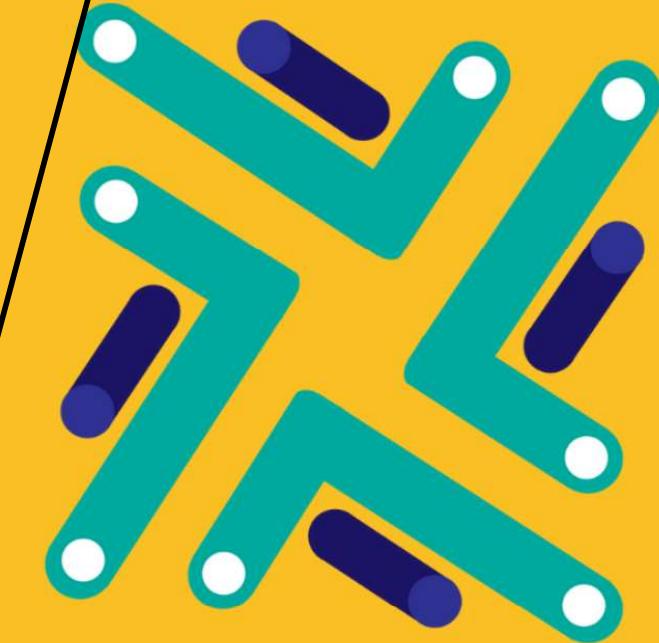


# TINKA COURSE QUALITY CHECKLIST



TiNKA

# Minimum Requirement Checklist

Tinka has minimum and recommended standards for courses on the platform. Our review team is available to help you get your course ready for students to enjoy.

---

You can expect to receive personalized feedback when you submit a test video and when you submit your course for review.



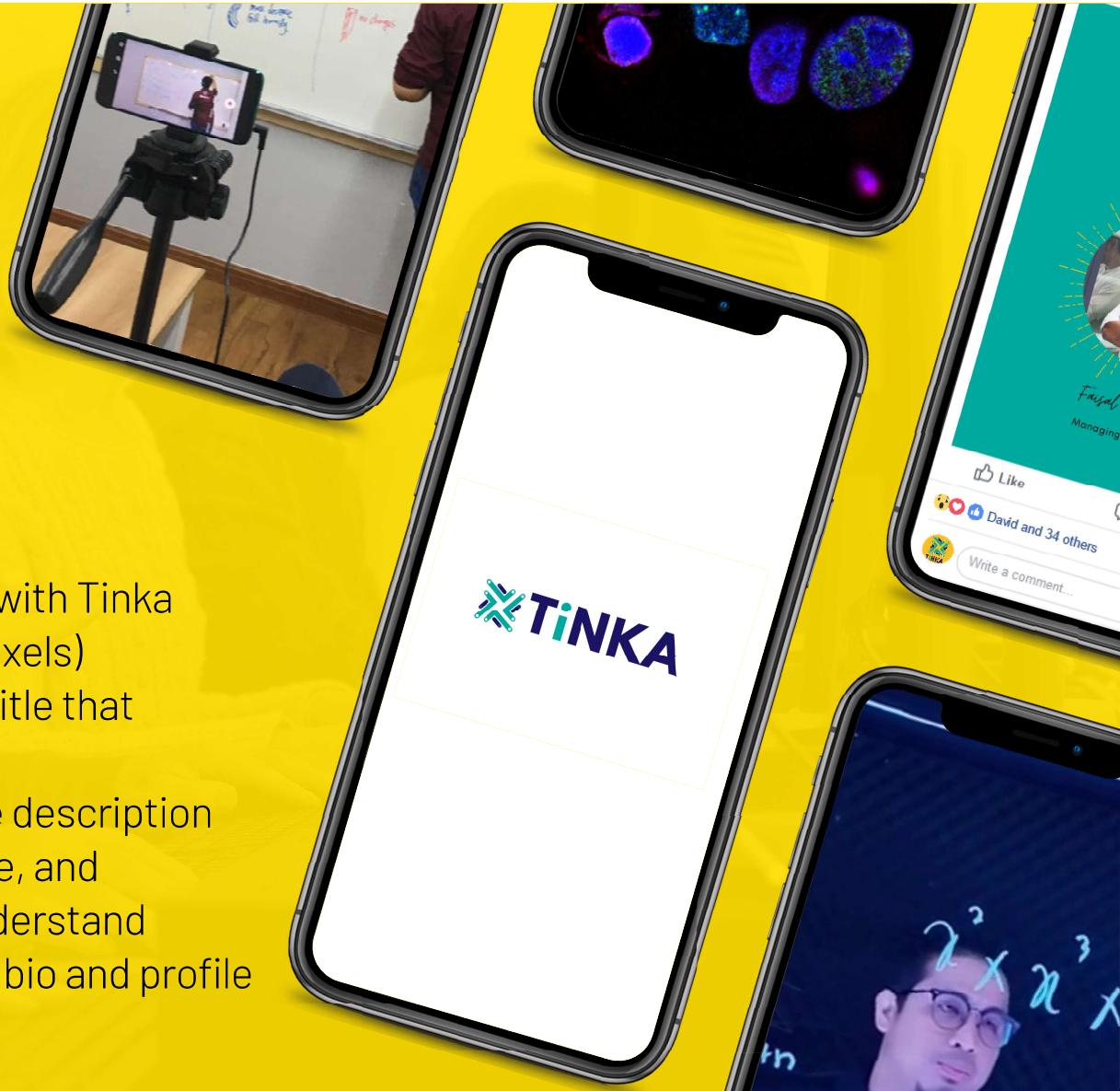
# A Complete Course has:



- At least 30 minutes of video content
- At least 5 separate lectures
- Valuable educational content
- HD video quality (720p or 1080p)
- Audio that comes out of both channels and is synced to video
- Audio quality that is not distracting to students

# A complete course landing page has:

- A high quality course image in line with Tinka image standards (min. 2048x1152 pixels)
- A well-written course title and subtitle that includes relevant keywords
- A brief, honest, well-written course description
- Clear course goals, target audience, and requirements that are easy and understand
- A credible and complete instructor bio and profile picture



# Student Experience Checklist

Students value quality content first and foremost. To create a course that satisfies students, we strongly recommend you familiarize yourself with course creation best practices in 3 key areas.

