

iTunes U Workshop



About this workshop:

This workshop will cover the following elements:

- What is iTunes U?
- Access iTunes U Course Manager.
- Creating an Instructor Profile.
- Creating a new course.
- Editing and organizing content.
- Adding posts.
- Sharing your course.

About the facilitator:

My name is Matt Albrizio and currently I am an Instructional Designer at Tallahassee Community College. I graduated from Florida State in 2010 and 2012 with my Bachelor's in Social Science Education and Master's in Blended Online Learning and Teaching. I completed my student teaching at Leon High School in 2010.

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What is iTunes U?

The open source educational movement is upon us. Many platforms such as Coursera and OpenCourseWare offer hundreds of free courses. Prestigious higher educational institutions such as the University of Michigan and Massachusetts Institute of Technology are offering a wide variety of their courses free of charge. When Apple introduced iTunes U, only higher education institutions had the opportunity to make their content available. However, over the past year, Apple has opened iTunes U to K-12 schools. iTunes U offers educators an easy way to supplement their class with a free online content system.

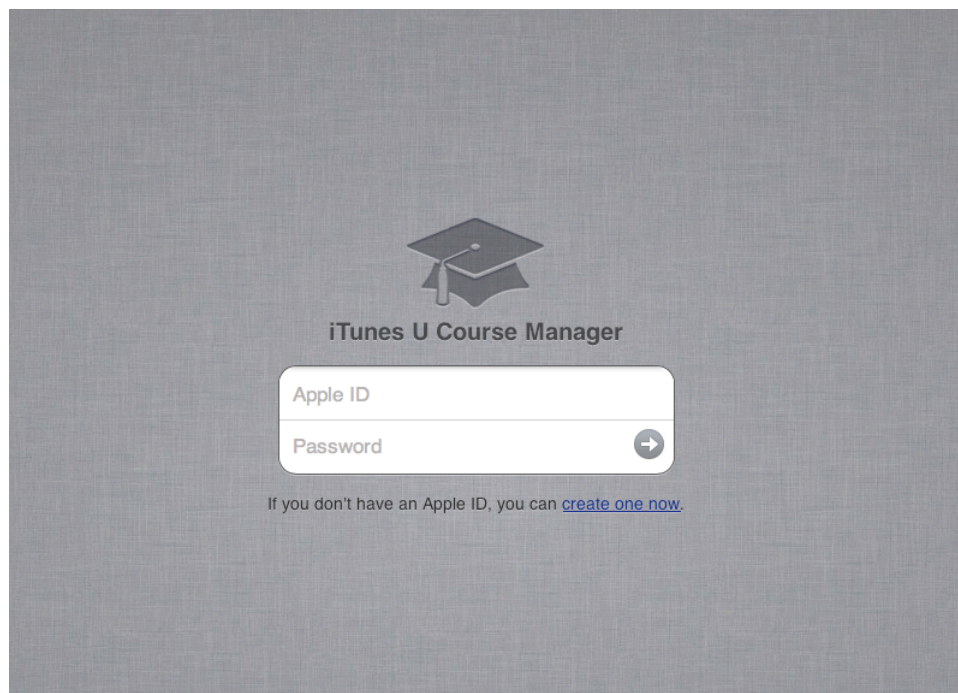
There are obviously two blaring pitfalls of using iTunes U. I hope that we can troubleshoot these problems together. Also please keep these in mind throughout the workshop:

1. You need an Apple iPhone, iPad, or iPod to access iTunes U. You cannot access iTunes on a Mac, MacBook Pro, or MacBook Air.
2. You cannot embed assessments in iTunes U. You can link to an outside assessment but, currently there is no way to embed an assessment.

Accessing the iTunes U Course Manager

To access the iTunes U Course Manager:

1. Go to www.itunesu.itunes.apple.com
2. Enter your Apple ID (For example johndoe@me.com) OR create an Apple ID if you do not have one.



Creating an Instructor Profile

Creating an Instructor Profile is the foundation of building courses in iTunes U. This page is appear in each course you make. You can edit it at any time. Be sure to complete the "Institution" field. Also, provide a brief bio about yourself and include some contact information.

My Instructor Profile

This profile allows others to learn more about you. You can choose to display a different profile for individual courses.

