



Creating Your iTunes U Site

Guidelines for use by site administrators and site designers.



Your iTunes U site should feature the identity of your institution, including logo, colors, and typeface. Do not use the term *on iTunes U* in the title of your Welcome page. Simply use the name of your institution.



Include imagery of a unique campus feature or campus scenes to provide instant recognition and capture the feeling of your institution.



Use imagery that reflects your institution's special area of focus, such as engineering or the arts.

Creating an Effective iTunes U Site

These guidelines are designed to help institutions create an effective and clear iTunes U site. Follow these guidelines whenever you create or update an iTunes U site for your institution, regardless of whether the site is included in the iTunes U directory in the iTunes Store and is available to the public.

For information on how to properly reference your iTunes U site in promotions and communications, refer to the *Promoting Your iTunes U Site* guidelines.

iTunes U in the iTunes Store

By following the recommendations in these guidelines, you can help your public iTunes U site meet Apple's criteria for potential inclusion in the iTunes U directory in the iTunes Store. If you would like your site to be considered for inclusion, submit a request through the Edit Site Settings page in your iTunes U site.

Site Design

Welcome page title

Once users arrive at your iTunes U site they are using the iTunes application and your Welcome page title should feature only the name of your institution. The name iTunes U can be used in headlines or copy, but it should not be part of your Welcome page title.

Course and category titles

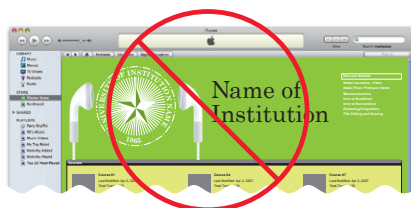
Make the best use of available space when selecting titles. Use standard language that your users will recognize. If you are creating titles for a public site, keep in mind that acronyms common on campus may not be readily understood by the public.

Tabs

On Course pages, avoid using long names in horizontal tabs and limit the number of tabs to avoid the need for horizontal scrolling.



Never use logos, images, or copy from Apple's website, ads, or other marketing communications.



Do not imitate Apple advertising. Never add the Apple iPod earphones to an image.



Do not use images of iPod or any other Apple product.



Never create your own graphic to represent iTunes or iTunes U.

Identity elements

Always feature your institution's identity, including color and typeface and logos, seals, or emblems that represent your institution. The use of these identity elements helps your users to immediately associate your iTunes U site with your institution, establishes authenticity, and creates value for your content. Include your institution's name and/or identity elements in course artwork.

Size

Make sure your design fits the dimensions required for the Welcome page banner image (600 by 300 pixels) and Course page image (300 by 300 pixels). Titles included in Course artwork should be readable when scaled to 100 by 100 pixels.

Imagery

Like identity elements, the use of imagery unique to your institution creates a close association with the institution. Images can highlight a campus feature or scene to provide instant recognition and capture the feeling of your institution. If your institution is renowned for a specialty, such as engineering or the arts, images can help communicate that specialty.

There is no iTunes U logo. The name *iTunes U* should be referred to only in text. Do not create a graphic to represent iTunes or iTunes U.

Never use an Apple product image and do not create your own images showing Apple products.

Content Considerations

Your content should be organized in clear categories that are relevant to your institution. Develop a plan to manage your content on an ongoing basis. Keep your content fresh and current to help maintain the effectiveness of your iTunes U site.

If your institution's iTunes U site will be offered to the public, plan to include content categories relevant to the public—for example, Public Lecture Series, Museums on Campus, Special Collections, Digital Archives, Campus Life, and Published Research Results.

Avoid Common Pitfalls

Do not imitate Apple advertising or communications. Never use images from Apple's public website, ads, or other marketing communications. Do not create images that show Apple products, such as the iPod. Never add the Apple iPod earphones to an image or other graphic. Do not use Apple product names in titles and names used by your institution.