Press

A large, bold, black letter 'P' centered within a light gray rounded square button.

P

*for Professionalism*

Press

A large, bold, black letter 'L' centered within a light gray rounded square button.

L

*for Learning Experience*

Press

A large, bold, black letter 'C' centered within a light gray rounded square button.

C

*for Clear & Compelling Marketing*

# Professionalism

When taking your course, student judge professionalism on:

## AUDIO QUALITY

When students pay for a digital product, they tend to expect a certain level of professional polish. We strongly recommend having your audio setup vetted by the Tinka Review team. We offer this free of charge in the Test Video tab of your instructor dashboard.

Good audio has:

- No background noises or hums (usually comes from electronics, appliances, environmental noise, and mic setup issues)
- Little to no echo (usually comes from un-dampened hard surfaces in your recording space or from recording in too big a space)
- No distracting “popping” sounds on “p” and “t” sounds (not all voices and mics have this problem, but if you do, a pop filter helps)
- Adequate base volume that comes out of both headphone buds

## VIDEO QUALITY

HD video is now a universal expectation. Beyond that, students ability to see what's on screen directly impacts the quality of their learning experience

- In HD, 720p or 1080p with 16:9 aspect ratio  
Clear, not blurry, so students can see you and your learning material easily
- Steady, not shaky
- Well-framed and zoomed-in appropriately so students can easily follow along with what's on screen
- Well-lit and free of distractions in the video frame, so that it looks like you took a few minutes to tidy up and present yourself in a friendly and professional light

## DELIVERY QUALITY

Students expect you to sound like you know what you are talking about.

Good delivery includes:

- Straightforward speaking style with very few “umms” and “ahhs”
- Enthusiastic and energetic tone of voice.
- Recording equipment can strip some energy from your performance --aim to deliver a little more enthusiasm than usual
- Clear pronunciation of words and use of pauses to emphasize important points

# Learning Experience

When taking your course, students learn better when:

- 1
  - 2-5 minute introductory lecture tells them what to expect in the course and each section
  - You challenge them with a quick win action within the first 3 lectures (or first 15 minutes)
  - You share useful content early in the course, avoiding spending too much time on background
  - Each section has a clear goal or primary skill, with all lectures building to reach that subgoal
  - Each lecture has 1 main concept and message (not 5!)
  - Each section has at least 1 learning activity, such as an exercise, project, or quiz to give students a chance to apply what they've learned
  
- 2
  - Lectures are between 2-6 minutes in length (exceptions: yoga, codealongs, or meditation)
  - Lecture formats vary throughout the course. Too much screencast or talking head can become tedious. Choose your lecture format based on the material you are teaching. Article (text) lectures and practice activities are great too.
  - They relate to the instructor. Talking head lectures build rapport, particularly early in a course.
  - It's easy to find the resources they need. Provide all needed resources, downloads, and links for each practice activity (ex. worksheets, source code, practice files, etc.).

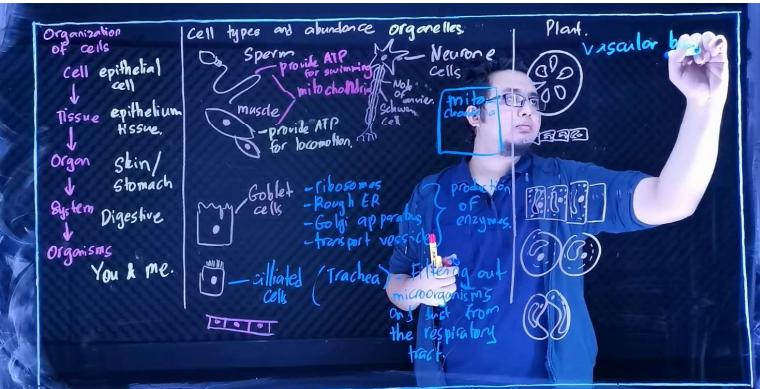


# CLEAR AND COMPELLING MARKETING

When deciding whether to take your course, students want to know: what skills they will learn in your course. Start your course goals with strong action words that complete the sentence, “At the end of the course, you will be able to...”

## Who the course is made for.

- Use descriptors such as level, industry, and learning intent to differentiate your target student. Saying your course is for
  - “everyone” really means it’s for no one. Think “Early career classroom teachers,” or “Small business owners looking for tips on...,” etc. rather than, “anyone interested in the topic.”



# What kind of experience you'll provide.

- A 2-3 minute promo video gives students a taste of your teaching style. We recommend summarizing the goals of the course and sharing what's exciting and different about your course, so that students feel more confident in their purchase decision.
- That it's good value for the money.  
Your course price should be comparable to other courses in similar topics, length of content, and style of teaching. If it's priced differently, explain why.  
What key lectures will cover.  
Lecture descriptions add a layer of polish to your course curriculum and can make students more confident in their purchase decision.

**THE END**

THANK YOU

