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Digital Skills

Course summary

Previous digital skills experience

- Although it's been a while since I have had to use any tools from Microsoft office etc I came into this course with basic knowledge of digital skills
- I have been familiarised with emailing, social media uses such as messaging and image uploading before starting also.
- As it has been over 20 years since undertaking any digital learning I was keen to get myself up to date with more recent digital practices.

Digital resources

- There are many resources that can be used in the world of digital media.
- Some of the main ones used in imaging is software tools such as adobe photoshop, Microsoft office with tools such as word, excel and power point.
- Social media apps such as twitter, Instagram and Facebook are some of the most common digital social media resources used in present day with new emerging social apps such as TikTok which has boosted itself into a recognisable position by offering something slightly different from the rest.

Digital marketing

- Digital marketing is simply using digital tools to market a business or product.
- Different forms of digital marketing may include using social media, email, search engine optimisation and advert click targeting.
- There are numerous tools that can be used to track the success of digital marketing like google analytics which can show you the amount of visits to a site and how much time spent etc.
- Digital marketing is usually less expensive than traditional physical marketing as you don't have to print your advert or hire people to distribute your ads.
- Some of the common software used in digital marketing may include Adobe illustrator Adobe photoshop, Microsoft power point Facebook, TikTok, Instagram and more.

Avoiding Online Scams

- Online scams are illegal acts of fraud that wrongfully take property, money or personal information.
- Recognising online scams is the 1st step to avoiding scams and staying safe online. They can be avoided by learning the warning signs such as "if it looks too good to be true be extra vigilant.
- If you encounter an online scam you should to contact the site provider and law enforcement to report it . Law enforcement may include HMRC or the police.

Different types of online scams

- Phising email- being targeted through email to click an attachment or link with malware attached that may be able to attack your device and gain sensitive information.
- Romance scams- Scams that usually start out with some sort of online dating where the scammer will eventually fine a reason to pursuade you to part with large sums of money
- Greeting card scam- criminal send corrupted greeting cards digitally to mobile phones etc. A common one used around festive seasons and usually will encourage you to send it to others which in turn creates a network of potential victims using each as a bot.

Communicating Using Emails

- Although I have used emails many times before starting this digital skills course I was surprised with the extra skills I acquired.
- Using different fonts, emojis and highlights was not something I was familiar with in the email sections.
- Electronic mail aka emails have become an important part of everyday society widely replacing much of the traditional paper mailing system.

Creating and safeguarding passwords

- Creating and safeguarding passwords was an interesting topic as it's something that many people worry about day to day.
- In this lesson we learnt to create passwords with special characters, uppercase and numbers being careful not to use obvious things such as name or birthdays.
- Then downloaded 5000 most common words into google sheets which is similar to excel.
- From here I performed a dictionary attack to simulate the type of attack a hacker may try to discover your password.

Communicate using digital tools from anywhere

- Digital tools such as Google drive, Microsoft one drive etc make it easy for collaborators to work more efficient.
- With google docs for instance you can create direct group chats which enable you to view, edit, work on or share documents.
- Using collaborative tools helps teams to stay more organised working on projects simultaneous and speaking in real time. This is great for collecting valuable feedback from individuals.

Making A Promotional Flyer

- Once again this proved challenging at 1st because I was not familiar with Google draw.
- After a bit of practice I started creating a flyer to promote a community music Dj festival.
- Promotional flyers are a great way to advertise goods or a service. Being digital gives you the option to print the flyer and distribute physically or you could gather contact emails and numbers to distribute digitally.
- For this flyer I wanted to make sure it was colourful, had all relevant information such as time and location and also some visual pictures to attract attention.

Learning Outcome

- Overall there has been many learning outcomes of this Digital skills course thus far.
- I am now way more confident in sending, altering and replying to emails.
- Feel confident enough to be able to create secure passwords and deal with threats of online scams.
- I can create flyers and adverts whilst knowing how to market them effectively.
- I can deliver and produce a presentation based on what knowledge I have gained.