Technical Specifications

Proper use of credentials

To make a site available to the public, your iTunes U site administrator must edit the access settings for your site. In the Built-in Permissions section of the Edit Access page, your administrator should edit the All@urn:mace:itunesu.com:sites:yoursitedomain.edu access permission and select Download from the Access Level pop-up menu. Public visitors can then access content on your iTunes U site. A transfer script is not required for visitors to see your public content. Visitors can enter your site using a URL such as <http://deimos.apple.com/WebObjects/Core.woa/Browsev2/your-domain-name.edu>.

Metadata

The content you upload to iTunes U can include information fields, such as name and artist. Information fields help users locate iTunes U content quickly and organize their content after downloading it to their computers and iPod players. For more information on these fields, see "Creating Content for iPod + iTunes," located at www.apple.com/support/itunes_u.

iTunes U can display the following fields for each track:

Field	Use
Name	Track title. For example, Metaphysics or Digital Storytelling.
Album	Course or category title.
Artist	Instructor or speaker name.
Genre	Broad category. For example, by subject, by organization (such as institution name), or by type (such as podcast).
Comments	Additional information. For example, assignment details, upload information, or historical background.
Track Number	The position in which a track appears on a CD.

Proper file formats

iTunes U supports the distribution of compressed audio and video files. As you consider which formats and file sizes to produce, keep in mind that your users will need to download the content from your site and that their bandwidth may vary. For longer-form video content, consider using a lower resolution or breaking the content into pieces.

Apple recommends using the following formats for your iTunes U audio and video content:

- **Audio files** (AAC, MP3) with appropriate file extensions (.m4a, .mp3). For best results during playback, Apple recommends converting MP3 files larger than 32MB to AAC format. For AAC audio files, use the following specifications:

Audio format: AAC-LC (Music)
Data rate: 128 Kbps
Channels: Stereo
Output sample rate: 44.100 kHz
Encoding quality: Better

- **Video files** (MPEG-4 with H.264 compression) with appropriate file extensions (.mp4, .m4v, .mov). For best results with iPod, use MPEG-4 with H.264 compression with the following specifications:

Video format: MPEG-4 with H.264
Data rate: 256 Kbps
Image size: 320 by 240
Frame rate: 30
Key frame: Every 24 frames

If you use QuickTime to create and edit video content, Apple recommends that you export your videos by choosing "Movie to iPod" from the Export pop-up menu in QuickTime Pro (see *Video for iPod and Apple TV*, page 4).

Video for iPod and Apple TV

Although iTunes can play a variety of .mp4, .m4v, and .mov video formats, Apple TV and iPod require more specific formats.

The iPod supports up to 640 by 480 pixels, and Apple TV supports up to 1280 by 720 pixels. To optimize for both products, Apple recommends that your source file be at least 640 pixels wide and that you use the built-in iPod converters in Compressor (H.264 for iPod), QuickTime Pro (Movie to iPod), or iTunes (Convert Selection for iPod). Each of these settings maintains the aspect ratio of your source file and results in a .m4v file containing H.264 video (Low Complexity version of the Baseline profile) and AAC-LC audio. If you want to maximize the screen area of a widescreen TV, your source file should have an aspect ratio of 16:9 (for example, 640 by 360). To maximize the screen area of iPod, your source file should have an aspect ratio of 4:3 (for example, 640 by 480).

Trademark Symbol and Credit Line

Do not add a trademark symbol (™) or registered trademark symbol (®) to the words *iTunes* or *iTunes U*.

Include the following credit line in legal notices on your site:

iTunes is a trademark of Apple Inc., registered in the U.S. and other countries.

For More Information

If you have questions or need more information, contact your Apple representative or visit www.apple.com/itunesu or www.apple.com/support/itunes_u.

If Apple determines that your use of iTunes U or any other Apple brand does not comply with these guidelines or is otherwise objectionable, and Apple requests appropriate changes, you must immediately comply with such requests. Failure to comply with such requests or these guidelines in general may result in the withdrawal of permission to use iTunes U or any other Apple brand and may even result in removal of your institution from the iTunes U program.

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