What are the main types of text-based digital content?

Name two formats commonly used for interactive digital content.

How can businesses use social media content to engage with their audience effectively?

Give an example of a digital content format that can be used to showcase product features and benefits.

Explain how virtual and augmented reality content can enhance user experiences.

Have I analyzed audience feedback and comments to identify areas for improvement and refinement in my content?

Am I regularly updating my digital content with the latest data, statistics, and industry trends to keep it relevant and valuable?

Do I leverage multimedia elements, such as images, videos, and interactive elements, to enhance the visual appeal and engagement of my content?

Have I integrated interactive elements, such as polls, quizzes, or calls-to-action, to encourage audience participation and create a more immersive experience?

Am I optimizing my digital content for search engines by using relevant keywords, meta tags, and internal linking to improve its visibility and search rankings?

Have I explored a diverse range of sources, including articles, data, images, and videos, to gather different items of content and information?

Did I identify common themes and connections among the various content items to create a cohesive narrative for the new content?

Have I added my own unique insights and perspectives to bring a fresh and original angle to the content?

Did I integrate multimedia elements, such as images, videos, and infographics, to enhance the visual appeal of the new content?

Have I incorporated interactive elements, such as polls, quizzes, or calls-to-action, to create a more engaging and participative experience for the audience?

What is GPT-3 primarily used for in content creation?

Which AI tool is known for generating visual content?

How can AI like GPT-3 enhance the content creation process?

In the context of AI-generated content, what does 'augmenting human creativity' mean?

Which type of content is NOT typically generated by AI like GPT-3 and DALL-E?

Which AI model is well-known for text generation capabilities?

What is a key consideration when using DALL-E for creating visuals?

Why is ethical reasoning important in AI-generated content?

In the context of AI-generated content, what is 'integration'?

What does an effective prompt for GPT-3 include?

What is the primary goal of fine-tuning input prompts for AI in content generation?

When editing AI-generated text, what aspect is crucial to enhance?

What is the outcome of a well-crafted AI-assisted visual portfolio?

In the context of AI-generated content, what does 'interactive multimedia presentation' refer to?

What skill does critically editing AI-generated output test?

**What is the primary purpose of accessibility incorporation in digital content?**

**Which of the four key principles of accessible design emphasizes the need for users to be able to operate user interfaces and navigate content using a variety of input methods?**

**Which of the following is a recommended practice for ensuring that digital content is compatible with a wide range of assistive technologies:** testing your content with a variety of assistive technologies, using an editor to create your content, avoiding using complex code or plugins, previewing your content in different browsers?

**What is the primary purpose of alternative text for images?**

**Which of the following colour** **contrast ratios is recommended for text and background to ensure readability for users with low vision:** 4.5:1, 1:1, 2:1 or 7:1?

When modifying form inputs to be more accessible, what is a crucial feature to add?

What kind of testing is important after implementing new accessibility features?

Why are alternative texts for images important?

Which can be a necessary step to optimize digital content for accessibility compliance: to use accessibility tools and resources, to improve the hardware structure of the dedicate computer, to enhance the visual appeal of digital content, to increase the user engagement of digital content?

Which of the following tools is commonly used for conducting accessibility audits of digital content: WAVE Evaluation Tool, Google Analytics, Microsoft Powerpoint, Microsoft Word?

Which of the following is the primary objective of applying user-centered design principles throughout the development of an accessible prototype: to ensure that the prototype is accessible to users with disabilities from the outset, to create a visually appealing and aesthetically pleasing prototype, to minimize development time and costs by prioritizing accessibility considerations later, to comply with accessibility regulations and avoid potential legal liabilities?

How can emerging tools and technologies, such as AI-powered tools, adaptive design features, and personalized accessibility options, enhance the accessibility of a digital prototype?

What is the role of incorporating innovative accessibility solutions for multimedia elements in a digital prototype?

What can be the main purpose for following the principles of inclusive design?

Which innovative methods are emerging to make multimedia content accessible to a wider audience?

What are the three VR headsets you chose to research?

What are some of the factors to consider when choosing a VR headset?

What are some of the latest trends in VR headset development?

What is your overall impression of the VR headset market and its future potential?

What is one of the key challenges that VR headset manufacturers face in terms of increasing the field of view (FOV) of their devices?

Which of the following is NOT an example of modifying a VR, AR, or MR experience: Integrating two or more experiences, Removing features, Changing the difficulty, Adding new features?

What is the most important thing to consider when modifying a VR, AR, or MR experience?

Which of the following is NOT an example of refining a VR, AR, or MR experience: Adding new content, Making the controls more responsive, Improving the graphics quality, Fixing minor bugs?

What is the most important thing to consider when refining a VR, AR, or MR experience?

