



# Projects

Let's get started!



In this assignment you'll learn how to create PROJECTS for your own course. Work through this assignment before actually putting the projects into your course. This assignment will help focus your projects and ensure you're providing the highest quality learning experience for your students.

**Step 1: Create your project.**

Before you jump right into picking the projects for your course, let's back up for a quick moment and focus on the skills your course is teaching. Answer the following questions below.

- ▶ What is the topic of your course?
- ▶ What is the goal of your course?
- ▶ What knowledge & skills do your students need to reach the course goal? What should they be able to do at the end of your course?

You can include projects throughout your course or you can use another type of activity. We recommend having at least one activity for each skill that you're teaching. In this worksheet we'll focus on creating one project.

The high-level skill you'll be teaching is:

*(example: for my course on Instagram Marketing for Small Business Owners, the first skill I want students to know how to do is how to grow their instagram audience using follows).*

Fill out the chart below -- the first row is an example to help you get started.

Project Idea	Materials Cost + Setup Time	Project Goals	Individual skills the project will help develop
Create a list of top 20 influencer accounts in your business area on Instagram by using web-based research.	\$0 + 2 hours.	Teach students how to find top influencer accounts in their business area.  Teach students how to follow accounts.  Teach students how to engage with influencer accounts.	Web-based social media research.  Web-page data scraping.  Interaction with influencer accounts.

**Step 2: Introduce your project to your students.**

Now that you’ve decided what your project is, you need to decide how to introduce it to your students. This is important to drive adoption of your project. Here’s how.

- **Plan out the format of your project. Is this a downloadable PDF? A video that they watch and follow along with?**

My project will be in presented via

Once you’ve decided on the format of your project, you can think through the different ways you’ll tell students about your project. Fill out the template below, using our examples as a guide.

Project Idea	Project Format	How will students find out about the project?
Create a list of top 20 influencer accounts in your business area on Instagram by using web-based research.	Downloadable PDF attached to a video lecture about Influencer Accounts on Instagram.	I'll introduce the project in the video lecture by saying: "Now that we've gone over what Influencer Accounts are, it's time to get your hands dirty. In the resource section of this lecture you'll find a project for you to work through. This will help you build out your own list of influencer accounts to start following. Download the PDF, do the project, and then we'll go over what you learned in the next lecture.

**Step 3: Have your students complete the project**

This is pretty self-explanatory! Make sure you provide space for your students to actually do the project. This can be achieved by making it clear in your introduction to the project how much time it will take.

**Step 4: Show your students how to evaluate their project**

This is key to creating good activities on Udemy. Make sure that you provide an opportunity for students to evaluate their work and learn from their mistakes. Here’s how.

- ▶ After students do the project, have the following lecture be an overview of what they should have done, any common mistakes they might have made, and reinforce the skills they just learned.
- ▶ Provide a resource that helps students evaluate their own project, and attach in the resources section. You can see a sample evaluation checklist at the end of this PDF.

Now that you’ve created one project, you have the process and template for creating projects that reinforce every skill you’re teaching in your Udemy course. Use this framework for other projects by making copies of this template.