



iTunes U Guidelines

Creating your course

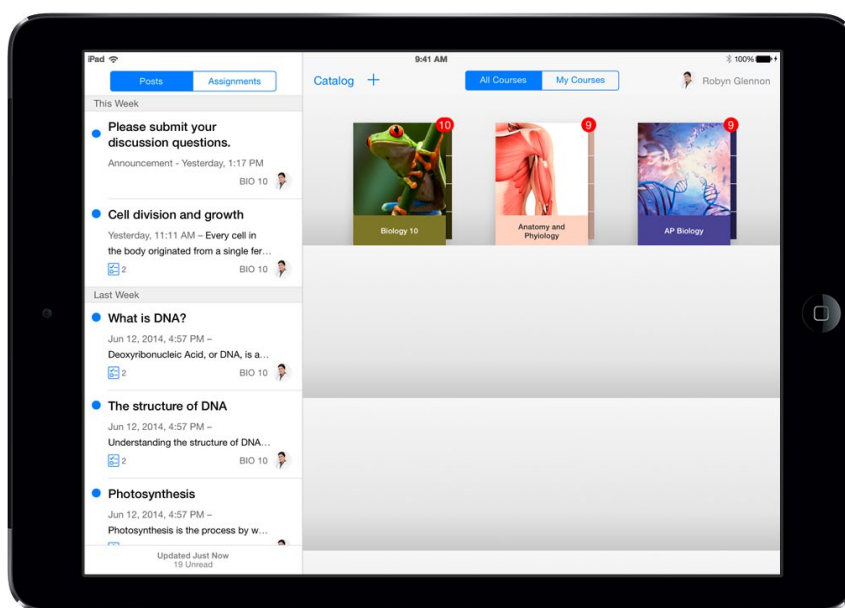
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Overview

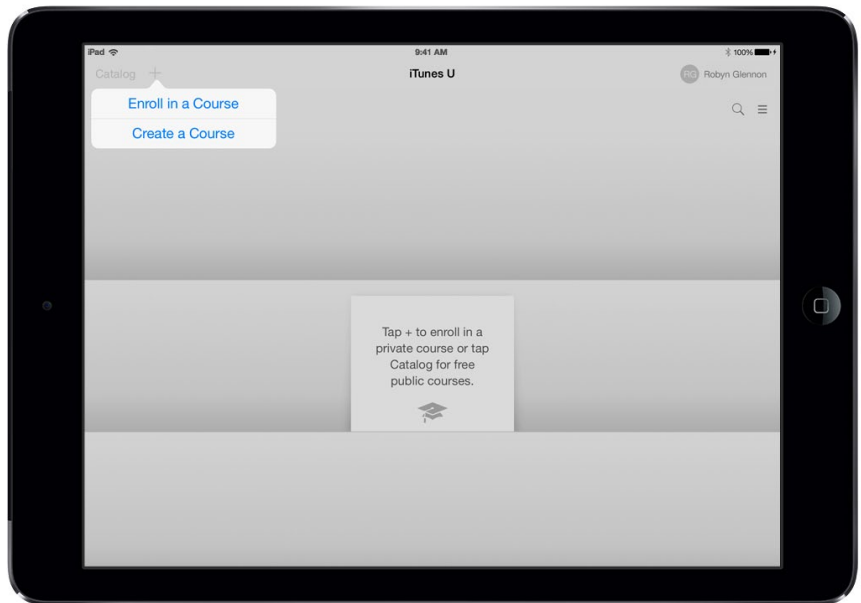
iTunes U courses let you give each class a customized learning experience. With the iTunes U app, it's easy to create your own custom courses for iPad and teach them in your classroom. iTunes U courses put all the materials you need for your course in one place. Right in the app, your students can play video or audio lectures, read books, view presentations, and participate in discussions. They can also see a list of course assignments, then check them off as they're completed. And when you create a new post, students receive a push notification.

Courses can include your syllabus, handouts, assignments, and other items. You can include content from the iBooks Store and the App Store, as well as web links. And you can link to materials from over 750,000 learning resources available on iTunes U, including audio and video content from the world's leading education institutions. Once your course is ready, it's easy to share it with your students or publish it to your institution's iTunes U site.

