|  |  |  |  |
| --- | --- | --- | --- |
| **Course Topic:** |  | **Target Audience:** |  |
| **Course Goals:** |  | **Course Requirements:** |  |
| **Course Title:** | *If submitting to an online platform, this may get changed depending on their guidelines. (See [Udemy](https://support.udemy.com/hc/en-us/articles/229232467-Course-Title-Quality-Standards).)*   * *Focus on what students will learn and apply the skill, not big promise click bait* * *Be specific: What level skill for what level student. Type and field of the course. What will the student be able to do or understand afterward.* * *60 characters or less.* * *Example*   + *Don’t: Learn how to Make $7000+ on Etsy*   + *Passable: Learn How to Sell on Etsy*   + *Great: A Beginner’s Guide to Managing an Etsy Shop* | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Introduction & Opener** | | | | | |
| **Section Name** | **Lecture/Activity** | **[Type](https://support.udemy.com/hc/en-us/articles/229606188-Choosing-the-Right-Lecture-Format)** | **Timing** | **Description** | **Materials** |
| *Hello!* | *Introduction* | *Talking head* | *2min* | * *Introduce course* * *Introduce self* * *Explain what they will be able to do by the end* | *Images and white board* |
|  | *[Address concerns](https://docs.google.com/document/d/1F-xX_YE22iRgUXD9d2QJihWbRDCc1nZhgRHtgk4ZmT0/edit)* | *Slides* | *1min* | * *Best introductory lecture student concerns*   + *Is this the right course for me?*   + *Is this course going to cover the right stuff?*   + *Is this the right instructor to learn from?*   + *Is this going to be worth my time? Is it going to be fun?* |  |
|  | *Fist-bump Pah-la-la-la* | *Activity* |  | *They recommend having an activity* |  |
| **Instructional** | | | | | |
| **Section Name** | **Lecture/Activity** | **[Type](https://support.udemy.com/hc/en-us/articles/229606188-Choosing-the-Right-Lecture-Format)** | **Timing** | **Description** | **Materials** |
| *Section 2* | *Advice* | *Text* | *2min* | ***Learning outcome:*** *Each section should have one specific, measurable learning outcome.*   * *This first lecture should be used to introduce students to the outcome or objective (tell ‘em what you’re gonna tell ‘em)* * *3 to 5 lectures (no more than 7)* * *Total duration <= 30 minutes* | *References, if necessary* |
|  | *Conclusion* | *Talking head* | *1min* | * *Summarize what students learned* |  |
|  | *Fist-bump Pah-la-la-la* | *Activity* |  | *At least one practical exercise to [practice the outcome of the section](https://www.udemy.com/udemy-insights-adding-practice-activities/)* |  |
| *Section 3* | *What a lecture should have* | *Talking head* | *3 min* | ***Learning outcome:*** *What a lecture should be and be.*   * *Cover one, and only one, concept* * *Be 2 to 7 minutes and < 20 minutes maximum* * *Have the well chosen type for the content* | *References, if necessary* |
| **Conclusion/Summary** | | | | | |
| **Section Name** | **Lecture/Activity** | **[Type](https://support.udemy.com/hc/en-us/articles/229606188-Choosing-the-Right-Lecture-Format)** | **Timing** | **Description** | **Materials** |
| *Conclusion/Summary* | *Summary* | *Talking head* | *2min* | * *Summarize the course* * *Answer possible student questions*   + *What now that I have this skill?*   + *What next steps should I take?*   + *What other resources are out there?* | *References* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Quality Standards:** | [Minimum Udemy](https://teach.udemy.com/wp-content/uploads/2016/01/Quality-Standards.pdf)   * Course: >= 30 minutes of video content * Course: >= 5 separate lectures * Course: [Valuable educational content](https://teach.udemy.com/course-material/) * Course: HD Video (720p or 1080p), [test service available](https://support.udemy.com/hc/en-us/articles/229604128-How-to-Create-and-Submit-a-Test-Video) * Course: Stereo audio synced with video * Course: Audio quality not distracting to students * Page: High quality course [image](https://support.udemy.com/hc/en-us/articles/229232347-Course-Image-Quality-Standards) (min. 2048x1152 pixels) * Page: Well written title and subtitle w/ relevant keywords * Page: Brief, honest, well-written [course description](https://support.udemy.com/hc/en-us/articles/229232407-Course-Description-Quality-Standards). * Page: Clear course goals, target audience, and easy to understand requirements * A credible and complete instructor bio and profile picture |  |  |

# Udemy resources

* Creating an engaging course: <https://www.udemy.com/instructor/resources/?page=teaching>
* Choosing your topic: <https://teach.udemy.com/course-creation/create-your-course/choose-your-topic/>
* Intro Lecture Guidelines: <https://docs.google.com/document/d/1F-xX_YE22iRgUXD9d2QJihWbRDCc1nZhgRHtgk4ZmT0/edit>
* Choosing the right lecture format: <https://support.udemy.com/hc/en-us/articles/229606188-Choosing-the-Right-Lecture-Format>
* Watermarks and links in video: <https://support.udemy.com/hc/en-us/articles/229605708-Watermarks-and-Links-in-Video-Quality-Standards>
* Course goals and target audience: <https://teach.udemy.com/course-creation/course-goals/>
* Creating your course landing page: <https://teach.udemy.com/trust-safety/course-landing-page/>
* Differentiate your course: <https://teach.udemy.com/wp-content/uploads/2016/01/Differentiate-Your-Course.pdf>