<a href="https://brandmark.io">https://brandmark.io</a>

Table 62: Free AI & Online Tools for Branding

### Branding Across Platforms

Platform	Key Branding Tips
YouTube	Use a consistent intro video, profile photo, and channel art. Add your logo watermark.
Instagram	Maintain a consistent color scheme. Create a bio that reflects your mission.
Facebook	Use professional cover and profile images. Keep tone friendly and responsive.
TikTok	Use consistent themes or filters. Add a short brand tagline in your bio.
X (Twitter)	Keep your handle simple and recognizable. Post in your brand voice.
Blog/Website	Include logo, consistent fonts, and a clear “About” section.

Table 63: Branding Across Platforms

### Measuring Brand Success

Check if your brand is growing using:

- **Engagement:** likes, shares, comments.
- **Reach:** how many people see your posts.
- **Traffic:** visits to your site or pages.
- **Conversion:** how many people take action (buy, follow, subscribe).

Use tools like:

- Google Analytics
- Facebook Page Insights

---

---

## INNOVATE – EMPOWER - TRANSFORM

- Instagram Analytics

### Common Branding Mistakes to Avoid

- Changing colors, logos, or names too often
- Copying other brands
- Using too many fonts or colors
- Inconsistent posting or messaging
- Ignoring audience feedback
- Poor-quality visuals

### Key Branding Guidelines

What to Do
Define your brand purpose and audience
Choose a name and create a logo
Select color palette and fonts
Develop your brand voice and tagline
Create visual templates and materials
Set up consistent online profiles
Post content regularly and engage your audience
Monitor results and adjust strategy

Table 64: Key Branding Guidelines

### The 3 Cs of Branding

1. Clarity – Know who you are and what you stand for.
2. Consistency – Be the same everywhere, every time.

---

## INNOVATE – EMPOWER - TRANSFORM

---

3. Connection – Build emotional relationships with your audience.

### How to create a Logo and a Thumbnail in Canva

Practical for both desktop and mobile, plus sizing, export tips, branding best practices and a final checklist so your assets look professional and consistent.

#### Before you open Canva

1. Decide the purpose (logo for website/profile, thumbnail for YouTube/Reel/etc.).
2. Gather: brand name, tagline (optional), preferred colors (hex codes), font choices, and any icon/imagery ideas.
3. Think where the asset will be used (profile avatar, YouTube 1280×720 cover, Instagram thumbnail, etc.).
4. Have reference examples you like (mood board).

#### Create a Logo in Canva

##### Recommended sizes

- Square logo (default): 500 × 500 px or 1000 × 1000 px (vector-like quality).
  - App/Avatar: 400 × 400 px.
- Design at higher resolution (1000–2000 px) and downscale for sharpness.

##### Desktop step-by-step

1. Sign in at [canva.com](https://canva.com) → Create a design → choose Custom size and enter e.g. 1000 x 1000 px.
2. In the left panel, click Templates and type “logo” to browse templates OR start blank.
3. Add your brand name with Text → Add a heading.

---

## INNOVATE – EMPOWER - TRANSFORM

- ✓ Use 1–2 fonts max (one for logo mark, one for tagline optional).
- 4. Add an icon: Elements → Search for icons (type: “cross”, “book”, “tech”, etc.). Use simple, scalable icons.
- 5. Arrange layout: icon + name (icon left or above), leave generous spacing.
- 6. Apply brand colors: click element → color swatch → paste hex code.
- 7. Align everything (select elements → Position → Center / Middle) and check the balance.
- 8. Optional: add a simple shape behind the icon for contrast (circle/rounded square).
- 9. Preview at small sizes (zoom out to see how it looks as an avatar).
- 10. Save versions: File → Make a copy and create variations (full logo, stacked, icon only).

### Mobile (Canva app) steps

1. Open Canva app → + → Custom size → enter square px.
2. Use Templates → Logo or start blank.
3. Tap elements, text, and color controls: same workflow as desktop.
4. Use two-finger zoom to check small size readability.

### Exporting & formats

- For web/social: PNG (lossless).
- If you need background removed: PNG with transparent background (Canva Pro or use Remove.bg).
- For print: PDF Print or SVG (Pro) if you need vector.
- Export multiple sizes: e.g., 1000px, 500px, 200px to keep on hand.

### Logo design

- Keep it simple and legible at thumbnail size.
- Avoid fine details that disappear when small.
- Test on light & dark backgrounds. Save a white and dark version.
- Create an icon-only variant for avatars.
- Use the Brand Kit (Canva Pro) to store palette and fonts for consistency.

