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# **edx.org About Page Required Assets and Best Practices** Note: Submit all Course and Course Run information at <https://prod-edx-discovery.edx.org/publisher/>. Sign in with your existing edX account, or request access from your Project Coordinator via email if you get a message stating: “Must be Publisher user to perform this action” when you click Add a Course or Add a Course Run.

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| ***Course* Requirement  (Click for More Info)** | **Specs** | **Your Text** |
| [**Course Title**](#_1fob9te)**\*** | <70 characters, <50 recommended | Microsoft Azure Fundamentals |
| [**Course Number**](#_lnxbz9)**\*** | <10 characters | AZ900T01 |
| [**Short Description**](#_2bn6wsx)**\*** | <255 characters | This course will provide foundational level knowledge of cloud services, and how cloud services are provided with Microsoft Azure. The course can be taken as an optional first step in learning about cloud services and Microsoft Azure. |
| [**Long Description**](#_qsh70q)**\*** | <2500 characters | This course will provide foundational level knowledge of cloud services and how those services are provided with Microsoft Azure. The course 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**](#_nuqq1fx305x2)**\*** | <2500 characters, each bullet with 4-10 words | 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 |
| [**Subject Field**](#_r15ufle8wwam)**\*** | Primary is required and will appear in sidebar, others are optional and will appear in search | **Primary Subject Field:** Microsoft Azure |
| [**Course Image**](#_2jxsxqh)**\*** | 2120 x 1192 pixels | < need pdets to create course image > |
| [**Prerequisites**](#_gusv2lqlu9di) | <200 characters | 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. |
| [**Syllabus**](#_4i7ojhp) | <2500 characters | 1. **Module 0 - Course Introduction**    1. Lesson 1 – Welcome    2. Lesson 2 - Course Overview    3. Lesson 3 - Labs Overview    4. Lesson 4- Pre-Course Survey 2. **Module 1 - Cloud Concepts**    1. Lesson 1 - Learning Objectives    2. Lesson 2 – Why Cloud Services?    3. Lesson 3 - Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS)    4. Lesson 4 - Public, Private and Hybrid cloud models    5. Lesson 5 - Module 2 Review Questions    6. Lesson 6 - Module 2 Summary 3. **Module 2 - Core Azure Services**    1. Lesson 1 - Learning Objectives    2. Lesson 2 - Core Azure architectural components    3. Lesson 3 - Core Azure Services and Products    4. Lesson 4 - Azure Solutions    5. Lesson 5 - Azure management tools    6. Lesson 6 - Module 3 Review Questions    7. Lesson 7 - Module 3 Summary 4. **Module 3 - Security, Privacy, Compliance and Trust**    1. Lesson 1 - Learning Objectives    2. Lesson 2 - Securing network connectivity in Azure    3. Lesson 3 - Core Azure Identity services    4. Lesson 4 - Security tools and features    5. Lesson 5 - Azure governance methodologies    6. Lesson 6 - Monitoring and Reporting in Azure    7. Lesson 7 - Privacy, Compliance and Data Protection standards in Azure    8. Lesson 8 - Module 4 Review Questions    9. Lesson 9 - Module 4 Summary 5. **Module 4 - Azure Pricing and Support**    1. Lesson 1 - Learning Objectives    2. Lesson 2 - Azure subscriptions    3. Lesson 3 - Planning and managing costs    4. Lesson 4 - Support options available with Azure    5. Lesson 5 - Azure Service Level Agreements (SLAs)    6. Lesson 6 - Service lifecycle in Azure    7. Lesson 7 - Module 5 Review Questions    8. Lesson 8 - Module 5 Summary 6. **Module 5 – Final Exam**    1. Lesson 1 - Graded Final Exam 7. **Module 6 – Course End**    1. Lesson 1 - Course Complete   Lesson 2 - Post – Course Survey |
| [**Level**](#_1ci93xb)**\*** | Introductory, Intermediate, Advanced | Introductory |
| [**Frequently Asked Questions (FAQ)**](#_147n2zr) | <2500 characters |  |
| [**Video Link**](#_124ynesahl20) | 30-90 seconds. Additional specs below. | < no video has been created for the course > |
| [**Learner Testimonial**](#_tyjcwt) | <500 characters |  |

Pink fields will receive marketing and SEO review.  
\*Required for successful submission

