

# UAE Public iTunes U Course Guidelines

Mobile Learning Committee - March 2013

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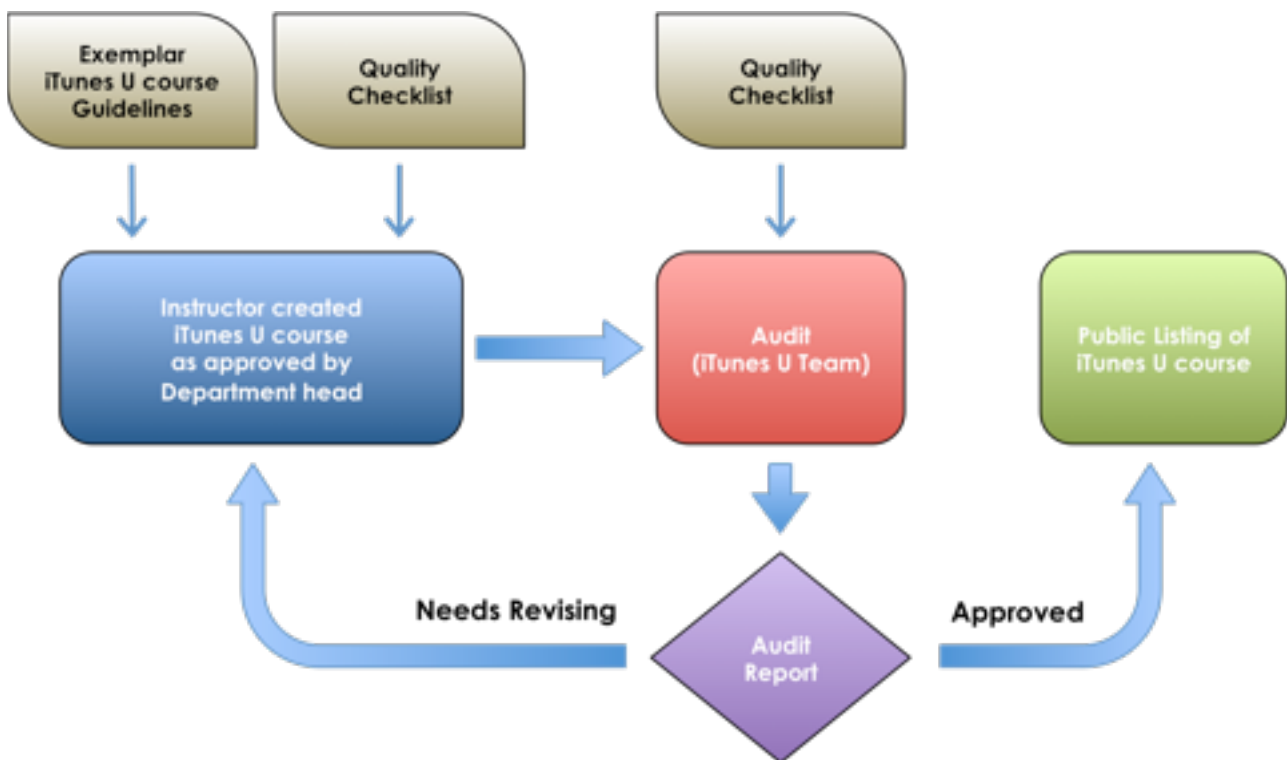
## Goals:

- Immediate: To provide a common quality framework for the publicly listed iTunes U courses for the three federal universities.
- Vision: To provide unique content that shows the strengths of institutions and the UAE.

## Overview:

The three federal Universities, HCT, UAEU and ZU, plan to adopt a common quality framework for their iTunes U courses. In order to achieve this goal, an iTunes U team is formed at a national level that has representatives from the three federal universities. This document is a collaborative effort of the iTunes U team in defining the quality framework which will be presented to the leadership of the Universities for the final approval. The annexures to the document, Quality Checklist and Quality Guidelines, will be updated by the Mobile Learning Committee on regular basis.

## Recommended Quality Framework:



## Quality Assurance:

- Instructors will create iTunes U courses under the University registered Apple IDs\*. The courses to be made public are initially reviewed by instructors' department head or line supervisors before submitting to iTunes U Administrator. Instructors should follow the recommendations provided in "iTunes U Course Guidelines" and "iTunes U Quality Checklist."
- iTunes U Administrators of the universities submit the final list of courses to be published to the MLC members.
- MLC member audits the course and submits the report back to the iTunes U Administrators. The Audit report will contain the quality control review of the course, recommendations and decision on whether to be published or further worked upon.
- iTunesU Administrators take appropriate action as per the Audit Report. They publish the course if the course is approved by MLC. If course needs more revisions, the feedback is sent to the Instructors and their Department Heads/Supervisors.