### Create a Thumbnail in Canva (YouTube / Social)

### Recommended sizes

---

## INNOVATE – EMPOWER - TRANSFORM

---

- YouTube thumbnail: 1280 × 720 px (16:9)
- Instagram post thumbnail: 1080 × 1080 px (1:1)
- TikTok / Reels cover: 1080 × 1920 px (9:16) : note that some platforms may crop on display

### Desktop step-by-step (YouTube example)

1. Create a design → Custom size → 1280 x 720 px.
2. Use Templates → YouTube Thumbnail and pick a layout you like (fast start) OR start from a blank canvas.
3. Upload the frame/screenshot from your video (Uploads → Upload media). Place as background or an image area.
4. Add a bold headline (6–8 words max). Use large, readable font (sans-serif or display).
  - ✓ Contrast is crucial: light text on dark overlay or vice versa.
5. Add a subtle overlay to ensure text legibility:
  - ✓ Elements → Square → stretch full → color black → set Transparency to ~30–45% under the overlay.
6. Add an eye-catching element: subject close-up face, an icon, or a border. Use stroke on text to improve readability.
7. Use consistent brand colors and fonts (same family as your logo).
8. Make a small logo/brand mark in a corner for recognition.
9. Check composition with the Rule of Thirds Grid (View → Show grid) for focal points.
10. Export as PNG (best quality) or JPG (smaller size). For thumbnails keep file < 2MB for YouTube.

### Mobile (Canva app) steps

1. Open Canva app → choose YouTube Thumbnail template or custom 1280×720 px.
2. Upload image, tap to crop, add text, overlays & stickers.
3. Use pinch zoom and preview to make sure text is readable on small screens.

### Thumbnail design tips

- Title text must be readable at small sizes: test by zooming out.
- Faces + strong expression + large text = high click-through.
- Contrast & simplicity beat clutter.
- Keep a consistent thumbnail style across your channel for branding.
- Create templates in Canva: duplicate and swap images/text for fast batch creation.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Branding & Consistency: Use Canva Features

- Brand Kit (Pro): store colors, fonts, logos.
- Templates: create a master thumbnail template and duplicate for new videos.
- Folders: organize assets → Logos, Thumbnails, Exports.
- Magic Resize (Pro): quickly create different aspect ratios for other platforms.
- Styles: save color/font combos to apply quickly.

### Accessibility & SEO tips

- Add alt text when you upload images to websites (describe the logo/thumbnail).
- For thumbnails, include the target keyword in the file name, e.g., how-to-pray\_thumbnail.png.
- Use high-contrast colors for readability and for viewers with low vision.

### Export settings & platform specifics

Asset	Format	Settings
Logo (web)	PNG	Transparent background (if needed), 500–1000 px
Logo (print)	PDF/SVG	High-res/vector (use SVG or PDF Print)
Thumbnail (YouTube)	PNG or JPG	1280×720 px, <2MB, sRGB color
Thumbnail (Instagram)	JPG/PNG	1080×1080 px
Thumbnail (TikTok cover)	PNG	1080×1920 px (mind cropping)

Table 65: Export settings & platform specifics

### File naming, versioning & storage (best practice)

- Name clearly: brandname\_logo\_primary\_1000px.png, video-title\_thumbnail\_v1.png.
- Keep versions: \_v1, \_v2 with date.

---

---

## INNOVATE – EMPOWER - TRANSFORM

- Store originals in a folder (Google Drive / Dropbox) and exports in a share folder.

### Troubleshooting

- Text blurry when small → increase font size, reduce word count.
- Icon too detailed → simplify shape, remove tiny elements.
- Background image hides text → add darker overlay or outline text.
- Need transparent logo but don't have Pro → export PNG and use remove.bg (free online) to remove background.

### Final checklist before publishing

Logo:

- Readable at small size (avatar).
- Versions: full, stacked, icon-only.
- Exported PNG (and SVG/PDF if needed).
- Saved brand colors & fonts in Brand Kit (if available).

Thumbnail:

- Correct size/aspect ratio for platform.
- Text is large & readable.
- High contrast between text and background.
- Branded (logo/consistent style).
- File optimized (size < platform limit) and exported PNG/JPG.

### Marketing and SEO

#### What Is Marketing?

Marketing is the process of promoting, communicating, and delivering value to customers or audiences. It involves identifying their needs, creating valuable content or products, and ensuring they reach the right people through the right channels.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Goals of Marketing

- Increase Awareness – Let people know about your brand, product, or message.
- Generate Leads or Sales – Encourage people to buy, subscribe, or donate.
- Build Trust & Loyalty – Keep your audience coming back.
- Engage & Educate – Provide useful, inspiring, or entertaining information.
- Create Community – Build followers or supporters who connect with your mission.