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| ***Course Run* Requirement  (Click for More Info)** | **Specs** | **Your Text** |
| [**Course Start Date**](#_urj57f16qj61)**\*** | Month, Day, Year and Time in UTC | *1st January 2019* |
| [**Course End Date**](#_2s8eyo1)**\*** | Month, Day, Year and Time in UTC | 31st March 2019 |
| [**Course Pacing**](#_453lbg18u5yb)**\*** | Instructor-paced, self-paced | *Self-Paced;* |
| **Program Association (if applicable)** | MicroMasters, Professional Certificate, XSeries | Standalone, not part of any program. |
| **Program Name (if applicable)** | <70 characters, <50 recommended |  |
| **Certificate Type\*** | Audit-only; Verified Certificate; Professional Education | Verfied Certificate |
| **Certificate Price\*** | In $USD | $99 (i.e. whatever the standard price is for a certificate now) |
| **Course Staff\*** | List staff in the order you want them to appear on the About Page. Limited to the primary instructors a learner will encounter in videos. | Eamonn Kelly |
| **Staff Image\*** | 110 x 110 pixels, no more than 256 MB |  |
| **First Name\*** | Required. | Eamonn |
| **Last Name\*** | Required. | Kelly |
| **Title\*** | Required. | IT Professional |
| **Email\*** | Required for edX internal use only. Institution email highly preferred. This will NOT display on the site. | eamonn\_kelly@hotmail.com |
| [**Bio**](#_7yl6rtaqt3af)**\*** | No more than 3 paragraphs. Additional info below. | *Eamonn has worked in IT for approx 20 years, working in a range of areas from systems administration, product development, localization, client and server systems and cloud services for many years. He has worked most recently as a Content Developer within Microsoft’s World Wide Learning (WWL) team.* |
| **Facebook URL** | Optional. | < don’t have one > |
| **Twitter URL** | Optional. | < don’t have one > |
| **Blog URL** | Optional. | < don’t have one > |
| **Major Works** | Optional. | < not applicable > |
| **Estimated Effort\*** | The number of hours per week or module the learner should expect to spend on the course. | 8 Hours |
| **Course Content Language\*** | Required. | English |
| **Video Transcript Language \*** | Required. May list more than one. | English |
| **Language Spoken in Course Videos\*** | Required. | English |
| **Course Length\*** | Length of the course, in weeks, rounded to the nearest whole number | One Day |

\*Required for successful submission

## **Course Title**

* + Concise (less than 50 characters recommended).
  + Clearly indicates the course subject matter.
  + [SEO-optimized](http://moz.com/beginners-guide-to-seo) and targeted to a global audience.
    1. Learn more about why SEO optimization is important on our [partner portal](https://partners.edx.org/resources/search-engine-optimization-seo-support-edx).

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| **Example** | *English Grammar and Essay Writing  Sequence Statistics: Inference Statistics: Probability* |

## **Course Number**

## Maximum 10 characters. Characters can be letters, numbers, or periods.

## If a course consists of several modules, the course number can have an ending such as .1x or .2x.

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| **Example** | * *CS002x* * *BIO1.1x; BIO1.2x; BIO1.3x* |

## **Short Description**

## An effective Short Description

## Contains 25–50 words.

## Functions as a tagline.

## Conveys compelling reasons to take the course.

## Follows [SEO guidelines](https://partners.edx.org/resources/search-engine-optimization-seo-support-edx).

## Targets a global audience.

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| **Example** | *“Learn the fundamentals of marketing, including top strategies and tools used across industries.”* |

## **Long Description**

## An effective long description

## Contains 150–300 words.

## Is easy to skim.

## Uses bullet points instead of dense text paragraphs.

## Follows [SEO guidelines](https://partners.edx.org/resources/search-engine-optimization-seo-support-edx).

## Targets a global audience.

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| **Example** | ***Content-based example:***  *Marketing is a crucial function in all businesses and organizations, and is becoming increasingly crucial to success in our modern global economy.   This course, regardless of your industry background, will teach you core concepts and tools to help you better understand and excel in marketing. Key topics include Market Research and its importance to strategy, brand strategy, pricing, integrated marketing communication, social media strategy and more.  Learn through the award-winning teaching approaches of the Sauder School of Business’s marketing faculty. This course will bring a marketing lens to complex business and organization challenges and aid in holistic decision-making that aligns with customer and company goals.*  ***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.* |

