

# Course Launch

## C h e c k l i s t

By following this comprehensive course launch checklist, you'll ensure that every essential aspect of your online course is thoroughly reviewed and prepared for a successful launch.

## COURSE CONTENT

### VIDEOS

#### FILE FORMAT

The specific file formats used to encode and store video content that is uploaded and distributed within the course. It's important to consider the compatibility of video file formats with the LMS or online platform used for course delivery.

#### VIDEO RESOLUTION

Determines the clarity, detail, and sharpness of the video image. Most online platforms or LMSs may have specific requirements or recommendations for video resolution and file size.

#### FILE NAMING CONVENTION

A systematic and consistent method of naming video files to facilitate organization, identification, and efficient management of the course content, helping avoid confusion and streamline future content updates for new stakeholders.

#### SRT FILES AND/OR VIDEO TRANSCRIPTS

Including SRT files and/or transcripts in an online video course enhances its accessibility and ensures that learners can effectively engage with the content, even if they have hearing impairments or prefer to read the text alongside the video. Most LMSs or course platforms accept SRT files while others auto-generate the files once the videos are uploaded.

### ASSESSMENTS

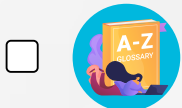
- Copy and paste word-based assessments into LMS
- Upload and test plug-in assessments



### ADDITIONAL LEARNING RESOURCES

UPLOAD ALL ADDITIONAL RESOURCES INTO LMS

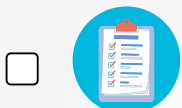
#### DOWNLOADABLE RESOURCES SUCH AS



Glossaries



Workbooks



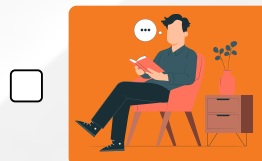
Checklists



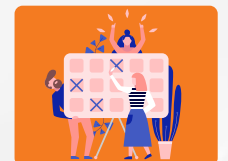
Bibliographies



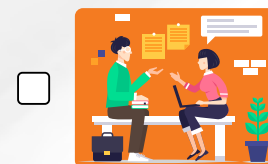
Citations



Readings



Activities



Discussion Prompts

# COURSE METADATA

## LEARNING OBJECTIVES

Clear and concise statements that outline the specific knowledge, skills, or competencies that learners are expected to acquire or demonstrate upon completion of the course.

## SUBJECT DOMAIN

Determine the specific field of knowledge or area of study that is the focus of the course

## MODULE TITLES

The module title should effectively convey the main focus or subject matter of the module, providing a snapshot of what students can expect to learn or engage with. It should be informative, engaging, and aligned with the content and objectives of the module.

## VIDEO TITLES

Video titles provide a brief and descriptive summary of the video's content, helping students understand the specific topic or concept covered in each video.

## ASSESSMENT TITLES

The titles given to specific assessments that learners will encounter as part of their learning journey. These titles provide an indication of the type, purpose, or content of the assessment, helping learners understand the nature of the evaluation and what is expected of them.

## READINGS / RESOURCE TITLES + DESCRIPTIONS

A written summary or explanation of the required readings/resources assigned to students as part of their course curriculum. It provides additional information about the readings, helping students understand their purpose, relevance, and how they connect to the course's learning objectives.

## COURSE DESCRIPTION

A concise summary or overview that provides learners with essential information about the course content, objectives, prerequisites, learner profile, and course structure.

## INSTRUCTOR BIO

A brief summary that provides information about the instructor of the course. It aims to give students an understanding of the instructor's background, expertise, qualifications, and relevant experience in the subject matter being taught.

## MODULE DESCRIPTION

A concise summary or outline that provides detailed information about a specific module or unit of study within the course. It offers an overview of the module's content, learning objectives, key topics, and any assessments or activities involved.