### The Marketing Process

Step	Description
Market Research	Understand your audience: their age, location, interests, and challenges.
Identify Your Target Audience	Choose who you are talking to (e.g., students, youth, entrepreneurs, church members).
Develop Your Message	Craft a clear value statement: why your content or product matters.
Choose Channels	Decide where to market : social media, blog, YouTube, email, etc.
Create & Share Content	Publish posts, videos, ads, or stories consistently.
Measure & Improve	Track performance using analytics tools and adjust strategy.

Table 66: The Marketing Process

### Types of Marketing

Type	Description	Examples
Digital Marketing	Using the internet to promote products/services.	Websites, social media, SEO, email marketing
Content Marketing	Creating valuable content to attract and educate.	Blogs, YouTube videos, infographics

## INNOVATE – EMPOWER - TRANSFORM

Social Media Marketing	Promoting through platforms like Facebook, Instagram, TikTok, X.	Posts, reels, hashtags, ads
Email Marketing	Sending messages directly to subscribers.	Newsletters, promotions
Affiliate Marketing	Earning commission by promoting others' products.	Amazon affiliates, referral links
Influencer Marketing	Partnering with creators to reach new audiences.	Brand collaborations
Video Marketing	Using video content to attract and engage.	YouTube, Shorts, Reels
SEO Marketing	Optimizing content for search engines.	Keyword usage, backlinks
Paid Marketing	Using ads to reach specific people.	Facebook Ads, Google Ads

Table 67: Types of Marketing

### The 4 Ps of Marketing

P	Meaning	Example
Product	What you are offering (content, service, or product).	Bible study app, coaching, courses
Price	What it costs (or what value people give: even if free).	Subscription, donation, free resource
Place	Where people find it.	YouTube, website, app store
Promotion	How you tell people about it.	Ads, posts, word of mouth

Table 68: The 4 Ps of Marketing

### Create a Marketing Plan

#### Step 1: Define Your Goal

What do you want?

Examples:

---

## INNOVATE – EMPOWER - TRANSFORM

- Grow YouTube subscribers by 1,000
- Sell 50 e-books
- Get 500 new Instagram followers

### Step 2: Understand Your Audience

- Who are they (age, gender, profession)?
- What do they need or want?
- Where do they spend time online?

### Step 3: Research Competitors

Look at others in your niche: what are they doing right? How can you do it better?

### Step 4: Choose Marketing Channels

Pick platforms where your audience is most active (Facebook, YouTube, TikTok, Email, etc.).

### Step 5: Create Valuable Content

Plan weekly content based on your goal:

- Blog posts
- Reels or Shorts
- YouTube tutorials
- Inspirational quotes

### Step 6: Engage With Your Audience

Reply to comments, messages, and emails.  
Ask questions and create polls.

### Step 7: Track Results

Use analytics tools (YouTube Analytics, Facebook Insights, Google Analytics).  
Measure engagement, traffic, and conversions.

### Step 8: Improve and Repeat

---



---

## INNOVATE – EMPOWER - TRANSFORM

Adjust your strategy monthly based on performance.

### Marketing Tools & AI Platforms

Tool	Use	Website
Canva	Design posters, flyers, ads	<a href="https://www.canva.com">https://www.canva.com</a>
ChatGPT	Write captions, marketing emails, ad copy	<a href="https://chat.openai.com">https://chat.openai.com</a>
Meta Business Suite	Manage Facebook & Instagram posts	<a href="https://business.facebook.com">https://business.facebook.com</a>
Google Analytics	Track website/blog traffic	<a href="https://analytics.google.com">https://analytics.google.com</a>
Mailchimp	Send email campaigns	<a href="https://mailchimp.com">https://mailchimp.com</a>
Buffer / Later	Schedule social media posts	<a href="https://buffer.com">https://buffer.com</a>
CapCut / InVideo / Pika	Edit marketing videos	<a href="https://www.capcut.com">https://www.capcut.com</a>
Lumen5 / Synthesia	AI video creation from text	<a href="https://www.lumen5.com">https://www.lumen5.com</a>

Table 69: Marketing Tools & AI Platforms

### What is SEO (Search Engine Optimization)?

SEO (Search Engine Optimization) is the process of making your website, blog, or content more visible on search engines (like Google, Bing, or YouTube).

