iTunes U Guidelines
Creating your course

Overview

If you're an instructor at a college, university, or K–12 school, you now have an easy way to create and publish complete courses that feature audio, video, books, apps, websites, and other content. And students and lifelong learners from all over the world can take your courses using the new iTunes U app—a powerful new app for iPad, iPhone, and iPod touch.

The iTunes U app gives students access to all your course materials in a single place. Right in the app, they can play video or audio lectures. They can read books, view presentations, and 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 that lets them know.

If your university, college, or K–12 school district has an iTunes U site, you can create courses using iTunes U Course Manager, an easy-to-use web-based tool.

To create a course, simply gather all the materials you need and follow the steps in the iTunes U Course Manager. Courses can include a syllabus, handouts, course materials, and other items. You can include content from the iBookstore and the App Store, as well as links from the Internet. Or you can link to material from the 500,000-plus selections on iTunes U, including audio and video content from the world’s leading education institutions. Once the course is ready, it's easy to publish it to iTunes U. Anyone with the iTunes U app can take your course, and you can even use it in your classroom with your own students.
Getting started

If your institution has an iTunes U site, your site administrator can provide access to iTunes U Course Manager. You’ll need to provide your iTunes account name so that the site administrator can give you access to iTunes U Course Manager. If you don’t have an iTunes account, read “iTunes: How to set up an iTunes Store account.”

The first time you log in to iTunes U Course Manager, you’ll be prompted to enter information about yourself, including your bio and photo. This profile information will automatically populate the “Instructor” page of your courses. All the courses you create will reference your profile, which you can edit at any time.

When you’re ready to create a course, click Create New Course. Next, choose whether your course will be self-paced or in-session. Choose Self-Paced if you want students to go at their own speed. This is the best option if you have an entire course ready to go. You can include the expected duration of the course, and you can make updates at any time.

Choose In-Session if you want your students to follow along as you’re teaching. These courses are organized around a calendar and include a start and stop date, as well as assignment due dates.
Next you’ll see the Course Settings screen where you’ll enter information about your course.

1. Enter the course name, your institution, and your department.

2. Enter the expected duration of your course if it’s self-paced; enter the start and end date for an in-session course. This lets students know approximately how long it will take to complete the course.

3. Add a description for your course. The description is your chance to tell potential students about your content and to set expectations for what they’ll experience during the course. For example, you may want to include a summary of the course structure, or perhaps expectations and goals. The description will appear inside the course and in the iTunes U catalog.

4. Upload a compelling image that represents your course. Use a square image that’s between 600 x 600 and 1024 x 1024 pixels, with a maximum file size of 1MB.

5. Select a license for your content. A variety of options are available, including the standard Creative Commons options.
When you finish entering the information in course settings, you’ll see your dashboard. If you’ve created several courses, they will all appear in this dashboard. Select the course you want to edit to add posts, assignments, and materials.
Editing and organizing content

You’ll build your course using the Overview, Outline, and Instructor 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 Outline page is where you enter your course syllabus. For self-paced courses, enter your entire course outline. For in-session courses, you can add outline topics as you go. All your posts and assignments will be associated with topics in your outline. You can enter your outline directly into iTunes U Course Manager and include up to two sublevels, or you can paste it in plain text format into this field.

The Instructor page contains your profile information, including your photo, background, and other courses you teach. You can edit this at any time.

If you have topics that don’t fit under Overview or Instructor pages, you can add new pages. Some examples of new pages could be course policies, prerequisites, learning outcomes, or anything else 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. These add context and your own voice to your course. A post might be instructions, explanations, or a summary of a lecture, for example. To enter a post, choose a topic from your outline, create a post title, and then write the body of the post.

You can create an assignment on any post. An assignment is a task or to-do that students should complete. Enter as many assignments as you want for each 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, web links, apps, books, documents, and presentations. You can add content from the App Store and the iBookstore, and you can even upload your own original materials.
Best practices

Keep the following in mind as you create your course:

• **Display.** Use short titles for posts and assignments so students see the most important information at a glance.

• **Discoverability.** Think about search as you enter information into the course fields. Include keywords or key search terms within your course description and course title.

• **Materials.** You can add materials to your course from the posts tab and the materials tab.

• **My Materials.** You can also add materials using the My Materials feature—a list of all your materials that can either be associated with your courses or not. Access My Materials from your dashboard. 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 time code in a video or to a particular chapter in a book so that students can go directly to the content you've assigned.

• **Upload original materials.** With iTunes U Course Manager, you can upload original materials, such as presentations, worksheets, videos, and ePub books, so everything students need to complete your course is at their fingertips.

• **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. When you post a new announcement, a push notification is sent to everyone enrolled in your course.
Publishing your course

When you're ready to publish your course, click Share Course in your course dashboard. You'll get a URL that you can send to your students for in-classroom use or to your iTunes U administrator for publishing on your institution's iTunes U site. If you'd like to preview your course before sending it, copy that same URL into Safari on your iOS device.

It's that easy to create an iTunes U course and share it.

For additional help and guidance and to browse the iTunes U Course Manager community, visit the iTunes U support page.