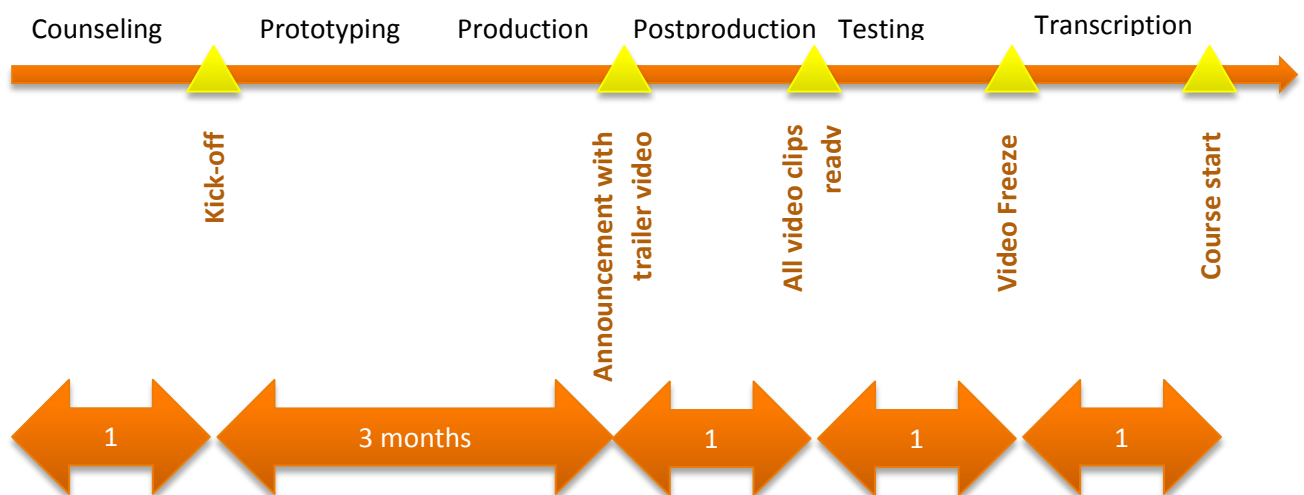# MOOC Checkliste for Authors

Your application for a MOOC was accepted. This document is meant as a checklist, to lead you through the process.

Process Timeline

Counseling		Prototyping	Production	Postproduction	Testing		Transcription	
	Kick-off			Announcement with trailer video	All video clips ready		Video Freeze	Course start

1	3 months	1	1	1

1. Counseling & Kickoff

A person from LET will discuss the entire MOOC process with you and organize a kick-off meeting. Below you will find some information about roles and responsibilities and some general information.

1a. We are informed about the following roles and responsibilities:

☐ LET: Facilitator, counseling for instructional design (didactics), support of course authors, communication with edX.

☐ ID-MMS: Recording in studio, counseling for video recordings

☐ HK: Counseling for communications, media training

☐ Course authors: Project management, creation of learning materials (all content incl. videos), putting all learning materials on the course environment.

1b. We are aware of the following points:

- ☐ Ownership: Authors keep the ownerships for all course material, but edX has the right to use the material in another context.

- ☐ CC-Licence: Materials created for the course will be available under Creative Common Attribution-NonCommercial-ShaeAlike /CC_BY-NC-SA) 4.0 international License.

- ☐ Effort: MOOCs are recommended to be 5 to 7 weeks long.

- ☐ Integration of external software: The integration of MatLab (MathWorks) and other programming activities are possible.

1c. All teachers have created an account for:

- ☐ EdX Studio (https://studio.edx.org/)

- ☐ EdX Partner Portal (https://partners.edx.org)

2. Prototyping

2a. Instructional design and course planning

See also tips from edX on instructional design and best practices on course planning and design

- ☐ A detailed course planning has been made.

- ☐ For each thematic block learning objectives, video clips, learning materials and activation tasks (quizzes, exercises, reflection tasks, etc.) are defined. Criteria for good learning objectives: …

- ☐ Question types in problem sets and selftest units are defined.

- ☐ Key questions have been checked (see course outline).

- ☐ Policies for design of PowerPoint slides have been checked.

2b. Prepare for recording video clips

- ☐ Before production begins, you will receive all relevant information about the production process and you can make trial recordings ("prototyping"). LET and ID-MMS will provide feedback on these.

- ☐ Plan two slots for prototyping.

- ☐ Didactical training (by LET) has taken place.

- ☐ Technical training (by ID-MMS) has taken place.

- ☐ Slide templates (16:9) have been downloaded.

- ☐ Colour of the slides are chosen according to corporate communications guidelines.

- ☐ The storyboard of one full video clip has been prepared for the prototyping session.

3. Production

See also edX documentation on media production

3a. Production of the video clips

Tip: Wear suitable clothing: no white (background is already white), no checked or fine striped shirts (moiré effect)

☐ Studio recording slots at ID-MMS studio are reserved. Plan at least one slot for the production of each video clip.

☐ Clips that should be produced and material to be used for these clips are defined and ready.

☐ Feedback for the prototype video has been provided.

☐ Feedback on prototype has been considered for the production of the following videos.

3b. Course setup

☐ LET has created a course in studio.edx.org and grants access for authors.

☐ Staff to check the entire course for correctness and clarity has been assigned.

☐ Staff to support the course team while the course is running (moderate discussions) has been assigned.

☐ Course start has been defined (preferably not on a Monday, best on Tue, Wed, Thu).

☐ Release dates of weekly content have been defined.

☐ Necessary time commitment for the course is clearly defined and stated.