### How SEO Works

Search engines (like Google) use algorithms to decide which pages appear first in results based on:

- Keywords used in the title and text
- Page loading speed
- Mobile-friendliness
- Backlinks (links from other sites to yours)
- Content quality and freshness



Ministry of Information,  
Communications &  
The Digital Economy



 **UK International  
Development**  
Partnership | Progress | Prosperity



**ACWICT**  
technology transforming lives

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Step-by-Step SEO Process

#### Step 1: Keyword Research

Find the words people search for about your topic.

Tools:

- Google Keyword Planner
- Ubersuggest
- Ahrefs (Free version)
- ChatGPT (Ask: “Give me SEO keywords for [topic]”)

Example:

If your topic is Faith Motivation, keywords might include:

- “daily bible encouragement”
- “Christian motivation quotes”
- “inspirational devotion”

#### Step 2: Optimize Your Content

Include your main keyword in:

- The title
- The first paragraph
- Subheadings (H2, H3)
- Image alt text
- URL (example: [yoursite.com/christian-motivation-tips](https://yoursite.com/christian-motivation-tips))

#### Step 3: Write Quality Content

Google rewards:

- ✓ Useful and original content
- ✓ Clear structure (headings, bullet points)





---

## INNOVATE – EMPOWER - TRANSFORM

- ✓ Internal links to your other pages
- ✓ External links to credible sources

### Step 4: Optimize Images

- Compress images (use TinyPNG).
- Add alt text describing the image.
- Rename image files before uploading (e.g., christian-blog-banner.png).

### Step 5: Improve Website Speed

Use:

- Lightweight themes
- Minimal plugins
- Google PageSpeed Insights to test load time

### Step 6: Get Backlinks

Encourage other websites to link to yours:

- Guest post on other blogs
- Share valuable resources people want to link to
- Collaborate with creators

### Step 7: Submit to Google

Use Google Search Console to submit your site and sitemap:

- <https://search.google.com/search-console>

This helps Google index your content faster.

### Step 8: Track & Update

SEO is ongoing.

Check:

- Keyword ranking



---



---

## INNOVATE – EMPOWER - TRANSFORM

- Traffic (in Google Analytics)
- Update old posts every few months

### Types of SEO

Type	Meaning	Example
On-Page SEO	Optimization within your content	Keywords, images, headings
Off-Page SEO	External actions that build reputation	Backlinks, guest posts
Technical SEO	Behind-the-scenes improvements	Site speed, mobile optimization
Local SEO	Targeting local audience	“Best coffee shop in Nairobi”
Video SEO	Optimizing videos for YouTube	Titles, tags, captions

Table 70: Types of SEO

### SEO Tools and Free AI Platforms

Tool	Purpose	Website
Google Keyword Planner	Find keywords	<a href="https://ads.google.com/home/tools/keyword-planner">https://ads.google.com/home/tools/keyword-planner</a>
Ubersuggest	Keyword + competitor analysis	<a href="https://ubersuggest.com">https://ubersuggest.com</a>
Yoast SEO (WordPress plugin)	Optimize posts easily	<a href="https://yoast.com">https://yoast.com</a>
Rank Math	SEO scoring for WordPress	<a href="https://rankmath.com">https://rankmath.com</a>
ChatGPT	Generate SEO titles, meta descriptions	<a href="https://chat.openai.com">https://chat.openai.com</a>

**INNOVATE – EMPOWER - TRANSFORM**

Canva	Create optimized images with alt text	<a href="https://www.canva.com">https://www.canva.com</a>
TinyPNG	Compress images	<a href="https://tinypng.com">https://tinypng.com</a>
Google Search Console	Monitor site performance	<a href="https://search.google.com/search-console">https://search.google.com/search-console</a>

Table 71: SEO Tools and Free AI Platforms

**SEO-Friendly Content**

- ✓ Use short paragraphs (2–4 lines).
- ✓ Add headings (H2, H3) for structure.
- ✓ Include lists, bullets, and visuals.
- ✓ Link to your own posts (internal linking).
- ✓ End with a call-to-action (CTA).
- ✓ Update older posts regularly.
- ✓ Ensure your site is mobile-friendly.
- ✓ Add meta descriptions (short 150-character summaries).

**SEO & Marketing Connection**

Marketing brings traffic, SEO helps that traffic find you organically.

Marketing	SEO
Pushes your message to people	Pulls people searching for your message
Short-term impact (ads, campaigns)	Long-term impact (ranking, authority)
Social & emotional connection	Search & informational relevance
Focus on visibility	Focus on discoverability

Table 72: SEO & Marketing Connection

Together, they build strong digital visibility and brand growth.