## VIDEO DESCRIPTION

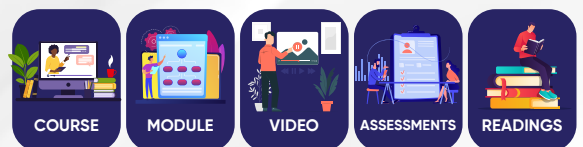
A concise summary of the content covered of a specific video within the course, it provides additional context, details, and highlights of the video to help learners understand its purpose, learning objectives, and relevance to the course curriculum.

## ASSESSMENT DESCRIPTIONS

A summary that provides detailed information about specific assessments that offer additional context, guidelines, and expectations for each assessment, helping students understand the assessment's purpose, criteria, and requirements.

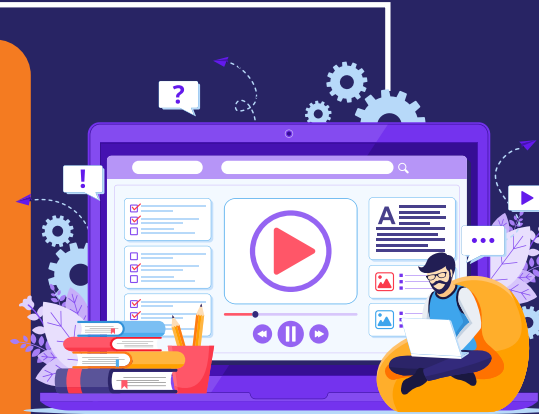
## TIME ESTIMATES

An approximate estimation of the amount of time a student is expected to spend on learning activities to complete a specific course or module. It provides an estimate of the total time commitment required to cover the course content, engage in learning activities, and achieve the learning objectives.



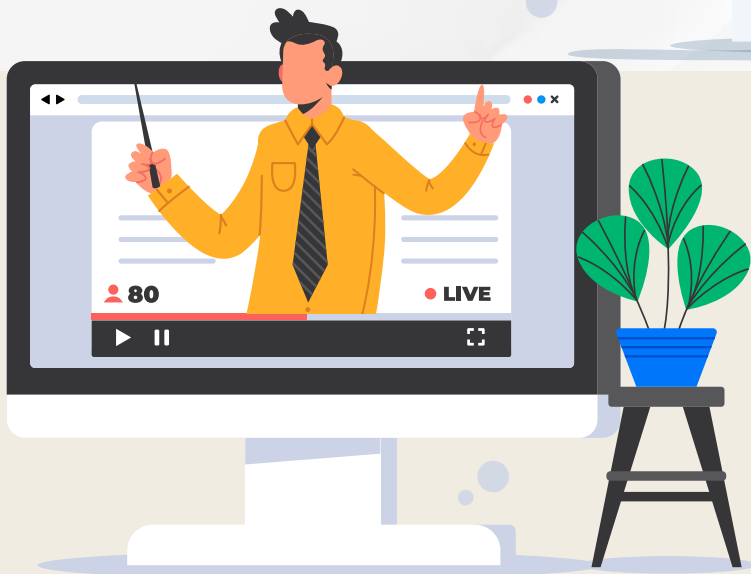
## COURSE IMAGE

The visual representation or graphic that represents the course as a whole. It is an image that serves as a visual identifier or representation of the course's subject, theme, or content. The course image is typically displayed prominently on the course's webpage, course catalog, or within the LMS. Make sure you use your LMS's exact pixel ratios to ensure the image isn't stretched or warped.



## VIDEO THUMBNAILS

A small image or frame from the video that represents a preview of the video lesson content. They can include an image, screenshot, or graphic that give learners an idea of what they can expect from the video.



## INSTRUCTOR HEADSHOT

A professional photograph that represents the instructor of the course. It serves as a visual representation of the instructor and provides a personal connection between the instructor and the learners.

*With careful attention to detail and a commitment to excellence, you can provide your students with a rewarding and engaging learning experience. Let's get started on your journey to deliver an exceptional online course!*