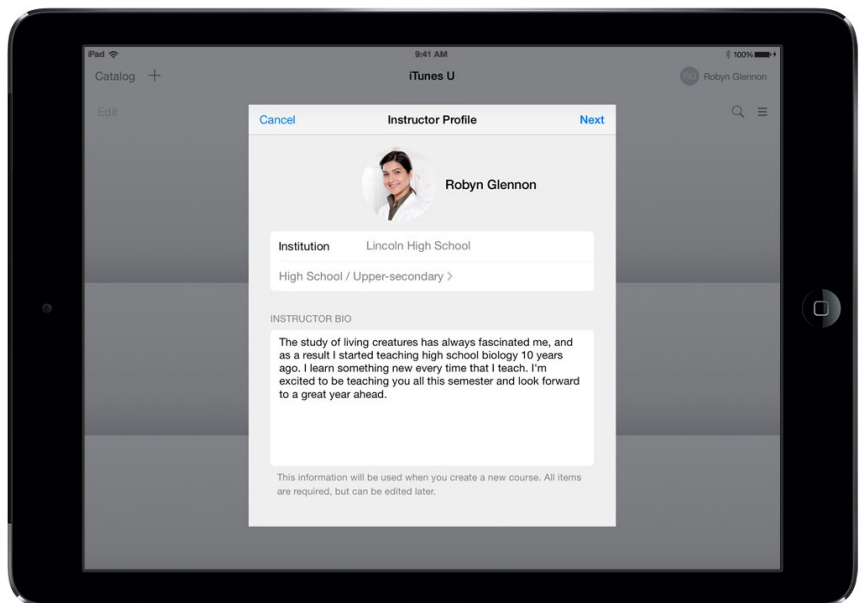


Getting started

To get started, download the free iTunes U app. To create a new course, tap +, then select Create a Course.



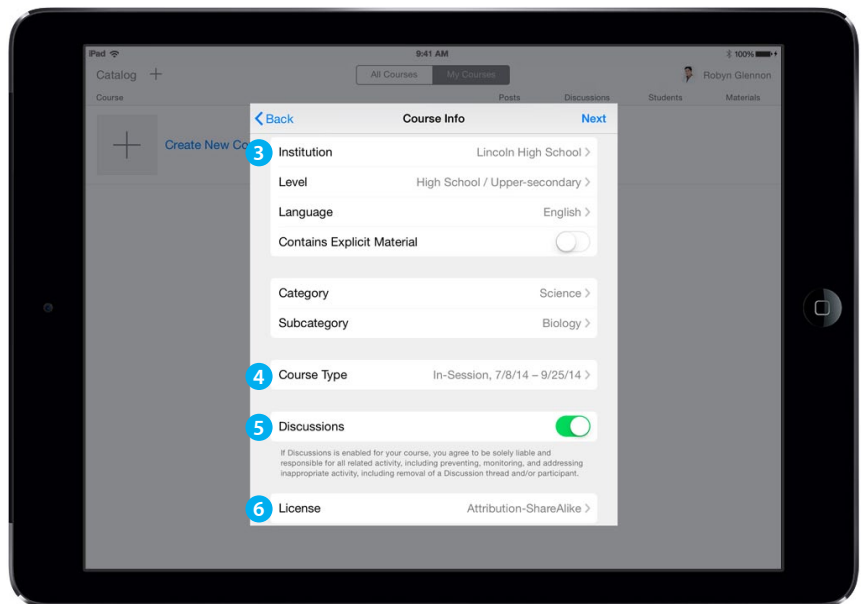
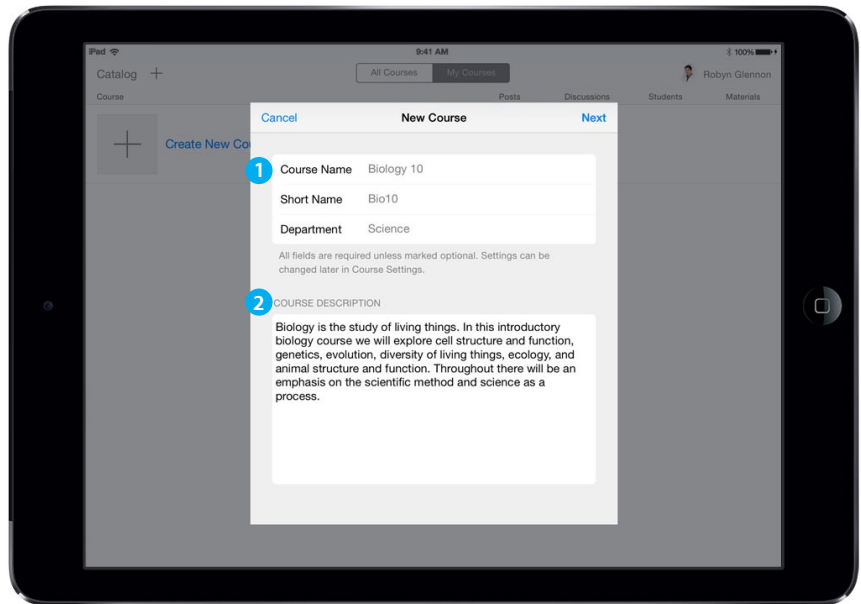
Next, you'll be prompted to create an instructor profile, including your bio and your primary institution. You can take a photo using the camera or choose an image from the Photo Library. This profile information will populate the Instructor page of your courses. All the courses you create will reference your profile, which you can edit at any time.



