resources

# Lecture 12 – nice-to-have skills

Here are some resources if you wish to delve deeper into photoshop, multimedia, project management and Agile from a content strategy perspective.

**Photoshop**

1. **Resizing vs. Resampling**

<http://www.photoshopessentials.com/essentials/resizing-vs-resampling/>

<https://helpx.adobe.com/photoshop/atv/cs6-tutorials/understanding-resize-vs-resample.html>

1. **How and When to Use Different Types of Image Files**

<https://blog.hubspot.com/insiders/different-types-of-image-files>

1. **Basics of Photoshop: Color Correction, Touch Ups, and Enhancements**

<http://lifehacker.com/5753621/basics-of-photoshop-color-correction-photo-retouching-and-enhancing>

**Multimedia**

1. **Adaptive Content: The Omnichannel Technique You Need to Implement** (by Noz Urbina)

<http://contentmarketinginstitute.com/2014/09/adaptive-content-omni-channel-technique/>

**Project Management**

1. **Is Content Strategy the New Project Management** (by Marli Mesibov)

<http://marli.us/2013/10/07/is-content-strategy-the-new-project-management/>

1. **Project Management Basics** (on usability.gov)

<https://www.usability.gov/what-and-why/project-management.html>

1. **Content Strategy in a CMS Project** (on Strategic Content)

<http://strategiccontent.com/role-of-a-content-strategist-in-a-cms-project/>

1. **Three Project Management Best Practices for Content Marketing** (by Zach Watson)

<http://technologyadvice.com/blog/marketing/3-project-management-best-practices-content-marketing/>

**Agile**

1. **A Complete Guide to Agile Content Strategy: Personas, User Stories, and Story Mapping** (by Andrea Fryrear)

<http://www.marketergizmo.com/complete-guide-agile-content-strategy/>

1. **What Agile Content Marketing Means for Your Business (Jay Baer)**

<http://www.convinceandconvert.com/content-marketing/what-agile-content-marketing-means/>