3c. Grading and assessments

For edX MOOCs a certificate is standard for persons who complete a minimum of tasks and examinations. All ETH-MOOCs also offer a verified certificate track. A Verified Certificate demonstrates that a learner has successfully completed your edX course, and verifies the learner's identity through photo and ID (see also information from edX about verified certificates). Participants that won't make use of this verified option, get an Honor Code Certificate if they achieved the minimal grade. An Honor Code Certificate of Achievement certifies that they have successfully completed the course, but does not verify their identity. Honor Code certificates are currently free.

☐ Grading policy including the grade needed to receive a certificate is clearly stated.

☐ Midterm and final exam are defined.

☐ Prerequisites for the course are clearly stated

☐ Course includes gradable assignments, e.g., exercises/homework/quizzes and assigns a grade.

- ☐ Questions and prompts in assignment problems are articulated clearly.

- ☐ All course deadlines and due dates, including time zone differences, are clear

- ☐ Access to problem sets is defined. They should be available untill 3 weeks after publication.

3d. Course introduction

- ☐ Course overview page has been set up, e.g. AMRx

- ☐ Welcome message is posted on the Course Info page

- ☐ Learners new to edX are requested to view edX Demo101

- ☐ Welcome message prompts the learner on how to get started with the course (e.g. "To get started, click on the "Courseware" tab at the top of the page.")

- ☐ Explanation posted on how to get help with learner issues (e.g. "To get help with the course, click the Discussion tab and post a question. To get help with a technical problem, click Help to send a message to edX Student Support.")

4. Course announcement

Registration page (also called 'about-page') should be available about three months before the course starts (incl. a trailer video).

4a. Setting up the "About page"
Fill out Template Course registration page. Enrollment starts as soon as the about page is published.

- ☐ Provide short CVs and photos, and signatures of the teachers.

- ☐ Send finished about page to the contact person from LET.

- ☐ Contact person from EdX will put the registration page online.

4b. Video trailer (also called 'About Video')

As an introduction to the MOOC you have to create a trailer. Its functions are to introduce the teachers, to summarize the content of the course, to state the learning objectives and to motivate students to take part. This video should be as short as possible (max. 1.5 minutes). Trailers are produced by Multimedia Services. Ideally, these trailers would be finished three months before the course goes online. They are placed on the right side of the registration page. See also: more information about making compelling AboutVideos.

- ☐ Study the communication concept from Corporate Communications (not yet avalilable)

- ☐ Plan the video trailer with ID-MMS (Olaf Schulte) and HK

- ☐ Set up a preliminary discussion, write the spoken text, and plan for a two-hour production session.

5. Post Production and Testing

5a. Post production and course testing

All videos have to be ready two months before the course starts.

- ☐ Clips have been reviewed by the teachers and post production is ready.

- ☐ Staff (TAs, students) have checked the entire course for correctness and clarity.

- ☐ Course has been published on edx.org (coordinate with LET).

5b. After Videos Freeze and before Course starts

- ☐ Clips have been uploaded to 3Playmedia.com, our transcription service. Transcription takes around 4 days. Then check the transcription files on 3Playmedia.com and upload them to edX according to "Short Manual on how to use edit and embed video transcription files".

- ☐ Transcriptions are provided for all videos and audio content

- ☐ A welcome message has been sent to all registered students. The mail hast to be sent from the contact person at edX.

- ☐ All moderators have been assigned a moderator role in edX for the relevant course.

6. Running the Course

Online moderation is very important to the success of a MOOC, especially where there is much discussion going on. E-moderators can be Assistants and students in later semesters. Their main tasks are to make summaries of forum contributions and interweave them. Here the e-teaching.org article "E-Moderation" offers useful tips.

In average two assistants are deployed, who alternate daily to answer forum questions, collect problems and pass them to the teachers. The teachers communicate with students once per week by internal course blog.

6a. Communication with learners

[More ideas on how to communicate with the participants](#).

- ☐ Guidelines are provided for discussion forum etiquette.

- ☐ Expectations for frequency of learner forum participation in the course is clearly stated to the learners and well visible.

- ☐ Active students in the forums are upgraded to „Community Teaching Assistants (TAs)".

- ☐ Roles and expected level of involvement for Instructors/ teaching assistants is clear to students.

- ☐ Schedule for releasing course content, and the expected frequency of course updates is clear.

- [ ] A welcome email message has been sent to learners on the course start date.

- [ ] Email messages have been sent to learners to communicate the release of new content, provide updates on course events, and so on at regular intervals throughout the course (once a week is recommended).

- [ ] Learners have been encouraged to use the discussion forum to introduce themselves.

- [ ] Feedback on the past week and the key messages have been given to the learners at the end of the week.

7. At the end of the course

7a. End-of-course evaluation

Evaluation should be conducted (or at least supervised) by LET, to deduce where improvements will be necessary. The basis here should be the standard LET evaluation form, to facilitate a comparison with other courses.

- [ ] A course evaluation together with LET has been conducted.

- [ ] Students have been informed about the evaluation.

- [ ] Follow enrollment and course statistics at edX Insights.

- [ ] Evaluation results and course statistics are analyzed and interpreted for improving the course for the next run.

7b. Course closing

For more information see edX documentation about ending your course

- [ ] A closing email message to learners with final course details has been sent near the end date of the course

- [ ] Signatures from the course team have been delivered to edX.

- [ ] Certificates are generated by edX.

- [ ] The course has been archived according to the "Course Ending Requirements Checklist". Enrollment has to stay open.