---



---

**INNOVATE – EMPOWER - TRANSFORM**

## Digital Safety, Ethics, and Copyright

### What Is Digital Safety?

Digital Safety refers to the responsible and secure use of technology, internet, and online platforms to protect personal information, devices, and reputation from harm, theft, or misuse.

### Importance of Digital Safety

- Prevent identity theft and fraud
- Protect personal data (passwords, photos, contacts)
- Avoid cyberbullying and online harassment
- Stay safe from malware, viruses, and hacking
- Maintain a positive digital reputation
- Ensure ethical and legal behavior online

### Key Areas of Digital Safety

Area	Description	Examples
Password Safety	Using strong and unique passwords for each account	Avoid using “123456” or your name
Privacy Protection	Managing what you share online	Limiting personal info on social media
Data Security	Safeguarding files and information	Using two-factor authentication
Cyberbullying Prevention	Respectful communication	Blocking or reporting bullies
Device Protection	Keeping your gadgets secure	Using antivirus, updating software

---



---

## INNOVATE – EMPOWER - TRANSFORM

Safe Browsing	Avoiding harmful or fake sites	Checking for HTTPS before entering data
---------------	--------------------------------	---

Table 73: Key Areas of Digital Safety

### Staying Safe Online

1. Use Strong Passwords
  - ✓ At least 12 characters (mix letters, numbers, symbols)
  - ✓ Use password managers like Bitwarden or LastPass
2. Enable Two-Factor Authentication (2FA)
  - ✓ Add an extra security step to logins (via SMS or app)
3. Think Before You Click
  - ✓ Avoid suspicious links, pop-ups, or email attachments
4. Update Software Regularly
  - ✓ Updates fix security holes and improve performance
5. Use Secure Wi-Fi
  - ✓ Avoid logging in to sensitive accounts on public Wi-Fi
6. Adjust Privacy Settings
  - ✓ On Facebook, Instagram, TikTok : limit what's public
7. Backup Data
  - ✓ Store important files on cloud or external drives
8. Be Kind Online
  - ✓ Follow netiquette : no hate speech or cyberbullying
9. Fact-Check Information
  - ✓ Verify news before sharing to stop misinformation
10. Log Out When Sharing Devices
  - ✓ Especially on shared computers or phones

### Understanding Digital Ethics

Digital Ethics means doing what is right when using technology.  
It's about honesty, respect, responsibility, and fairness in the digital world.

### Core Principles of Digital Ethics

---



---

## INNOVATE – EMPOWER - TRANSFORM

Principle	Meaning	Example
Integrity	Be truthful in online interactions	Don't spread fake news
Respect	Value others' rights and privacy	Don't share private info without consent
Responsibility	Use technology wisely	Avoid plagiarism or harmful content
Fairness	Treat everyone equally	Give credit to content creators
Accountability	Take responsibility for actions	Apologize or correct mistakes publicly

Table 74: Core Principles of Digital Ethics

### Unethical Online Behaviors

Avoid:

- Cyberbullying or trolling
- Spreading misinformation
- Using fake identities
- Copying others' work without permission
- Accessing or sharing explicit or illegal content
- Pirating music, software, or videos

### Examples of Ethical Digital Behavior

1. Respecting copyright and giving credit
2. Using reliable sources when posting information
3. Avoiding sharing violent, hateful, or misleading content
4. Using AI tools responsibly (no fake identities, no bias)
5. Citing references in blogs or academic posts

### What Is Copyright?

---

---

## INNOVATE – EMPOWER - TRANSFORM

Copyright is a legal protection given to creators of original works (text, music, images, videos, software, etc.) so others cannot use or copy them without permission.

### Works Protected by Copyright

- Books, blogs, and articles
- Music, podcasts, and audio recordings
- Photos, paintings, and designs
- Films and videos
- Computer programs and websites
- Artistic and literary works

### Rights of the Copyright Holder

Right	Meaning
Reproduction Right	To make copies of the work
Distribution Right	To share or sell copies
Derivative Works	To modify or remix the work
Public Display Right	To show the work publicly
Performance Right	To perform or play it publicly

Table 75: Rights of the Copyright Holder

---



---

**INNOVATE – EMPOWER - TRANSFORM**
**What You Can and Can't Do**

You Can	You Can't
Share content with proper credit (if permitted)	Copy entire articles or videos without permission
Use free stock images from trusted sites	Download music or movies illegally
Quote short passages under “fair use”	Claim others’ work as your own
Remix content if it’s under Creative Commons	Remove watermarks or edit logos
Use AI to create new content ethically	Replicate copyrighted characters or stories

Table 76: What You Can and Can't Do

**Understanding Creative Commons (CC)**

Creative Commons licenses allow creators to share their work freely but with specific conditions.






