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Course About Page Requirements

Your edX Course About Page is more than an overview; it’s a marketing page. This is where prospective learners from all over the world decide whether to register. Your About Page should inspire and inform potential learners, telling them why they should take the course, what they’ll get out of it, and what’s required to succeed.

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| What makes a well-marketed course? **Answer the following questions to help edX better understand your course marketing plan. Please answer YES or NO.**   |  |  | | --- | --- | | * Are the assets in this template complete, and do they follow best practices? |  | | * Did you provide 'networking' information, e.g. twitter handles, blog links, affiliations? |  | | * Will you participate in marketing events, e.g. PR opportunities, Reddit AMAs, etc.? |  | | * Will you participate in all edX marketing channels (Social, PR, SEM, Amazon, Flipkart, Direct Sales to Companies, etc.)? |  | | * Will you promote the course to your networks (link on website, twitter followers, alumni, etc.)? |  | | How do I fill out this template?  * **Download this document and complete with your content (File > Download as > choose file type)** * Fill in your information in the provided column. Please be sure to follow the character and word limits provided. * Zip this template and attached images into a **single** file OR attach this document and all image files in **ONE** email. * Email the files to your edX Program Manager. * **All About Pages will be reviewed by the edX Team for conformance to best practices here.** * Once About Pages are published, edits are processed twice monthly, on the second and fourth Thursday. * Post **About Video** *only* to<http://veda.edx.org/upload>. Specifications are listed below, in the “About Video” section.  What will my Course About Page look like?  * Curious what About Pages look like for other edX courses? Peruse the [many existing About Pages on edX today](https://www.edx.org/course). |

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| Required Assets | | | |
| Asset Name | Asset Information and Best Practices | Example Asset(s) | Your Content Here |
| **Course Title** | * Concise 70 characters maximum; < 50 chars. recommended * Descriptive- clearly indicates what the course is about * [SEO-optimized](http://moz.com/beginners-guide-to-seo) and targeted to a global audience * If the course falls in a sequence, our titling convention is: “*Course Title: Subtitle*” * Review documentation on [Title Best Practices](https://partners.edx.org/resources/how-name-your-course-title-best-practices) for more details | * *“English Grammar and Essay Writing”*   *Sequenced Courses:*   * *“Introduction to Statistics”* * *“Statistics: Inference”* * *“Statistics: Probability”* | Application Infrastructure |
| **Course Number** | * End in a lower-case “x” * Courses split into several modules can be denoted by adding .1, .2, etc. at the end of the course number before the “x” * No special html characters, accents, spaces, dashes, or underscores * 10 character limit | * *“CS002x”* * *“BIO1.1x”, “BIO1.2x”, etc.* | Course Number?? |
| **Brief Description** | * Reads as a tag line - a short, engaging description for students browsing course listings * Conveys why someone should take the course * [SEO-optimized](http://moz.com/beginners-guide-to-seo) and targeted to a global audience * 140 character limit, including spaces | *"The first MOOC to teach positive psychology. Learn science-based principles and practices for a happy, meaningful life.”* | This course will provide foundational level knowledge of cloud services and how those services are provided with Microsoft Azure. The cousrse can be taken as an optional first step in learning about cloud services and Microsoft Azure, before taking further Microsoft Azure or Microsoft cloud services courses. |
| **Full Description** | * Summarized description of course content * Describe why a learner should take this course * [SEO-optimized](http://moz.com/beginners-guide-to-seo) and targeted to a global audience * Text should be easily scannable, using bullet points to highlight instead of long, dense text paragraphs * Note: the first 4-5 lines will be visible to the learner immediately upon clicking the page; additional text will be hidden yet available via "See More" clickable text under the first 4-5 lines * 400 word limited, in 2-3 paragraphs   **Skills-based courses (MOOCs and Professional Ed.), should include answers to these questions**:   * How will this course benefit your career? Promotion? Certification? * What are some professions or job titles of individuals who would find this course beneficial? * Why is this industry or area particularly relevant? What is the job market outlook? | *Want to learn computer programming, but unsure where to begin? This is the course for you! Scratch is the computer programming language that makes it easy and fun to create interactive stories, games and animations and share them online.