Which of the following is NOT an example of improving a VR, AR, or MR experience

Which tool is commonly used for developing Virtual Reality experiences?

Which of the following best describes Mixed Reality (MR): Combines elements of both VR and AR, Only virtual elements are used, Only real-world elements are used, Neither virtual nor real elements are used?

What is the primary component for user immersion in VR?

What ethical aspect is crucial in VR/AR/MR development?

Which language is commonly used for VR programming?

What is digital content?

Where can digital content be accessed?

What should be considered when creating and sharing digital content?

What is the purpose of word processing software?

What is the purpose of video editing software?

What are the benefits of cross-platform integration for digital content?

What are the three tips for implementing cross-platform integration techniques for digital content?

What are the three key performance indicators (KPIs) that can help you to measure the success of your digital content?

What are analytics tools?

What is A/B testing?

What are the three tips for implementing cross-platform integration techniques for digital content?

What is innovation and originality in Digital Content Creation?

What are the most popular and versatile options for digital content creation?

What is cross-platform optimization?

What are the tips for cross-platform optimization?

Which of the following tools is primarily used for data visualization: Excel, MySQL, Git, Microsoft Word?

What is the main purpose of data visualization?

What are some popular data visualization tools?

What is data manipulation?

What does data manipulation involve?

Which of the following is NOT a common data manipulation technique: Visualizing, Transforming, Aggregating, Cleaning?

Which of the following data manipulation techniques is used to identify and correct errors and inconsistencies in data: Cleaning, Transforming, Aggregating, Merging?

Which of the following criteria is NOT important for evaluating the effectiveness of data manipulation techniques: Transparency, Completeness, Efficiency, Accuracy and consistency?

What is the first step in a data manipulation process?

What is the meaning of data cleaning?

What is the primary objective of the Data Visualization?

What are the common uses of data wrangling?

What is a key task in the Data Manipulation?

What does data wrangling, often performed in the Data Manipulation, primarily involve?

In the Data Attribution, what are students required to do?

What is the role of Search Engine Optimization (SEO)?

From the perspective of digital marketing, is SEO sufficient?

What are some Search Engine Optimization tools?

How can you identify issues such as broken links, duplicate content, and site speed problems?

Beside SEO, enumerate 2 digital marketing activities

What is the primary goal of on-page SEO optimization?

What is the primary goal of social media marketing for businesses?

What is the role of semantic search?

What is the main goal of content marketing?

Which of the following statements regarding PPC is incorrect: PPC ensures a high quality content to engage customers; PPC is a digital advertising approach in which advertisers pay a charge whenever their ad is clicked; PPC advertising can often be found on search engine results pages (SERPs); PPC is a method of purchasing new visitors for a website instead of earning them?

Which of the following is an example of an advanced SEO technique: Implementing schema markup to enhance rich snippets; Including exact match keywords in meta descriptions; Using generic anchor text for internal links; Optimizing website speed for desktop only?

What is the primary purpose of a pillar content strategy?

What is a common goal of conversion rate optimization (CRO)?

What is the primary objective of A/B testing in digital marketing?

Which type of analytics tool is commonly used for tracking website traffic and user behaviour: Google Analytics, Photoshop, SEMrush or Microsoft Excel?

Which of the following content is protected by copyright: Original and fixed work; Names, titles, slogans, and short phrases; Ideas, methods, processes, and concepts; All types of content, as long as they’re made through “works made for hire”?

What is the purpose of copyright law?

What represents an original work?

Under which circumstances a content creator doesn’t need permission of the copyright owner to use copyrighted material?

What must be done for copyright to have power in the legal system?

What type of intellectual property is copyright?

How does copyright differ from a trademark?

What is necessary for a work to receive copyright protection?

What is the importance of registering a copyright?

In the event of copyright infringement, what is advisable to do?

What is the primary focus of copyright ethics?

What is fundamental to copyright ethics?

According to the United States Copyright Act of 1976, which of the following is NOT one of the factors to consider when determining fair use: How the usage affects the copyright-protected work's value or prospective market; Goal and character of the usage; Nature of the copyright-protected work; Time period since publication?

If you create a piece of work at school, who usually owns the copyright?

If you paint a mural on a classroom wall as an assignment for your art class, who owns the copyright?

What is the primary purpose of licensing in the context of digital content?

What is a licensee in the context of licensing agreements?

If you gain access to the source code of a software product, are you free to use it any way you want?

Which type of licensing agreement is used for exclusive ownership over creative works?

What does a termination clause in a licensing agreement specify?

How does the number of licensors and licensees impact licensing arrangements

What is provided through licensing agreements regarding the use of the licensor's intellectual property?

What benefit does a licensee gain from entering into a licensing agreement?