## **Key stakeholders and responsibilities**

### **MLC/institution leadership:**

- Brief department heads on Exemplar Course Guidelines and copyright issues
- Offer continued support to department heads on material selection
- Offer repeated, frequent iTunes U Course Manager training

### **Department heads:**

- Ensure courses are proofread (originality, spelling & grammar)
- Ensure courses are not duplicated within an institution
- Ensure standard of materials for all media\*\*
- Recommendation: Assign/commission/dedicate someone in each department to look after iBooks and iTunes U for that course/department.

### **Timeline**

- Each institution should have fully developed, branded, quality controlled selection of courses for late August/early September 2013 (TBC for each institution).
- Institutions should aim to refine current courses uploaded by individuals and transfer them to institutional Apple IDs for the protection of material and university image.
- Institutions release courses as needed.

*\* Instructors need to register their Apple IDs under the relevant Institutional iTunes U account. Universities should allow only Apple IDs with authorised domains. Apple IDs with @hct.ac.ae, @uaeu.ac.ae or @zu.ac.ae will be registered to the Institutional iTunes U account.*

*\*\* Request by some authors for an essential training document (Keynote, iMovies, Photoshop etc.)*

## Exemplar Course Guidelines ver 1.0

- All sections of iTunes U course template are updated by Author or the concerned University department
- Learning objectives are listed under “Info” section of iTunes U
- The content of the course is properly categorized under sections in the “Posts”. Avoid using too many items under one section.
- Avoid using too many external links to the third party websites. Intent of the public iTunes U course is to share the original content.
- iTunes U collections course image is authorised for branding purposes within each university.
- Uploaded content/materials must be authors’ or institutions’ original material or materials for which copyright approval has been secured. See Apple iTunes Doc for further information. [http://images.apple.com/support/itunes\\_u/docs/iTunes\\_U\\_Copyright\\_Overview.pdf](http://images.apple.com/support/itunes_u/docs/iTunes_U_Copyright_Overview.pdf)
  
- **Permission to use images/photographs:** any likeness of individuals must be given on rights release forms.
- **Approved content formats:** All audio files to include tagged text for content identification and searching purposes.
- **Slander, defamation, invasion of privacy** (an individual or organization) in material.
  - removal of inappropriate material and possible disciplinary procedures.
  - unless specifically stated, this iTunes U policy should not replace any existing university policies and procedures
- **Ownership of intellectual property** will be in accordance with the University IP policy.
  - Individual authors to grant non-exclusive license to universities to use materials
  - University to hold the copyright to any specific items recorded/created for these iTunes collections
  - or... all materials retain prior ownership
- **Content must not be for sale.**
  - Materials could be repackaged and sold separately.

**UAE Public iTunes U Course Quality Checklist Ver1.0**  
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- Ensure courses are proofread (originality, spelling & grammar)
- Ensure courses are not duplicated within an institution
- Ensure standard of materials for all media\*\*
  - Videos: High resolution, clear audio, branding preferred but not required. To be avoided: grainy recordings of people standing in front of a whiteboard talking
  - Images: Individual photographs/images wherever possible should be at least 1024x768 (iPad 2 screen dimensions)
  - Links: Seek permission and download/upload videos when possible because links to Vimeo/YouTube are out of university control.
  - All materials should be available to be viewed on an iOS Device without resorting to additional paid apps and be in HTML5 compatible format.
  - No in-session courses (WIP): Content must be complete before it is submitted for approval for iTunes U release.

**Other resources & references:**

iTunes U - Site Manager / Course Manager -

[www.apple.com/support/itunes-u/](http://www.apple.com/support/itunes-u/)

[www.apple.com/support/itunes-u/docs/iTunesU\\_CourseCreation\\_0812.pdf](http://www.apple.com/support/itunes-u/docs/iTunesU_CourseCreation_0812.pdf)

The following information was shared during iChamps in 2012.

There are more links posted on <http://www.ipads.ae>

Useful resources for iPad specific content development -

<http://ipads.hct.ac.ae/resources/>

UNESCO OER useful resources/repositories - <http://>

[oerwiki.iiep.unesco.org/index.php/Repositories](http://oerwiki.iiep.unesco.org/index.php/Repositories)

"How-To" Webcast, covers iBooks Author then iTunes U Course Manager -

<http://edu.apple.kuluvalley.com/event3>

Presentations from Apple Worldwide Developer Conference:

WWDC videos (all): <https://developer.apple.com/videos/wwdc/2012/>

Session 503: Building Books with iBooks Author <http://developer.apple.com/itunes/?destination=adc.apple.com.16351526909>

Session 501: Publishing with the iBookstore: <http://developer.apple.com/itunes/?destination=adc.apple.com.16351526909>