Prefix	First Name	Last Name	Instructor Image
<input type="text" value="Mr."/>	<input type="text" value="Matt"/>	<input type="text" value="Albrizio"/>	
Title			
<input type="text" value="Instructional Designer"/>			
Institution		Type of Institution	
<input type="text" value="Tallahassee Community College"/>		<input type="text" value="Undergraduate"/>	
Department			
<input type="text" value="Center for Distance Learning"/>			
Primary Role			
<input type="text" value="Administration / Staff"/>			
Instructor Bio			
<input mailto:albrizim@tcc.fl.edu"="" type="text" value="I am an Instructional Designer for Tallahassee Community College. If you have any questions, please contact me at albrizim@tcc.fl.edu or (850) 201-8370"/>			

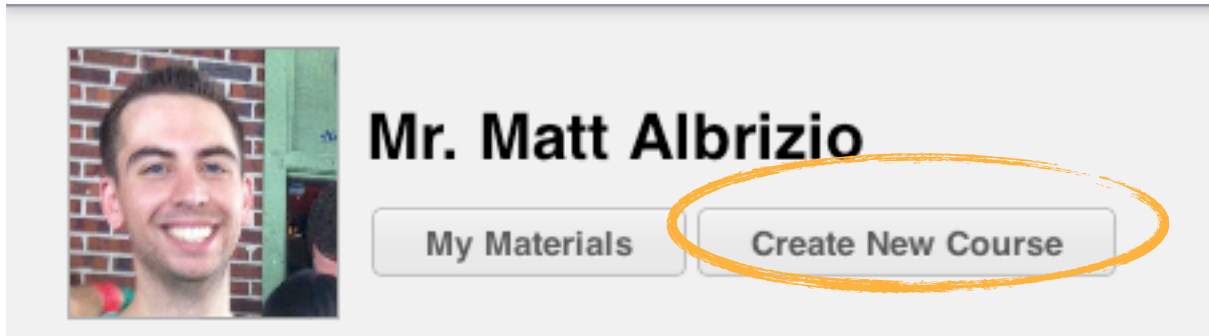
Cancel

Save

Creating a New Course

1. Click "Create New Course"

2. Fill in the necessary details. For example Course name, level, description.



3. Select an appropriate "Course Type"

Course Type

Self-Paced

Self-paced courses allow students to begin and end a course at any time. Your course outline provides the structure, allowing students to follow along at their own pace. You must provide a suggested duration for the course.

Suggested duration (in weeks):

In-Session

In-session courses are courses taught in real time with calendar-based posts and assignments. You must provide specific start and end dates for the course.

Start date: End date:

Self Paced	In Session
Storing resources or units	Syncing it with your school calendar (semesters)
Students can jump in whenever	Students need to wait for session to end before enrolling

4. Select a license. For example, if you are a biology teacher and you take pictures of different fish you have caught and want to use the pictures in iTunes U, select a license so if someone wants to reuse your images, you can be properly attributed.

License Type	Summary
Attribution	<p>This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.</p>
Attribution-ShareAlike	<p>This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms. This license is often compared to “copyleft” free and open source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia, and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.</p>
Attribution- NoDerivs	<p>This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to you.</p>

