



**APRIL 27-May 1, 2020**

**TOPIC: ICT PROJECT FOR SOCIAL AWARENESS**

### **Conceptualizing and Planning ICT Projects for Social Change**

An ICT project for social change is only a small part of an organization with a common interest. The main purpose of an ICT project in the bigger picture is to offer a facility for easy dissemination of information, a platform for volunteers and the leaders of the organization.

### **What Should Be Included in the Plan?**

There are variety of ways to plan and start your ICT project. Given here are the needs should be considered as preferences or must-have of an ICT project.

- Define key individuals and point persons in different categories in the project.
- Summarize the general goals and direction of the organization, and layout the vision that the group should fulfil.
- Have a summary of the existing ICT facility.
- List the concerns and issues on the current situation of the organization that can be remedied by the upcoming project.
- Include the capability of the plan to be useful in the near future.
- Classify the type of ICT service that the group will develop.
- Determined the resources needed before starting the project.
- Include the training and support needed by the development team in the plan.
- Prepare procurement documents and lists.
- Consider the proposed budget and Gantt chart.
- Prepare a summary of all initiatives. This contains a “lookup table” of all activities that should be done.
- Prepare a summary of the activity schedules and budgets.
- Identify the risks associated with the activities and contingencies that can be done.
- Have a general integration plan.

### **Demographics**

It is a described as a factual information that is gathered from users of the ICT application. The information can categorized into different labels such as *age, gender, income, religion, and profession*. It is used to learn the characteristics of the target audience and the key features that the designer or publisher of the application can capitalize on to effectively design the application.

### **Psychographics**

It is described as non-countable information from people such as interests, opinions and insights. It can also describe and capitalize on the interest s of the subject by observing certain information.

## **Designing and Copywriting for ICT Projects**

Upon the creation of content in an ICT application, there are various processes that must be done before it is published or uploaded. The most important process in post-development is quality check and error checking. To produce an error-free Web sites, be guided by these tips and pointers.

- Split paragraphs into shorter and fewer sentences.
- Split complex sentence into simpler ones.
- Highlight key words.
- Use subheadings to identify subsections of the application or web site.

## **ICT Projects for Social Change**

ICT applications have many uses. Specifically, online applications are used for information dissemination such as advertising, marketing, and spreading news. ICT applications also find their way to different entertainment applications such as games, movies, video clips, and music. ICT can also be used in education. Moreover, focused advocacy communities use ICT to further develop and share their ideas with other communities and the general public.

## **Reference:**

Empowerment Technologies

By: DIWA Learning Systems Inc. pp. 121-131

## **TO DO LIST**

### **DAY 1:**

Develop an ICT facility that aims to educate participants regarding COVID-19 and the Enhanced Community Quarantine. Create a group in social media and invite youth to join in this advocacy. It should clearly state an informative data and statistics regarding COVID-19 as well as ECQ. Group must compose of a minimum of 20 persons. Print screen the homepage and page containing the members of the group.

### **DAY 2:**

Visit the Web site of the United Nations Office on Drugs and Crime at <http://www.unodc.org/unodc/index.html>.

Upon visiting the link, read one of the articles featured in the homepage. After reading, answer the question “What are the benefits of these social applications when utilizing ICT?”