License Type	Symbol	Meaning
CC BY		You can use it if you give credit
CC BY-SA		You can share or adapt, must credit and share alike
CC BY-ND		You can share but not change
CC BY-NC		You can use for non-commercial purposes only
CC0		Public domain – free to use with no restrictions

Table 77: Understanding Creative Commons (CC)

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Example:

A photo on Unsplash (CC0) can be used in YouTube thumbnails freely.  
A song under CC BY-NC can be used for a podcast if it's not monetized.

### How to Use Copyrighted Material Legally

1. Ask for Permission – Contact the creator or copyright owner.
2. Use Royalty-Free or CC Licensed Content – from safe sources.
3. Credit the Source – Include the name, title, and link.
4. Use Fair Use Judiciously – Only small excerpts for commentary, news, or education.
5. Avoid Commercial Use Without a License.

### Free & Safe Resources for Creators

Category	Platform	Website
Free Photos	Unsplash	<a href="https://unsplash.com">https://unsplash.com</a>
Free Videos	Pexels Video	<a href="https://pexels.com/videos">https://pexels.com/videos</a>
Free Audio	Free Music Archive	<a href="https://freemusicarchive.org">https://freemusicarchive.org</a>
Sound Effects	Mixkit	<a href="https://mixkit.co">https://mixkit.co</a>
AI Image Generator	Leonardo AI	<a href="https://leonardo.ai">https://leonardo.ai</a>
AI Video Generator	Pika / Lumen5	<a href="https://pika.art">https://pika.art</a> , <a href="https://lumen5.com">https://lumen5.com</a>
AI Writing Tool	ChatGPT	<a href="https://chat.openai.com">https://chat.openai.com</a>

Table 78: Free & Safe Resources for Creators

**INNOVATE – EMPOWER - TRANSFORM**

**AI, Ethics, and Copyright**

When using AI tools:

- Don't claim AI-generated work as "fully original" if it uses public data.
- Avoid generating content that imitates living artists or brands.
- Always review AI outputs for factual accuracy and bias.
- If you use AI-generated media, mention it clearly (e.g., "Image generated using Leonardo AI").

**Tools for Protecting Your Content**

Tool	Purpose	Website
Google Alerts	Track if someone copies your content	<a href="https://alerts.google.com">https://alerts.google.com</a>
Pixsy	Detect stolen photos online	<a href="https://pixsy.com">https://pixsy.com</a>
Canva Watermark	Protect graphics or logos	<a href="https://www.canva.com">https://www.canva.com</a>
Copyscape / Grammarly Plagiarism Checker	Check originality of text	<a href="https://www.copyscape.com">https://www.copyscape.com</a>
YouTube Content ID	Detect reuploads of your videos	Built into YouTube Studio

Table 79: Tools for Protecting Your Content

**Real-World Scenarios**

Situation	Right Action
You find a nice song online for your video	Check if it's copyright-free or CC licensed
Someone reposts your photo without credit	Politely ask for credit or report if needed
You see an AI image that looks like a celebrity	Avoid posting if it violates privacy
You want to quote a blog post	Use short sections with full attribution

Table 80: Real-World Scenarios



---

---

## INNOVATE – EMPOWER - TRANSFORM

### Safe & Ethical Content Creation

1. Plan your content topic (Ensure it's original)
2. Research responsibly (Use credible sources)
3. Create or use media legally (Own, AI-generate, or download from CC sites)
4. Edit carefully (Avoid offensive or misleading info)
5. Credit sources (Even free ones)
6. Review before posting (Check facts, tone, and permissions)
7. Engage respectfully (Follow digital ethics)
8. Monitor and protect your work (Use Google Alerts)

### Freelancing, Entrepreneurship & Future Opportunities

#### What Is Freelancing?

Freelancing is when you use your skills to work independently for clients, usually online, instead of being employed by one company.

A freelancer is a self-employed person who offers services like writing, design, marketing, or tech support to clients on a project basis.

#### Why Freelancing Is Important

- Offers flexibility: work anytime, anywhere.
- No degree barrier: skill matters more than certificates.
- You can earn global income in dollars or euros.

---



---

## INNOVATE – EMPOWER - TRANSFORM

- Builds a personal brand and portfolio.
- Encourages innovation and self-discipline.