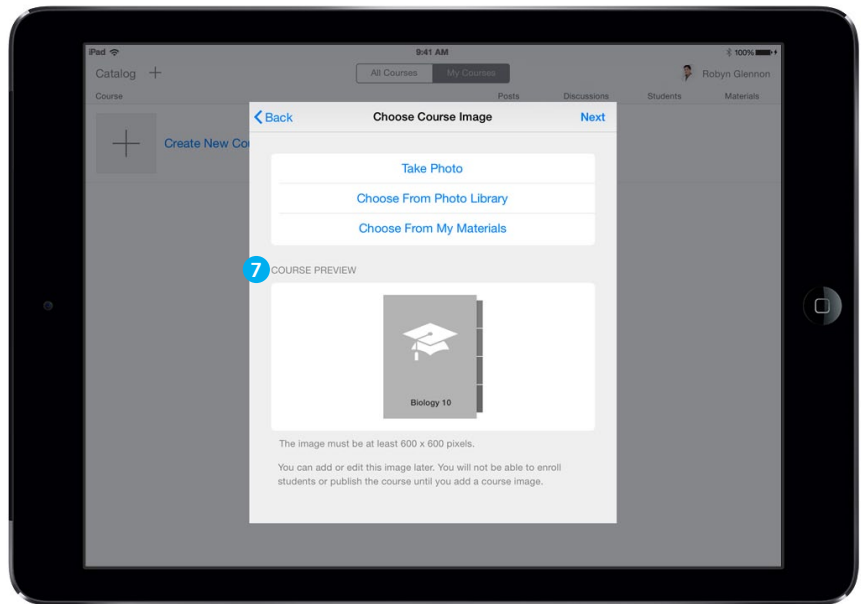
After you save your profile, you'll see the Course Settings screens where you enter information about your course. By default, all courses created in iTunes U are private.

Course settings

- 1 Enter the course name, short name, and your department.
- 2 Add a description—this is your chance to tell students about your content and to set course expectations. For example, you can include a summary of the course structure, or perhaps expectations and goals. Tap Next.
- 3 Add your institution. Choose a level and language, as well as a category and subcategory. Tap Back to return to the Settings screen.
- 4 Choose whether your course will be self-paced or in-session. Choose self-paced if you want students to go at their own speed. You can include the expected course duration, and you can make updates at any time. Choose In-Session if you want students to follow along as you're teaching. In-Session courses are organized around a calendar and include a start and stop date, as well as assignment due dates.
- 5 Determine use of discussions. Discussions allow students to start conversations with you or other students enrolled in the course. Any student in the course can participate in the discussion, and as the teacher you can monitor and participate as well. You can choose to turn off discussions for your course, and if you make your course public, discussions are removed.
- 6 Select a license for your content. A variety of options are available, including the standard Creative Commons options. This license tells others how they may use your content in their own courses. Tap Next.

