

KNOW Y COURSE CHECKLIST

To upload courses to know Y, they must meet certain minimum requirements. This document will help you go through all of them to ensure your course is the best it can be!

COURSE QUALITY CHECKLIST

A complete course has:

- At least 30 minutes of total video content
- HD video (720p, 1080i, 1080p, or 4K)
- Good audio quality (no background noises, echoing, distortions, etc)
- Audio in stereo format (not mono)
- Audio synced properly with video
- Valuable educational content

A complete course landing page has:

- A high-quality & relevant course image (minimum 2048 X 1152 pixels)
- Clear & concise course title and subtitle with relevant keywords
- A well written course description
- Easily understood course goals, target audience, and requirements
- Complete instructor biography and profile picture

STUDENT EXPERIENCE CHECKLIST

The most important aspect of the student experience is having access to quality content. There are 3 key areas you will want to excel in order to create the best student experience.

Professionalism

Audio Quality

For any digital product, professional audio is expected. All good quality audio has:

- No background noises (typically comes from electronics, air conditioning, environmental noises, etc.)
- No or very little echo (typically comes from undampened hard surfaces or recording in too big of a space)
- Normal volume level recorded in stereo (not mono)
- No distracting sounds on speech (typically happens on “p”, “t”, or “s” sounds)

Video Quality

What is shown on the screen directly impacts the quality of a student’s learning experience.

Good video is:

- HD (720p, 1080i, 1080p, 4k)
- Clear (in focus), not blurry (out of focus)

- Steady, not shaky
- Properly lit
- Clean shooting area (organized materials)
- Framed well and zoomed in where necessary

Speech Quality

For students to take any Instructor seriously, you need to make sure you sound professional and that you know what you are talking about. Good speech quality is:

- Clear pronunciation
- Use of strategic pauses to emphasize points
- Enthusiastic/energetic tone
- Little to no “umms” and “ahhs”
- Proper grammar

Learning Experience

Each Student is different but there are several best practices that help them learn effectively such as:

- A short introductory lecture that introduces yourself, your qualifications, and what to expect from your course overall and in each chapter/module
- Sharing useful information in the beginning instead of focusing on too much background
- Having a clear main goal for the course with each chapter/module having a subgoal that contribute to the main goal
- Each chapter/module having a learning activity such as a quiz, assignment, or even just a thought experiment
- Each chapter should be relatively brief going no longer than 10 minutes. Certain exceptions will be procedure-based videos as procedures can vary greatly in length.
- Varying format for chapters/modules. Too much of one format is tedious and boring causing your Students to not be engaged.
- All course resources (worksheets, PowerPoint presentations, material lists, etc.) being easily found and available for each chapter/module.

Marketing

When Students are searching courses and deciding on which ones to enroll in, it is important for you to have your course title, description, etc. answer the questions Students have. In general, Students want to know:

What Skill(s) Will I Learn?

List the overall goal(s) of your course and be direct and honest. Tell them exactly what they will be able to do after completing your course.

Who Is The Intended Audience?

Be clear about the target Student of your course. Use descriptive terms such as level (beginner, intermediate, advanced), industry, and skillset.

What Experience Will I Have?

Give your Students a taste of what they can expect by doing a brief (2-3 minute) preview that showcases your passion and reviews the goals of your course.

Is It Good Value For The Money?

Try to keep your course price comparable to other videos in the same category, similar topics/procedures, course length, etc. If you priced it differently, explain the reason.

What Will Lectures Cover?

Use the course and chapter descriptions to give your Students good information about your course curriculum so they feel confident in enrolling.