### Popular Freelance Skills

Category	Skills/Services
Writing & Translation	Copywriting, blogging, proofreading, transcription
Design	Graphic design, logo creation, video editing, UI/UX
Tech	Web development, mobile apps, coding, cybersecurity
Marketing	SEO, social media marketing, email campaigns
Business	Virtual assistance, bookkeeping, project management
Education	Online tutoring, course design, e-learning
Creative	Voice-over, photography, animation, podcast editing

Table 81: Popular Freelance Skills

### Top Freelance Platforms

Platform	Focus Area	Website
Upwork	General freelancing	<a href="https://www.upwork.com">https://www.upwork.com</a>
Fiverr	Creative services	<a href="https://www.fiverr.com">https://www.fiverr.com</a>
Freelancer.com	Global project marketplace	<a href="https://www.freelancer.com">https://www.freelancer.com</a>
Toptal	Professional developers/designers	<a href="https://www.toptal.com">https://www.toptal.com</a>
PeoplePerHour	Business & creative work	<a href="https://www.peopleperhour.com">https://www.peopleperhour.com</a>
Guru	Business & admin support	<a href="https://www.guru.com">https://www.guru.com</a>
Workana	Latin American and African freelancers	<a href="https://www.workana.com">https://www.workana.com</a>

Table 82: Top Freelance Platforms

---

---

## INNOVATE – EMPOWER - TRANSFORM

### Start Freelancing

#### Step 1: Identify Your Skills

List what you can do: writing, design, coding, admin, or social media.  
Use free learning platforms to improve (e.g., YouTube, Coursera, Google Digital Skills).

#### Step 2: Build a Portfolio

Create sample work to show your skills: use Canva, Behance, or a simple Google Drive folder.

#### Step 3: Choose a Freelance Platform

Sign up on one or two platforms (e.g., Fiverr, Upwork).

#### Step 4: Create an Attractive Profile

- Add a clear professional photo.
- Write a short, strong bio (what you offer + your experience).
- Include keywords relevant to your skills.

#### Step 5: Create Gigs or Apply for Jobs

On Fiverr → Create “Gigs” (services).  
On Upwork → Apply to projects using a short proposal.

#### Step 6: Communicate Professionally

Be polite, clear, and prompt in replying to clients.

#### Step 7: Deliver Quality Work

Submit before the deadline. Always overdeliver.

#### Step 8: Request Reviews

Good client ratings build your reputation and attract more work.

---



---

## INNOVATE – EMPOWER - TRANSFORM

### Step 9: Manage Payments

Use Payoneer, Wise, or PayPal to receive funds securely.

### Free Tools for Freelancers

Purpose	Tool	Website
Portfolio Creation	Canva / Behance	<a href="https://canva.com">https://canva.com</a> , <a href="https://behance.net">https://behance.net</a>
Project Management	Trello / Notion	<a href="https://trello.com">https://trello.com</a> , <a href="https://notion.so">https://notion.so</a>
Contracts & Invoicing	Bonsai / AND.CO	<a href="https://www.hellobonsai.com">https://www.hellobonsai.com</a>
Time Tracking	Clockify	<a href="https://clockify.me">https://clockify.me</a>
Communication	Zoom / Slack	<a href="https://zoom.us">https://zoom.us</a>
File Sharing	Google Drive / Dropbox	<a href="https://drive.google.com">https://drive.google.com</a>

Table 83: Free Tools for Freelancers

### What Is Entrepreneurship?

Entrepreneurship is the process of starting and running your own business or project to solve problems and create value for others: while earning profit or impact. Entrepreneurs see problems as opportunities.

### Characteristics of an Entrepreneur

Trait	Description
Creativity	Comes up with new ideas
Risk-taking	Willing to try new ventures
Resilience	Doesn't give up easily
Leadership	Motivates and guides others
Adaptability	Adjusts to market changes

---



---

## INNOVATE – EMPOWER - TRANSFORM

Vision	Has long-term goals
Integrity	Honest and ethical in business

Table 84: Characteristics of an Entrepreneur

### Types of Entrepreneurship

Type	Meaning	Example
Small Business Entrepreneurship	Local or family-run businesses	Retail shop, salon
Startup Entrepreneurship	Innovative business with growth potential	Fintech, EdTech apps
Social Entrepreneurship	Focuses on solving social problems	NGOs, impact projects
Digital Entrepreneurship	Online-based businesses	eCommerce, YouTube, digital courses
Freelance Entrepreneurship	Self-employed professional services	Graphic designer, online tutor

Table 85: Types of Entrepreneurship

### Start a Business

#### Step 1: Identify a Problem or Need

Look around: what challenges can you solve?

Example: People struggle with time management → Create an app.

#### Step 2: Develop a Business Idea

Outline how your product/service solves that problem.