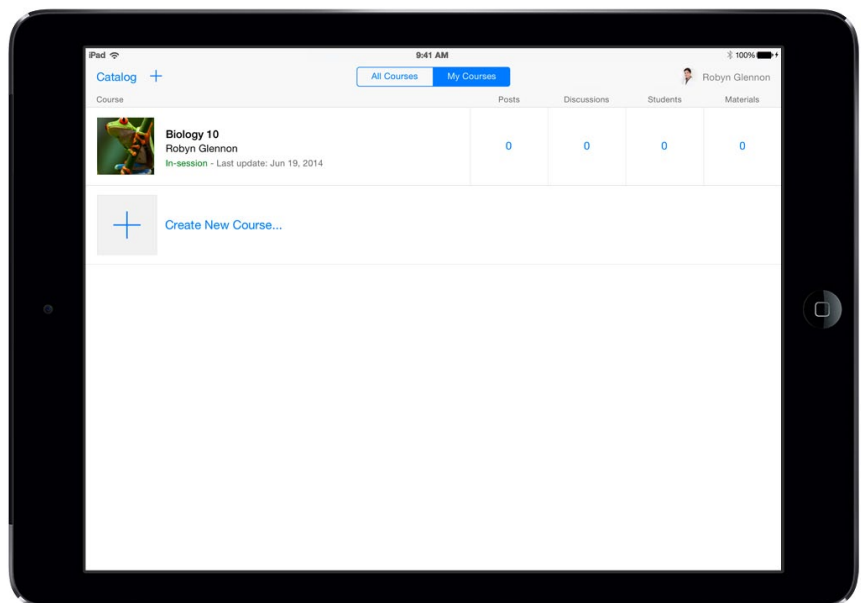


- 7 Add a compelling course image that will be used on the iTunes U bookshelf. You can take a photo with the camera or select an image from your Photo Library. The image can be added during course setup, or you can add it later. Use an image that's at least 600 x 600 pixels, with a maximum file size of 10MB.



When you finish adding your course image, tap Next and you'll go to your My Courses tab. All the courses you create or contribute to appear in this tab. You can see at-a-glance information about each course.

It's that easy to create a course with iTunes U. Now that you've created your course, you can add more content.