## **What You’ll Learn**

## The skills and knowledge learners will acquire in this course.

## Format each item as a bullet with four to ten words.

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| **Example** | * *Develop a basic customer segmentation system* * *Effectively target customer segments and position your product or service in the marketplace* * *Understand the psychology of consumer decision making* * *Develop pricing strategies that maximize profitability* * *Define appropriate channel systems and go-to-market efforts* |

## **Subject Field**

## The subject of the course.

## You can select up to two optional subjects in addition to the primary subject. Only the primary subject appears on the About page. The others appear in Search.

## Please choose subjects from this list:

Architecture  
Art & Culture  
Biology & Life Sciences  
Business & Management   
Chemistry  
Communication  
Computer Science  
Data Analysis & Statistics  
Design  
Economics & Finance  
Education & Teacher Training   
Electronics  
Energy & Earth Sciences  
Engineering  
Environmental Studies  
Ethics  
Food & Nutrition  
Health & Safety  
History  
Humanities  
Language  
Law  
Literature  
Math  
Medicine  
Music  
Philosophy & Ethics  
Physics  
Science  
Social Sciences

## **Course Image**

## An eye-catching, colorful image that captures the essence of your course.

## **Course Image Guidelines:**

## The image size must be 2120 x 1192 pixels.

## Each course in a sequence must have a unique image.

## The image cannot include text or headlines.

## You must have permission to use the image. Possible image sources include Flickr creative commons, Stock Vault, Stock XCHNG, and iStock Photo.

## Please reference the image guide below to understand how the course image will appear on our site (subject to dynamic resizing on mobile). This should help you decide which image to choose.

## Guide - Card Image.png

## **Prerequisites**

## Maximum 200 characters.

## Specific knowledge learners must have to be successful in the course. If the course has no prerequisites, enter "None".

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| **Example** | * *Secondary school (high school) algebra; basic mathematics concepts* * *Graduate-level understanding of Keynesian economics* * *Basic algebra* |

## **Syllabus**

## A review of content covered in your course, organized by week or module.

## Focus on topics and content.

## Do not include detailed information about course logistics, such as grading, communication policies, and reading lists.

## Format items as either paragraphs or a bulleted list.

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| **Example** | ***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.* |

## **Level**

## Specify one:

## **Introductory** - No prerequisites; a learner who has completed some or all secondary school could complete the course.

## **Intermediate** - Basic prerequisites; learners need to complete secondary school or some university courses.

## **Advanced** - Significant prerequisites; the course is geared to third or fourth year university students or master's degree students.

## **Frequently Asked Questions (FAQ)**

## Any frequently asked questions and the answers to those questions.

## **Video Link**

## 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.

## The ideal length is 30-90 seconds (learners typically watch an average of 30 seconds).

## The About video should be produced and edited, using elements such as graphics and 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

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| **Example** | *Visit edX’s YouTube channel for examples of other About videos:* [*www.youtube.com/user/EdXOnline*](http://www.youtube.com/user/EdXOnline) |

## **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.

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| **Example** | *“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.” – John Smith, Spring 2017* |

## **Course Start Date**

## Start on a Tuesday, Wednesday, or Thursday.

## Avoid major U.S. holidays.

## Specify a month, day, year and time. If you are unsure of the exact date, specify a day that is close to the estimated start date. For example, if your course will start near the end of March, specify March 31.

## **Course End Date**

## Specify a month, day, year and time. If you are unsure of the exact date, specify a day that is close to the estimated start date. For example, if your course will start near the end of March, specify March 31.

## **Course Pacing**

* + Choose one:

## **Instructor-paced** courses include individual assignments that have specific due dates before the course end date.

## **Self-paced** courses do not have individual assignments that have specific due dates before the course end date. All assignments are due on the course end date.

## **Bio**

## Please include the following information for each course instructor. 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.

## Required:

## Name

## Title

* + email: Required for edX internal use only. Institution email highly preferred. This will NOT display on the site.

## 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)

## Facebook URL, Twitter URL, Blog URL: links to blogs, personal websites, or social media personas

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| **Example** | ***David J. Malan***  *Gordon McKay Professor of Computer Science*  *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* |