*  *This course is an introduction to computer science using the programming language Scratch, developed by MIT. Starting with the basics of using Scratch, the course will stretch your mind and challenge you. You will learn how to create amazing games, animated images and songs in just minutes with a simple “drag and drop” interface.*  *No previous programming knowledge needed. Join us as you start your computer science journey.*  Skills-based example:  *Taught by instructors with decades of experience on Wall Street, this M&A course will equip analysts and associates with the skills they need to rise to employment in the M&A field. Additionally, directors and managers who have transitioned, or hope to transition, to M&A from other areas such as equities or fixed income can use this course to eliminate skill gaps.* | This course will provide foundational level knowledge of cloud services and how those services are provided with Microsoft Azure. The cousrse can be taken as an optional first step in learning about cloud services and Microsoft Azure, before taking further Microsoft Azure or Microsoft cloud services courses.  The course will cover general cloud computing concepts as well as general cloud computing models and services such as Public, Private and Hybrid cloud and Infrastructure-as-a-Service (IaaS), Platform-as-a-Service(PaaS) and Software-as-a-Service (SaaS).  It will also cover some core Azure services and solutions, as well as key Azure pillar services concerning security, privacy, compliance and trust. It will finally cover pricing and support services available with Azure. |
| **“*What You’ll Learn*”** | * Answer to the question: “*What will you learn from this course?*” * 3-5 bulleted items, approximately 4-10 words per bullet | *What you’ll learn:*   * *Basic R Programming* * *An applied understanding of linear and logistic regression* * *Application of text analytics* * *Linear and integer optimization* | The following are the course learning objectives:   * Understand general cloud computing concepts * Understand core services available with Microsoft Azure * Understand security, privacy, compliance and trust with Microsoft Azure * Understand pricing and support models available with Microsoft |
| **Learner Testimonial** | * A quote from a learner in the course, demonstrating the value of taking the course * Should be no more than 25-50 words in length | *“Brilliant course! It's definitely the best introduction to electronics in the world! Interesting material, clean explanations, well prepared quizzes, challenging homeworks and fun labs.” -- Previous Student* | Type here... |
| **Course Dates** | **Synchronous Course:**  **Start Date**: Start on a weekday (preferably Tuesday, Wednesday, or Thursday) and avoid major U.S. holidays for best access to edX staff.   * Approximate dates are acceptable; If you are unable to give an exact date, please identify a month in which the course will be offered.   **Verified Upgrade Deadline:** The last date that students can purchase a verified certificate.  **End Date**: The date when *all grading has been completed* and certificates can be issued.   * If your end date changes after the announcement, please notify your PM   **Certificate Generation Date**: The date on which certificates for the course should be run; this must be a weekday, at least 2 business days after the course ends.  **Self-Paced Course:**  **Start Date:**   * If your course will open to students at the same time as it is announced, write “Self-Paced” * If your self-paced course will open to students on a specific day, write “Self-Paced; Starts on *XX Date*”   **End Date:**   * The date when this self-paced course run will end, replaced by an updated version of the course   **Certificates**: [On-demand certificates](http://edx.readthedocs.org/projects/edx-guide-for-students/en/latest/SFD_certificates.html#on-demand-certificates) will be enabled for all self-paced courses, allowing learners to generate their certificates as soon as they finish the course; work with your PM to ensure on-demand certificates are enabled for your course | *Synchronous Course:*   * **Start Date:** *February 20, 2015* * **Verified Upgrade Deadline:** *March 15, 2015* * **End Date:** *March 30, 2015* * **Certificate Generation Date:** *April 3, 2015*   *Self-Paced Course:*   * **Start Date:** *Self-Paced; Starts on February 20, 2015* * **End Date:** *February 20, 2016* | **Start Date:** *Self-Paced; Starts on 1st January 2019*  **End Date:** 31st March 2019 |