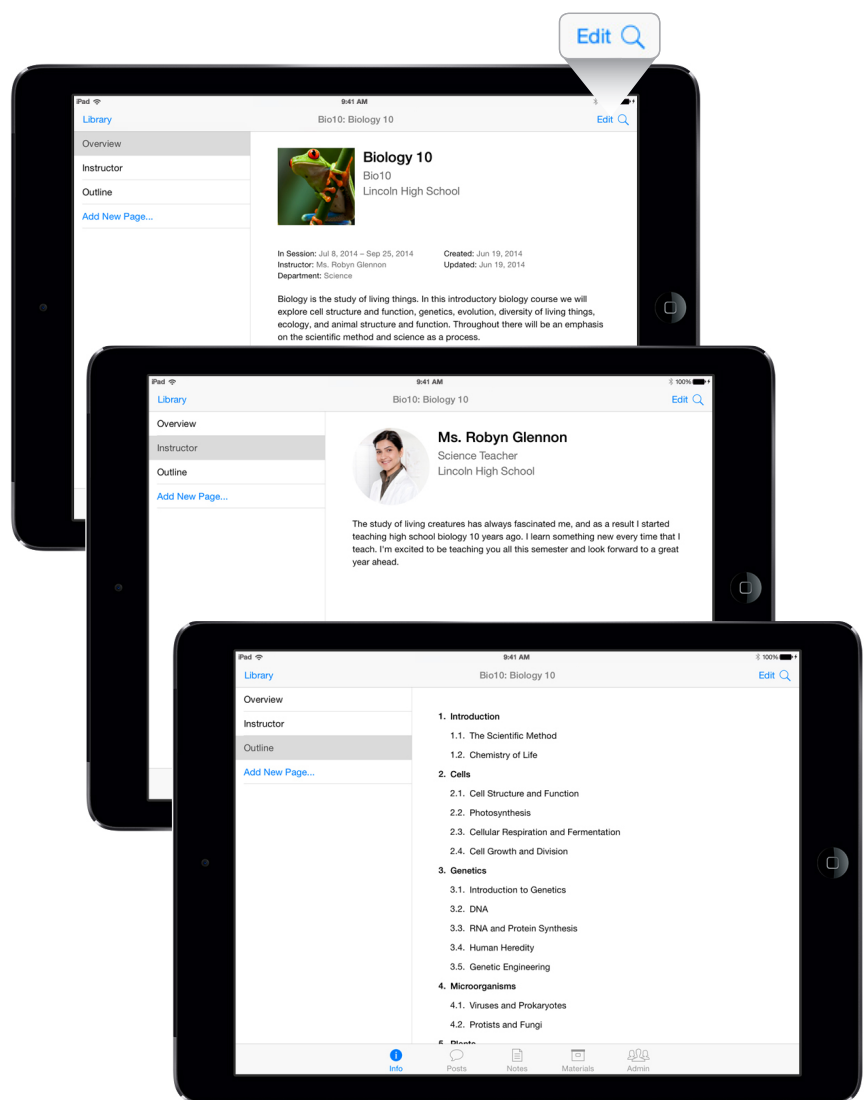


Editing and organizing content

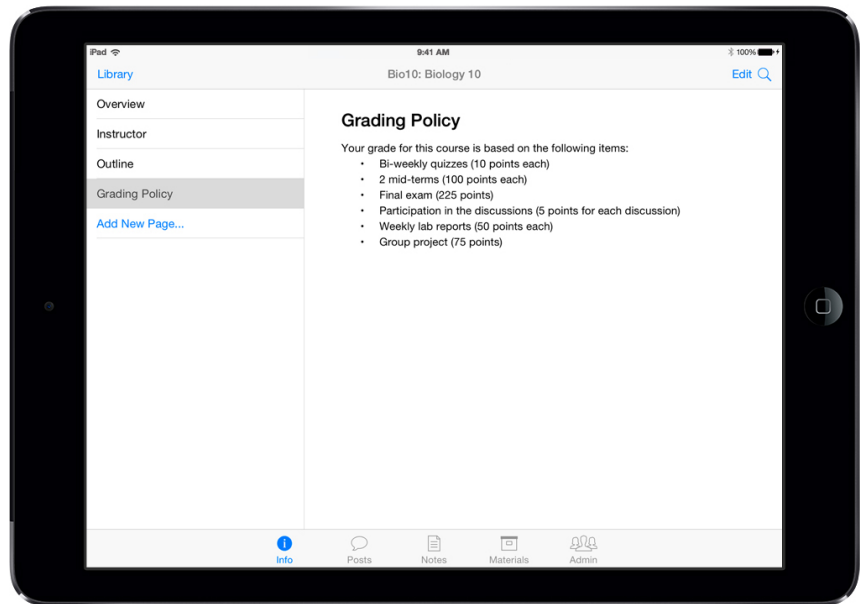
Build your course using the Overview, Instructor, and Outline pages. The Overview page contains the information you already added from your course settings, including the course description, your institution, level, and so on. You can edit your course information at any time.

The Instructor page contains your profile information. You can edit this at any time.

The Outline page is where you enter your course syllabus. All your posts and assignments will be associated with topics in your outline. You can enter your outline directly into iTunes U and include up to two sub-levels, or you can paste text into this page.



If you have topics that don't fit under Overview or Instructor pages, you can add new pages. Examples of new pages could be course policies, prerequisites, learning outcomes, or anything you think would be useful for students taking the course.



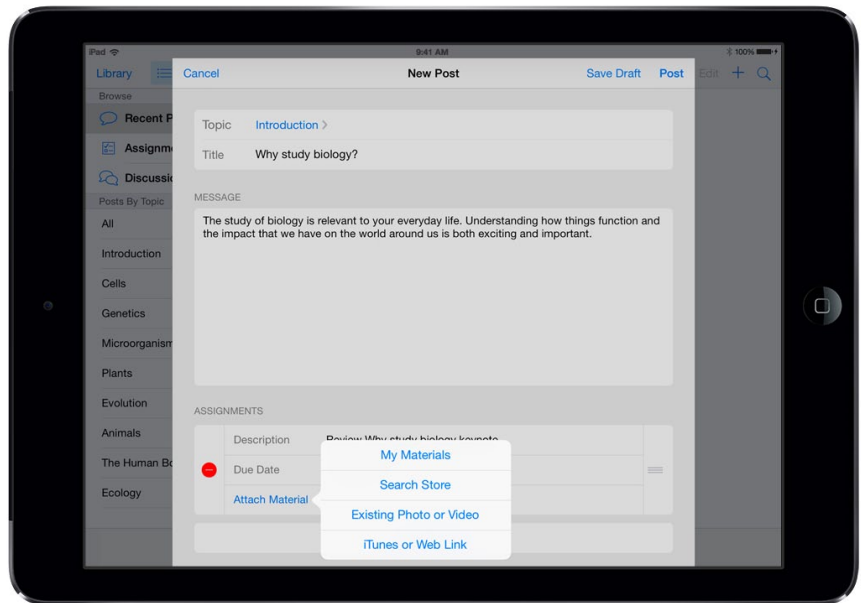
Adding posts, assignments, and materials

Use posts, assignments, and materials to add content and context to your course.

