



Digital Transformation and Innovation

## Applied Digital Literacy Specialization

## Course Introduction

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The Applied Digital Literacy Specialization training program is designed to equip participants with essential skills and knowledge to navigate the digital landscape effectively for project and presentation development. Over the course of five days, participants will delve into various aspects of digital literacy, starting with an introduction to its importance in modern communication. Participants will learn to brainstorm and refine project topics based on feasibility and interest. Participants will then explore information gathering techniques, including effective search strategies and evaluation criteria for online sources. Ethical considerations in information use, such as proper citation and plagiarism avoidance, will also be covered extensively. Additionally, the program will provide hands-on experience in creating visually engaging multimedia content ethically sourced from digital platforms.

## Target Audience

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This training program is tailored for professionals across diverse industries seeking to enhance their digital literacy skills for project development and effective presentation delivery.

## Learning Objectives

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- Gain an understanding of the significance of digital literacy in the context of project and presentation development, recognizing its role in modern communication and knowledge dissemination.
- Engage in brainstorming sessions to generate project or presentation topics aligned with personal or professional interests, fostering creativity and relevance in content selection.
- Develop the ability to discern feasible project topics by narrowing down options based on practicality, interest level, and project scope, ensuring focused and achievable outcomes.

- Learn effective information gathering techniques by identifying information gaps within chosen project topics and formulating strategic approaches to locate relevant and credible online sources.
- Acquire knowledge of information evaluation criteria, including authority, accuracy, and currency, and understand the ethical considerations surrounding information use, including proper citation practices and plagiarism avoidance.

## Course Outline

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- **Day 01**

### **Introduction to Digital Literacy and Project Topic Selection**

- The importance of digital literacy in project and presentation development
- Brainstorming project or presentation topics relevant to personal or professional interests
- Narrowing down project topics based on feasibility and interest

- **Day 02**

### **Information Gathering and Search Strategies**

- Information gaps in chosen project topics
- Composing effective search strategies for locating valid internet information sources
- Various online platforms and databases for gathering information

- **Day 03**

### **Information Evaluation and Ethical Use**

- The criteria for evaluating information sources for authority, accuracy, balance, and currency
- Ethical use of information in projects and presentations
- The importance of citing sources and avoiding plagiarism

- **Day 04**

Multimedia Content Creation

- Design aesthetics for creating visually appealing presentations
  - Ethically sourcing and using multimedia content such as images, audio, and video
  - Hands-on practice in creating multimedia projects using digital tools and software
- Day 05

Project Development and Presentation

- Applying learned skills to develop and finalize projects or presentations
- Presenting projects or presentations to peers for feedback and discussion
- Reflecting on the overall learning experience and identifying areas for improvement

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 16, 2025	June 20, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai