IT Skills Course Curriculum: Database in Google, SMM and Content-Making using AI in the Digital Environment as Components of IT Skills

General Information

Course title: IT Skills Course
Duration: 10 sessions (3 hours each)
Format: Theoretical explanations + practical exercises
Level: Beginner
Tools used: Smartphone, computer, Google Sheets, Google Drive, web browser (Chrome / Edge / Safari)

Course Objective

The course aims to provide participants with fundamental skills to create database, working with Google Sheets and how to create high-quality photo and video content for social media using AI

Upon completion, participants will be able to independently create, edit, and analyze data in Google Sheets for personal or professional use. Also, participants will use tools for mobile and desktop video editing, basics of visual design (Canva), and effective use of **ChatGPT** for generating ideas, scripts, and texts.

Learning Outcomes

By the end of the course, participants will be able to:

- Navigate the Google Sheets interface and customize the database;
- Create and format spreadsheets according to specific tasks;
- Apply basic formulas and functions (SUM, AVERAGE, COUNT, etc.);
- Sort, filter, and organize data;
- Build charts for visual data analysis;
- Work collaboratively online, leave comments, and track version history;
  Create their own report-style spreadsheets and apply them in real tasks.
- Acquire basic skills in shooting, editing, and designs
- Be able to use Canva and mobile editing apps;
- Know how to generate ideas and texts using ChatGPT;

- Be capable of creating a content plan and complete social media posts.

Course Structure

Session 1. Introduction and Basics of Google Sheets

Objective: Introduce participants to Google Sheets, its interface, and core features. Teach them to create and format their first spreadsheets.

Session Plan:

Time	Activity	Content / Action	Format
10 min	Welcome and Introduction	Greeting participants, course goals, overview of applications in various fields	Group discussion
20 min	What is Google Sheets	Explanation of cloud functionality, advantages over Excel (collaboration, autosave, multi-device access)	Mini-lecture, Q&A
20 min	How to Open Google Sheets	Demonstration of access via sheets.google.com or Google Drive, file naming, folder organization	Demonstration
30 min	Interface Overview	Main menu, toolbar, sheets, cells, file concepts, autosave	Demonstration, group discussion
10 min	Break	—	—
30 min	Working with Cells, Rows, Columns	Entering/editing data, copying, inserting, autofill	Guided practice
40 min	Formatting Tables	Fonts, colors, alignment, borders, number/date formats, merging cells	Individual practice

15 min	Practical Task	Create a “Task List” or “Weekly Plan” with title, colors, alignment	Individual work
5 min	Summary	Q&A, feedback, homework instructions	Group discussion

Homework: Create your own spreadsheet “My Week” (7 days, 3–4 columns), apply formatting (colors, borders, fonts), and share it with the instructor.

Session 2. Formulas and Basic Functions

Objective: Learn how to apply formulas for calculations.

Time	Activity	Content / Action	Format
15 min	Review	Discussion of homework results	Discussion
20 min	Formula Structure	Operators, syntax, order of operations	Demonstration
25 min	Absolute and Relative References	Practice using A1 and A1 references	Practice
15 min	Break	—	—
30 min	Core Functions	SUM, AVERAGE, MIN, MAX, COUNT, COUNTA	Demo + practice
40 min	Practical Exercise	Create “Budget” or “Student Grades” table	Independent work
25 min	Error Analysis	Common errors (#DIV/0!, #REF!, #VALUE!)	Group analysis
10 min	Wrap-up	Test questions and homework	Discussion

Homework: Create a “Personal Budget” spreadsheet using at least three different functions.

Session 3. Data Organization and Processing

Objective: Develop skills for managing and processing large data sets.

Time	Activity	Content / Action	Format
15 min	Review	Recap of key formulas	Discussion
25 min	Working with Ranges	Selecting, grouping, naming ranges	Demonstration
20 min	Conditional Formatting	Highlighting based on conditions (greater than, text contains, etc.)	Practice
15 min	Break	—	—
30 min	Sorting Data	Simple and multi-level sorting	Demonstration
30 min	Filtering	Using filters to locate information	Practice
30 min	Find & Replace	Data validation, replacing values	Practice
15 min	Summary	Discussion and Q&A	Group work

Homework: Create a “Students / Clients List” table with filtering and conditional formatting.

Session 4. Data Visualization

Objective: Learn to create charts and graphs for data analysis.

Time	Activity	Content / Action	Format
15 min	Review	Recall sorting and filtering methods	Discussion
25 min	Chart Types	Column, pie, line charts – use cases	Demonstration
30 min	Building Charts	Creating charts from selected data	Practice
15 min	Break	—	—
35 min	Customizing Design	Adjusting colors, labels, legends, axis titles	Practice
30 min	Data Interpretation	Reading and interpreting charts	Discussion
25 min	Practical Task	Build a chart analyzing expenses or attendance	Independent work
5 min	Wrap-up	Summary and recommendations	Discussion

Homework: Create a data table and chart (e.g., budget, attendance, grades).

Session 5. Collaboration and Final Project

Objective: Master teamwork and summarize acquired skills.

Time	Activity	Content / Action	Format
15 min	Introduction	Review, outline of the session	Discussion

30 min	Sharing Files	Managing permissions (view, comment, edit)	Demonstration
25 min	Comments & Version History	Leaving comments, tracking file versions	Practice
15 min	Break	—	—
60 min	Final Project	Create a report table (e.g., expenses, tasks, grades)	Group work
25 min	Presentation	Groups present their projects	Group activity
10 min	Closing	Summary, certification, feedback	Discussion

Homework: Finalize and submit your Google Sheet project link to the instructor.

Session 6. Fundamentals of SMM and Modern Content

Topic: Introduction to content-making. How to create content that works.

Objectives:
• Understand the role of content in promotion and communication.
• Learn to identify the target audience and goals of a page or project.
• Explore content types and post formats.

Session structure:

1. (20 min) Introduction to SMM: what works on social media.
2. (20 min) Visual identity: colors, style, brand consistency.
3. (40 min) Analysis of successful examples — real cases from brands and NGOs.
4. (40 min) Practice: creating a one-week content plan.

Homework: Write a short script for a photo and video post.

Session 7. Photo and Video Shooting from Scratch

Topic: How to shoot high-quality content with a smartphone.

Objectives:
• Master the basics of composition, light, and color.
• Learn how to create engaging photo and video content.
• Get familiar with mobile apps for shooting and basic editing.

Session structure:

1. (20 min) Theory: rule of thirds, focus, exposure, camera movement.
2. (20 min) Light and color: working with natural and artificial lighting.
3. (30 min) Practice: shooting a portrait, interview, and product photo.
4. (30 min) Video practice: recording a short video for social media.
5. (20 min) Overview of apps: Snapseed, Lightroom Mobile, CapCut, InShot.

Homework: Create a series of 3 photos and a short (up to 15 sec) video.

Session 8. Video Editing

Topic: From raw footage to a finished clip.

Objectives:
• Learn the basics of video editing.
• Understand transitions, subtitles, and color correction.
• Get familiar with editing programs for mobile and desktop.

Session structure:

1. (20 min) Editing basics: structure, pacing, mood.
2. (30 min) Practice in a mobile app (CapCut / VN): cutting, filters, subtitles.
3. (40 min) Introduction to DaVinci Resolve or Filmora (desktop): export, titles, music.
4. (30 min) Practice: creating a 30-second video for social media.

Homework: Edit your own video (including text and logo).

Session 9. Canva and Visual Design for Social Media

Topic: How to create attractive graphics without being a designer.

Objectives:
• Learn how to use Canva to create posts, banners, and stories.
• Master the basic principles of design: colors, composition, typography.
• Understand how to maintain brand consistency and visual identity.

Session structure:

1. (30 min) Canva interface and templates.

2. (30 min) Visual balance and color harmony.
3. (40 min) Practice: creating a post, cover image, and story.
4. (20 min) Tips for scheduling publications via Canva.

Homework: Create three visual elements for social media (post, story, banner).

Session 10. Using ChatGPT in Content-Making

Topic: How ChatGPT helps generate texts, scripts, and ideas for content.

Objectives:
• Learn to effectively use ChatGPT for writing texts and scripts.
• Understand the principles of writing effective prompts.
• Use ChatGPT as a tool for building content plans.

Session structure:

1. (20 min) What ChatGPT is and how it works.
2. (30 min) How to write effective prompts for generating ideas, captions, and posts.
3. (40 min) Practice:
    - Writing a video script;
    - Creating a post caption;
    - Generating hashtags and descriptions.
4. (20 min) Combining ChatGPT + Canva: creating a post with generated text.
5. (10 min) Course wrap-up: creating a final mini-project.

Homework: Create your own ready-to-publish post (ChatGPT text + photo/video/design).