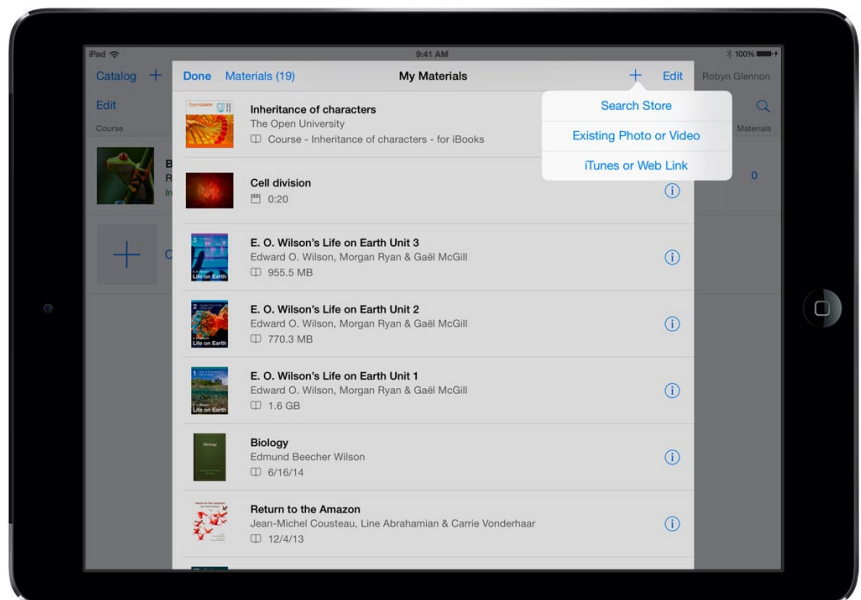
Communicate directly with students by creating posts that relate to your outline topics. For example, a post might be instructions, explanations, or a lecture summary. To enter a post, choose a topic from your outline, create a post title, and then write the message of the post. For self-paced courses, you can reorder posts by tapping Edit, then dragging a selected post to a new location using the repositioning handle. Posts for in-session courses are ordered by the date they were posted.

You can create an assignment on any post. An assignment is a task or to-do that students should complete. You can enter as many assignments as you want for each post, and you can reorder an assignment by dragging it to a new location within a post. For in-session courses, you can select a due date for each assignment.

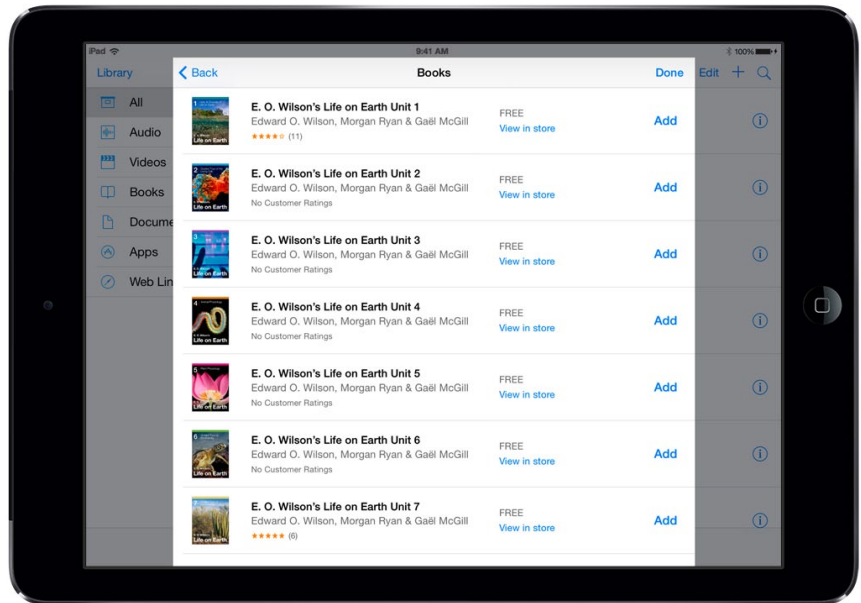
Assignments can include many types of materials that are part of your course, such as videos, audio files, web links, apps, books, documents, and presentations.