What is a disadvantage of licensing agreements?

What does the term “royalties” refer to, in licensing area?

How does cryptographic hashing contribute to the operation of a blockchain?

What components are included in each block of a blockchain?

Why are blockchain transactions irreversible?

What is the method of validating and attaching new transaction blocks?

What is the objective of smart contracts?

What does a programmer do?

What can be used as data type in programming?

What is an algorithm?

Give me an example of two popular programming languages

Name the two basic instructions used in programming

Which of the following is a data structure: Queue, Honeycomb, Block, Note?

Which one is NOT a sorting algorithm: Fire sort, Merge sort, Bubble sort, Quick sort?

Which of the following is NOT a benefit of using classes in OOP: Make code more hard to understand; Make code reusable; Make code more secure; Make code easier to distribute?

Which of the object oriented programming advantages ensures that programmers can expand the code easily: Inheritance, Brotherhood, Copy-paste or Encapsulation?

What is a programming architecture?

What role does backend development play?

What is a content management system?

What is the database used for?

What is a web framework?

What defines a responsive design?

What is the ability of machines to perform tasks that would normally require human intelligence?

What is the name of the field of AI that focuses on developing algorithms to extract information from images and videos?

What is the most important thing to keep in mind when developing and deploying AI systems?

What is the most important thing that we need to do to ensure that AI is accessible to everyone?

What is the future of AI?

Which of the following is a type of supervised learning: Regression, Unsupervised learning, Dimensionality reduction, Reinforcement learning?

Which of the following occurs when a model learns the training data too well and is unable to generalize to new data?

What is the input for a machine learning model?

What is the output of a machine learning model?

What type of machine learning model is given labeled data?

Which of the following is NOT a type of deep learning: Random Forest Logic, Generative Adversarial Network, Recurrent Neural Network, Convolutional Neural Network?

Which of the following domains can benefit from deep learning: Medicine, Financial sector, Car industry?

Which deep learning technique is best suited for image recognition tasks?

Which deep learning technique is best suited for language interpretation tasks?

What does deep learning mean?

How can we mitigate bias in AI?

What possible consequences can bias in AI lead to?

What is the main cause of bias in AI programming?

Which of the following is NOT an example of algorithmic bias in AI: A search engine that is more likely to return results for popular websites than for less popular websites; A spam filter that is more likely to flag emails from women than from men; A resume screening algorithm that is more likely to recommend male candidates for high-paying jobs than female candidates; A facial recognition algorithm that is more accurate at identifying white people than black people?

Which can be an option to avoid bias in AI-powered decisions: have human oversight; don’t use AI to take those decisions; create a separate AI to validate the first one; only use AI for small decisions?

Which of the following is a benefit of using AI to protect privacy: AI tools can be used to develop new encryption algorithms; AI tools can be used to identify and remove personally identifiable information from data; AI tools can be used to discover data breaches in the systems?

Which of the following is NOT a type of privacy-preserving AI: Centralized learning; Differential privacy; Federated learning or Secure multi-party computation?

Which of the following is the most important thing to keep in mind when thinking about privacy in AI: Before releasing an AI product we need to prioritize the privacy elements of the system; We can leave privacy element outside the system as those aren’t mandatory; Privacy is just o module that need to be integrated; Privacy concerns need to be addressed only when surfaced by users?

Which of the following is a challenge to implementing privacy-preserving AI: The need to educate developers and users about privacy-preserving AI; The need to develop new algorithms and techniques; The need to address the potential for trade-offs between privacy and other important goals, such as accuracy and efficiency?

What is the difference between personally identifiable information (PII) and non-personally identifiable information (non-PII)?

Which of the following answers is NOT a benefit of transparency in AI ethics: It makes AI systems more accurate; It helps to identify and mitigate ethical risks; It helps to build trust in AI; It helps to ensure that AI is used responsibly?

Which of the following answers is NOT a challenge to achieving transparency in AI ethics: AI developers are reluctant to share information about their systems; There is no general solution to solve transparency in AI; There isn’t a standard or a guideline for AI transparency; AI system are complex and difficult to explain?

Which of the following is an example of a transparency-enhancing measure in AI ethics: Publish the technical documentation for AI models and algorithms; Provide users with access to information about the data used to train AI models; Develop tools for explainable AI?

Which of the following is NOT expected from an ethical reviewer: Approving or rejecting the AI system for release; Reviewing the AI system to detect transparency issues; Provide guidance on how to develop the AI tools; Create documentation on how the AI system can become transparent?

Which of the following is the most important thing that can be done to promote transparency in AI ethics: Hold AI programmers and their organizations accountable, Educate users on how AI systems work, Create playbooks on how AI systems can be more transparent?