#### Step 3: Research Your Market

---

---

## INNOVATE – EMPOWER - TRANSFORM

Who will buy from you? Who are your competitors?

### Step 4: Create a Business Plan

Include:

- Vision and goals
- Target market
- Marketing strategy
- Budget and pricing

### Step 5: Register Your Business

In Kenya → Use eCitizen to register your business name.

### Step 6: Build Your Brand

Design a logo, choose colors, and create a consistent online presence.

### Step 7: Promote Your Business

Use social media, YouTube, blogs, and word of mouth.

### Step 8: Manage Finances

Track income and expenses using Google Sheets or QuickBooks.

### Step 9: Scale Up

Grow your customer base, expand services, or hire help.

### Free Tools for Entrepreneurs

Purpose	Tool	Website
Business Planning	Google Docs / Notion	<a href="https://docs.google.com">https://docs.google.com</a>

---



---

## INNOVATE – EMPOWER - TRANSFORM

Logo Design	Canva	<a href="https://canva.com">https://canva.com</a>
Website Builder	WordPress / Wix	<a href="https://wordpress.com">https://wordpress.com</a>
Marketing	Mailchimp / Meta Business Suite	<a href="https://mailchimp.com">https://mailchimp.com</a>
Financial Tracking	Wave / Google Sheets	<a href="https://www.waveapps.com">https://www.waveapps.com</a>
Collaboration	Slack / Trello	<a href="https://slack.com">https://slack.com</a>

Table 86: Free Tools for Entrepreneurs

### The Future of Work

Technology is reshaping careers. Future opportunities depend on digital skills, creativity, and innovation. You don't have to wait for a job: you can create your own path.

### High-Demand Digital Careers

Field	Opportunities
AI & Data Science	Data analysts, AI trainers
Software Development	App, web, and game developers
Digital Marketing	SEO, social media, branding experts
Content Creation	YouTubers, podcasters, bloggers
E-Commerce	Online shops, dropshipping, print-on-demand
Design & Multimedia	3D design, animation, AR/VR
Cybersecurity	Protecting networks and systems

## INNOVATE – EMPOWER - TRANSFORM

Education Technology	Online tutors, e-learning developers
Virtual Assistance	Remote business and admin support

Table 87: High-Demand Digital Careers

### Soft Skills Needed for the Future

Skill	Why It Matters
Communication	Clear online collaboration
Adaptability	Technology keeps changing
Critical Thinking	Solve complex problems
Creativity	Develop new ideas
Digital Literacy	Navigate tools and AI systems
Entrepreneurial Mindset	Create opportunities
Networking	Build partnerships and clients

Table 88: Soft Skills Needed for the Future

### Free Learning Platforms for Future Skills

Platform	Courses Available	Website
Coursera	Tech, business, design	<a href="https://www.coursera.org">https://www.coursera.org</a>
Google Digital Skills for Africa	Digital marketing, freelancing	<a href="https://learndigital.withgoogle.com">https://learndigital.withgoogle.com</a>
LinkedIn Learning	Career and leadership	<a href="https://www.linkedin.com/learning">https://www.linkedin.com/learning</a>
Skillshare	Creative and freelance skills	<a href="https://www.skillshare.com">https://www.skillshare.com</a>
YouTube Learning	Tutorials and courses	<a href="https://www.youtube.com/learning">https://www.youtube.com/learning</a>

Table 89: Free Learning Platforms for Future Skills

---

## INNOVATE – EMPOWER - TRANSFORM

---

### AI and Automation Opportunities

AI is creating new career paths, not just replacing jobs.  
Future creators can specialize in:

- AI content creation (using tools like ChatGPT, Pika, Synthesia)
- AI art and design (using Leonardo AI, Canva, Runway ML)
- AI-driven marketing (using Jasper, Copy.ai)
- Prompt engineering (crafting prompts for AI tools)

### Building a Personal Brand

A personal brand is how people perceive you online. It builds trust, influence, and opportunities.

#### Steps to Build It:

1. Identify your niche (e.g., “Digital Skills Trainer”)
2. Use the same profile photo across platforms
3. Create consistent content
4. Engage with your audience
5. Show results or testimonials
6. Use a portfolio site (e.g., [Linktree](#), [Notion](#))

### Future Opportunities in Africa & Beyond

- Remote work for global companies
- Digital entrepreneurship (apps, YouTube, online stores)
- AgriTech and FinTech startups
- Green innovation (eco-businesses)
- Online education & training
- Creative economy (art, design, media, music)

The internet has made global opportunities local: if you can connect, you can compete.