You can add your own original photos, videos, and documents, and manage them in My Materials.

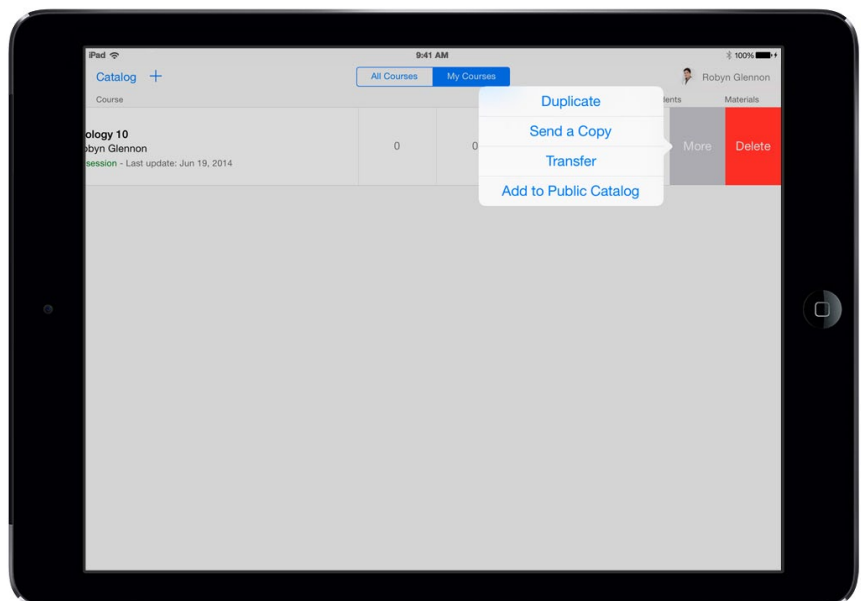


Discover and add incredible apps, books, iTunes U resources, podcasts, and more with Search Store.



Manage and collaborate

- **Duplicate your course.** You can make a copy of your course from the My Courses tab by swiping left, then tapping More, then Duplicate. You can edit the copy of your course however you like, such as changing it from in-session to self-paced.
- **Send a copy.** You can now send a complete copy of your course (including the outline, posts, assignments, and materials) to another instructor. That instructor can start using the course immediately with their own students, or edit the course as they wish.

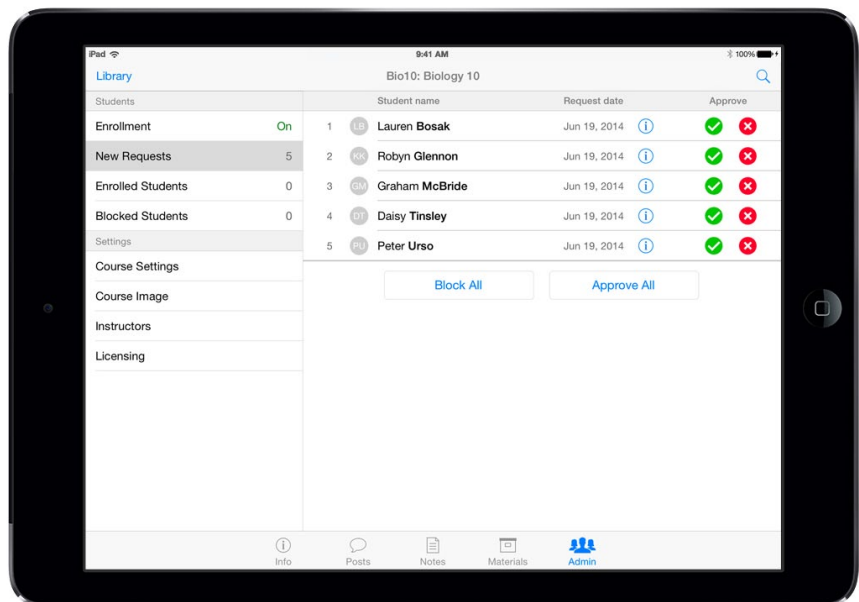


- **Transfer to another instructor.** As the owner of a course, you can transfer complete ownership of the course to another instructor while maintaining the student roster and causing no disruption to the students taking the course. From My Courses, swipe left on the course you want to transfer, then tap More and select Transfer. Note: To transfer ownership of a course as an affiliated instructor, you and the instructor you are transferring the course to must both be affiliated with the same institution.
- **Add to public catalog.** If you're affiliated with an institution that has a public iTunes U site, you can request that your course be published in the iTunes U catalog—the world's largest digital catalog of free education content. In My Courses, tap Edit, then check the appropriate course. Tap the Share button, then select Add to Public Catalog.
- **Invite Course Contributors.** You can invite up to five Course Contributors to your course. Course Contributors can contribute to your course by adding posts, assignments, and materials; they can also manage enrollment. Add Course Contributors on the Instructor page under the Admin tab.