| **Course Length** | * Length of course, in number of weeks * If the time between start/end dates is not exact, ex: 8.5 weeks, indicate whether the course should be listed as 8 weeks or 9 weeks. * **Self-Paced Courses**: the number weeks an average learner would take to complete the course, based on the estimated effort per week | * *“6 Weeks”* | Approx. 8 Hours |
| **Estimated Effort** | * Number of hours per week the learner should expect to spend on the course to be successful * Should be realistic, and can be a range | * *“2-3 hours per week”* | One Full days study |
| **Prerequisites** | * List concepts and level (basic, advanced, undergraduate, graduate) students should be familiar with * If there are no prerequisites, please list “None.” * 200 character limit, including spaces | * *“Secondary school (high school) algebra; basic mathematics concepts”* | There are no pre-requisites for taking this course. Technical IT experience is not required however some general IT knowledge or experience would be beneficial. |
| **Language(s)** | Specify language(s) for:   * Course content (navigation and course content excluding videos) * Videos (language spoken in course videos) * Video transcript (video caption language) | * ***Content****: English* * ***Videos****: English* * ***Transcripts****: English, Spanish* | English |
| **Course Level**  ***(Select one)*** | Choose one of the following 3 options for the level of course:   * **Introductory** - No prerequisites; an individual with some to all of a secondary school degree could complete * **Intermediate** - Basic prerequisites; a secondary school degree likely required to be successful as well as some university * **Advanced** - Significant number of prerequisites required; course geared to 3rd or 4th year university student or a masters degree student" | * *“Introductory”* | Introductory |
| **Certificate Type and Price** | Select the type of certificate that will be offered for the course:   * Verified * Professional Education   Indicate certificate price in US dollars (***minimum of $49***) | * *Verified; Price: $49* | Free and verified  Price: $49  Please make the certificate available as soon as the student completes the course. |
| **XSeries** | Is this course a part of an edX XSeries? If so, include the name of the XSeries.  Learn more about [XSeries on edX](https://partners.edx.org/resources/build-xseries). | * *Yes* * *XSeries Name: “Astrophysics -- ANUx”* | N/A |
| **Course Staff** | Please include the following information for each course instructor\*:  Required:   * Name * Biography: brief (1-2 paragraphs maximum) * Image: high resolution, 110 x 110 pixels, compressed to less than 200 KB   Optional:   * Areas of Expertise: major areas of research focus * Major Works: links to relevant work (3-5 bulleted items maximum) * Connect: links to blogs, personal websites, or social media personas   \*List instructors in the order you want them to appear on the About Page  \*Limited to the primary instructors a learner will encounter in videos | ***David J. Malan***  *David is Gordon McKay Professor of the Practice of Computer Science at the School of Engineering and Applied Sciences at Harvard University. He received his A.B., S.M., and Ph.D. in Computer Science from Harvard in 1999, 2004, and 2007, respectively.*  ***Areas of Expertise:***   * *Global Public Health* * *Health Decision Science* * *Statistical Biology*   ***Major Works:***   * *Sensor Networks for Emergency Response: Challenges and Opportunities.* Konrad Lorincz, David J. Malan, et.al.   ***Connect:***   * ***website****:* [*http://cs.harvard.edu/malan/*](http://cs.harvard.edu/malan/) * ***twitter****: @davidjmalan* * ***facebook****: dmalan* | ***Eamonn Kelly***    *Eamonn has worked in IT for approx 20 years, working in a range of areas from systems administration, product development, localization and on client and server systems for many years. He has worked most recently as a Content Developer within Microsoft’s World Wide Learning (WWL) team.* |

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| **Certificate Signatories** | * List name, title, and affiliation of each instructor as you would like them to appear on the certificate **(4 people maximum)** * **Verified Certificates**: Attach a **hi-res, 300 dpi**, scanned signature (png, gif, or jpg) for each instructor. For best resolution, use bold, black ink on clean, white paper.   **Note:** to avoid security concerns, it is recommended to use a ‘unique’ or ‘non-standard’ signature | * *Anant Agarwal* * *Professor, Department of Electrical Engineering and Computer Science* * *Massachusetts Institute of Technology* * *cert signature.png* | Satya Nadella  *Satya Nadella,*  *Chief Executive Officer*  *Microsoft Corporation*  Björn Rettig  *Björn Rettig*  *Senior Director Technical Content Microsoft Corporation* |

