Course Quality Checklist

To publish on ART for live streaming, webinars, e-learning or onsite courses, these are the minimum course requirements.

Minimum Requirements Checklist for all courses

ART has minimum and recommended standards for all 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 personalised feedback when you submit a test video and when you submit your course for review.

VIEW HELPFUL TUTORIALS ON OUR WEBSITE

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 ART 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
- When loading files, the list of acceptable files extensions are:
  JPG, GIF, PNG, PDF, PSD, DOC, PPT, PPTX, PPS, PPSX, ODT, XLS, XLSX, MP3, M4A, OGG, WAV, MP4,M4V, MOV, WMV, AVI, MPG, OGV, 3GP, 3G2, FLV, WEBM, APK, RAR and ZIP.

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.

- **Professionalism**
- **Learning Experience**
- **Clear & Compelling Marketing**

PROFESSIONALISM // When taking your course, students 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 ART 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 undampened 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.

Good video is:

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

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the smart e-Learning solution

LEARNING EXPERIENCE //

When taking your course, students learn better when:

A 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

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 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.

Live Streaming RUN ZOOM ON YOUR COMPUTER //

System requirements

An internet connection – broadband wired or wireless (3G or 4G/LTE)

Speakers and a microphone – built-in, USB plug-in, or wireless Bluetooth

A webcam or HD webcam - built-in, USB plug-in, or:

- An HD cam or HD camcorder with a video-capture card
- Virtual camera software for use with broadcasting software like OBS or IP cameras

Supported operating systems

- macOS X with macOS 10.9 or later
- Windows 10*
- Note: Devices running Windows 10 must run Windows 10 Home, Pro, or Enterprise. S Mode is not supported.
- Windows 8 or 8.1
- Windows 7
- Ubuntu 12.04 or higher
- Mint 17.1 or higher
- Red Hat Enterprise Linux 6.4 or higher
- Oracle Linux 6.4 or higher
- CentOS 6.4 or higher
- Fedora 21 or higher
- OpenSUSE 13.2 or higher
- ArchLinux (64-bit only)

Supported tablet and mobile devices

- Surface PRO 2 or higher and running Win 8.1 or higher
- Note: Tablets running Windows 10 must run Windows 10 Home, Pro, or Enterprise. S Mode is not supported.
- iOS and Android devices
- Blackberry devices

Supported browsers

- Windows: Internet Explorer 11+, Edge 12+, Firefox 27+, Chrome 30+
- macOS: Safari 7+, Firefox 27+, Chrome 30+
- Linux: Firefox 27+, Chrome 30+

Note: Some features in the web client are not supported on Internet Explorer.

Processor and RAM requirements

	Minimum	Recommended
Processor	Single-core 1Ghz or higher	Dual-core 2Ghz or higher (Intel i3/i5/i7 or AMD equivalent)
RAM	N/A	4 Gb

Notes:
- *Dual and single-core laptops have a reduced frame rate when screen sharing (around 5 frames per second). For optimum screen-sharing performance on laptops, we recommend a quad-core processor or higher.*
- *Linux requires a processor or graphics card that can support OpenGL 2.0 or higher.*

High-DPI support

High-DPI displays are supported in Zoom version 3.5 or higher

ACCESS TO ART LMS PLATFORM //

You will use the ART LMS Platform to schedule a live event by signing in to your account.

Bandwidth recommendation

- The bandwidth used by Zoom will be optimized for the best experience based on the participant's network. It will automatically adjust for 3G, WiFi, or wired environments.

Recommended bandwidth for meetings and webinar panelists:
- For 1:1 video calling:
  - 600kbps (up/down) for high-quality video
  - 1.2Mbps (up/down) for 720p HD video
  - Receiving 1080p HD video requires 1.8Mbps (up/down)
  - Sending 1080p HD video requires 1.8Mbps (up/down)
- For group video calling:
  - 800kbps/1.0 Mbps (up/down) for high-quality video
  - For gallery view and/or 720p HD video: 1.5Mbps/1.5Mbps (up/down)
  - Receiving 1080p HD video requires 2.5Mbps (up/down)
  - Sending 1080p HD video requires 3.0Mbps (up/down)
- For screen sharing only (no video thumbnail): 50-75kbps
- For screen sharing with video thumbnail: 50-150kbps
- For audio VoiP: 60-80kbps
- For Zoom Phone: 60-100kbps

Recommended bandwidth for webinar attendees:
- For 1:1 video calling: 600kbps (down) for high-quality video and 1.2Mbps (down) for HD video
- For screen sharing only (no video thumbnail): 50-75kbps (down)
- For screen sharing with video thumbnail: 50-150kbps (down)
- For audio VoiP: 60-80kbps (down)