Managing enrollment

When you're ready to invite students to enroll, tap the Enrollment page on the Admin tab to send the course enroll code or shortcut link to your students. When a student enters the enroll code in the iTunes U app or taps the link from an iPad, iPhone, or iPod touch, you'll receive the enrollment request and be able to approve or block it. You can opt to turn on Auto-Approve so that anyone who requests enrollment will be approved automatically.

If you are not affiliated with an institution with an iTunes U site, you can have up to 12 courses with 50 students enrolled in each, and 20GB of storage for your original content. These limits do not apply to affiliated instructors.



Best practices

- **Description.** Include a list of learning objectives in your course description. This will help students quickly determine if the course will meet their learning needs, especially for public courses.
- **Display titles.** Use short titles for posts and assignments so students see the most important information at a glance.
- **Posts.** Use post messages to add meaning and context to learning materials. Connect the current activities to what students have already learned and show how this new content will be important in future units.
- **Assignments.** Begin your assignments with action verbs. Assignments will form a to-do list for your students.
- **Discussions.** Engage your students and encourage interaction by creating discussion prompts. Discussions can be added to specific posts or be general course discussions.
- **Diverse learning materials.** You can add materials to your course from the Posts tab or the Materials tab. Incorporate materials that support diverse learning styles; aim for a healthy mix of text, video, apps, books, and so on. The App Store features over 100,000 education apps that cover a wide range of subjects for every grade level and learning style. iBooks has a large selection of books for your courses, including biographies, reference guides, and iBooks Textbooks from major education publishers. And the iTunes U catalog of educational content is filled with countless learning resources like lectures and videos to use in your courses.
- **My Materials Library.** You can also add materials using the My Materials Library feature. Use your My Materials list to add materials if you're teaching several courses that use the same materials. You can also use it to keep a wish list of items for use in future courses.
- **Deep linking.** Link to a particular start and stop point in a video or to a particular chapter in a book, so students can go directly to the content you've assigned.
- **Upload original materials.** You can add original materials, such as presentations, worksheets, videos, and books, so everything students need to complete your course is one tap away. For example, use the built-in camera to record an introduction video for the course. Anything that you can save to the Photo Library can be added to the course materials. You can create content in Pages, Numbers, Keynote, or other apps, and add the material directly to iTunes U by tapping the Share icon and selecting Open in iTunes U.
- **Take advantage of note-taking.** Use text in ePub or iBooks Author formats whenever possible. This allows your students to take notes within the book and aggregate them in the Notes tab of the course. Consider converting your PDF, Word, or Pages documents to ePub or iBooks Author formats.
- **Leverage mobility and built-in tools.** Craft activities that take advantage of the mobile platform; collect data or create content outside the classroom, on your campus, during field trips, or in your community. Take advantage of the built-in camera, microphone, and video recorder on iPad to build new kinds of activities.

- **Announcements.** If you're teaching an in-session course, you can send announcements to your students at any time; these announcements are not connected to a topic in your outline. Announcements might be administrative notices to students, such as a canceled class or a change to a test date.
- **Including RSS feeds.** If you'd like, you can add audio and video materials to your course from an RSS feed or lecture capture system. When you add a feed as a material, iTunes U will import the supported materials into your course. As new materials are added to the feed, iTunes U will check for updates and add the new materials to your course.
- **Affiliate your account.** If your educational institution has a public iTunes U site, affiliate your iTunes U account with your institution. This removes the limits on your upload space, the number of courses you can create, and the number of students enrolled in each course. This also allows you to submit your course to your public site administrator for publishing on your iTunes U site, where it can reach students around the world. If your institution would like to apply for a public iTunes U site, visit eduapp.apple.com to learn how to join.

For additional help and guidance, and to browse the iTunes U community, visit the [iTunes U Support page](#).