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| **Social Networking Information** | * List all social media channels associated with your institution and/or course * **Only include channels you plan to use for course promotion purposes** * List any additional networks and/or outlets ( web properties, wikipedia page, bios, op-eds, blogs, professional associations) where your course team plans to promote this course | * ***Facebook:*** [*facebook.com/louv3X*](https://www.facebook.com/louv3X) * ***Twitter Handle:*** [*twitter.com/MIT15390x*](https://twitter.com/MIT15390x) * ***Blog:***[*http://making-dartmouthx.org/*](http://making-dartmouthx.org/) | Type here... |
| **Subject Field**  (up to 3) | |  |  | | --- | --- | | Art & Culture  Biology & Life Sciences  Business & Management  Chemistry  Communication  Computer Science  Economics & Finance  Education & Teacher Training  Electronics  Engineering  Environmental Studies  Food & Nutrition  Health and Safety | History  Humanities  Law  Literature  Math  Medicine  Music  Philosophy & Ethics  Physics  Science  Social Sciences  Statistics & Data Analytics |   ***Note*:** only *one primary subject will appear on the About Page*; please select one primary subject and a maximum of two additional subject areas for search. | * Primary: *History* * Additional: *Law, Humanities* | **Primary:** Computer Science  **Additional:** optional; type here... |
| **Course**  **Image** | Select an eye-catching, colorful image that captures the content and essence of your course   * **Do not include text or headlines** * Choose an image that you have permission to use. This can be a stock photo (try [Flickr creative commons,](http://www.flickr.com/search/advanced/?q=) [Stock Vault](http://www.stockvault.net/), [Stock XCHNG,](http://www.sxc.hu/) [iStock Photo)](http://www.istockphoto.com/photo) or an image custom designed for your course * Sequenced courses should each have a unique image * **Size**: 2120 x 1192 pixels * **File Type**: .png ; please include the source file of the image as well | science of happiness copy.jpg  \*\*This image is taken from:  [*“The Science of Happiness” - UCBerkeleyX*](https://www.edx.org/course/science-happiness-uc-berkeleyx-gg101x)\*\* | AZURE214.png    TFS location –  $/Online-Content/Courses/ENG/Azure200x – Microsoft Azure Administrator/About Page Assets/Banner Images/AZURE214.png |
| **About Video** | The About Video should excite and entice potential students to take your course. Think of it as a movie trailer or TV show promotion. The video should be compelling, and exhibit the instructor’s personality.   * Length: ideal length is 30-90 seconds (learners typically only watch an average of 30 seconds) * Should be produced and edited, using elements such as graphics, stock footage   *The About video should answer these key questions:*   * Why should a learner register? * What topics and concepts are covered? * Who is teaching the course? * What institution is delivering the course?   Naming Specifications:   * Name:*InstitutionX\_CourseNumber\_About.mov* * Post to:<http://veda.edx.org/upload>   *Technical specifications:*   * Codec: H.264 * Container: .mp4 * Resolution: 1920x1080 * Frame Rate: 29.97 fps * Aspect: 1.0 * Bitrate: 5Mbps VBR * Audio Codec: AAC 44.1KHz/192 Kbps | Visit edX’s Youtube channel for inspiration and examples of other About Videos: [www.youtube.com/user/EdXOnline](https://www.youtube.com/user/EdXOnline) | N/A - upload via  [didn’t](http://veda.edx.org/upload) do an about video!! |
| **Syllabus**  *(optional)* | * A review of content covered in your course, *organized by week or module* * Focus on topics and content; details of course mechanics and logistics (grading, communication policies, reading lists, etc.) not necessary * Formatted in paragraph text or bullet point | **Week 1: From Calculator to Computer**  Introduction to basic programming concepts, such as values and expressions, as well as making decisions when implementing algorithms and developing programs.  **Week 2: State Transformation**  Introduction to state transformation, including representation of data and programs as well as conditional repetition. | *Syllabus will be posted to the Course Update page as soon as it is available.* |

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