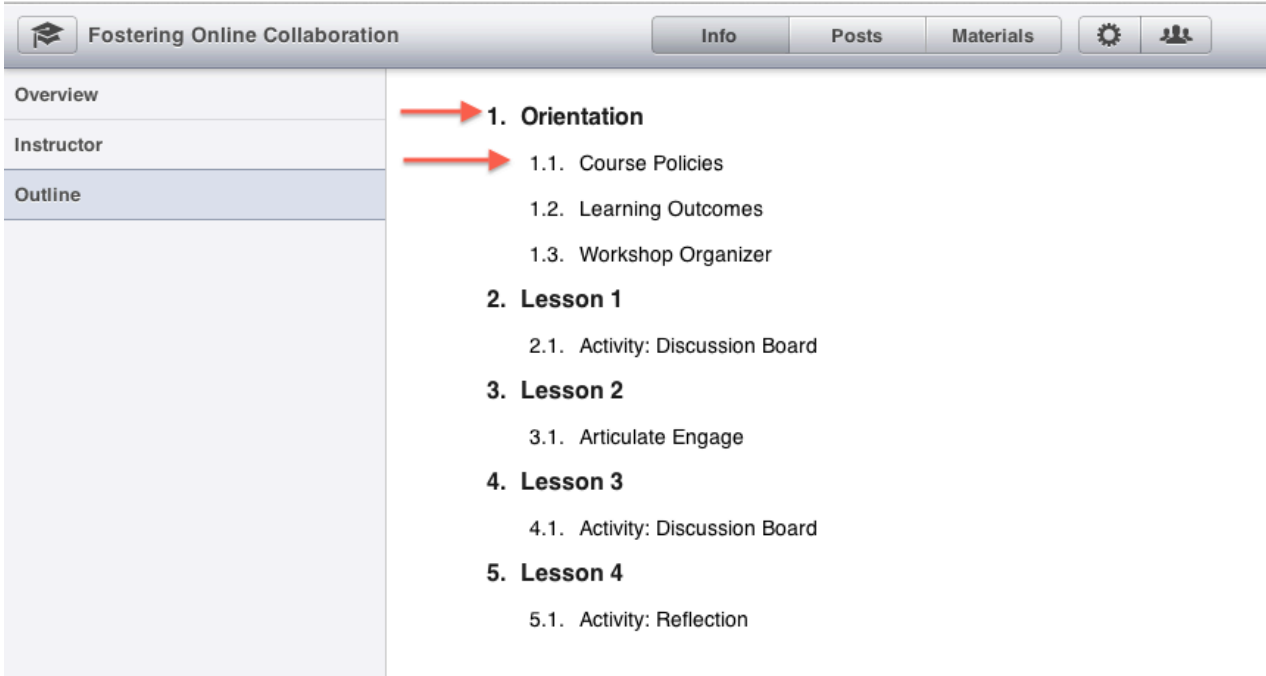
License Type	Summary
Attribution-NonCommercial	This license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don't have to license their derivative works on the same terms.
Attribution-NonCommercial-ShareAlike	This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms.
Attribution-NonCommercial-NonDerivs	This license is the most restrictive of our six main licenses, only allowing others to download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially.

*From <http://creativecommons.org/licenses/>

5. Click "Save".

Editing and Organizing Content

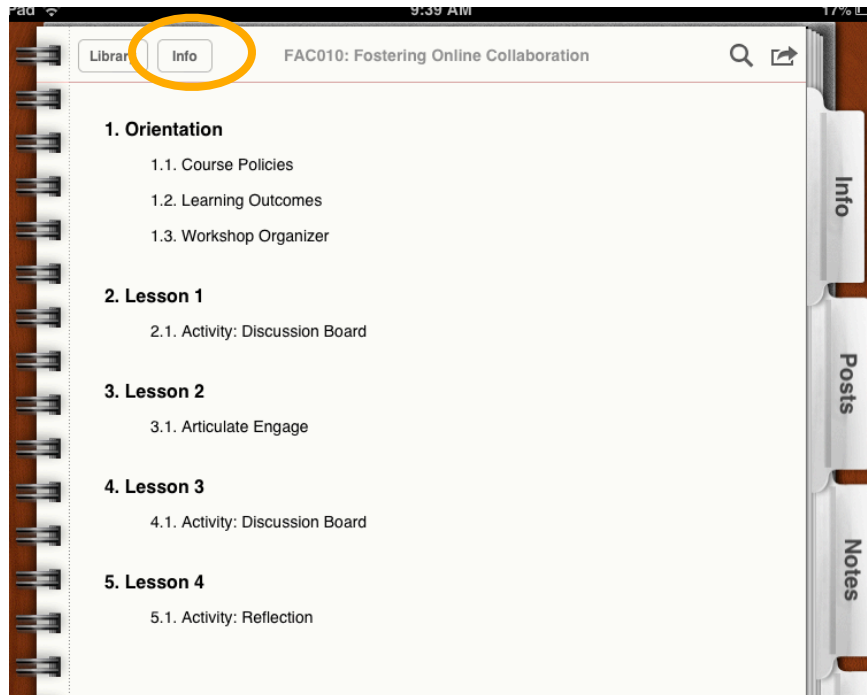
Your iTunes U course will revolve around an outline structure. The first level bullets are the most important. These bullets provide the overall structure of the course by allowing you to create “posts” from these bullets. We will review “posts” in the next section. The outline structure gives students the opportunity to preview the current week and the future course assignments or content.



The screenshot shows the iTunes U course interface for "Fostering Online Collaboration". The top navigation bar includes "Info", "Posts", and "Materials" buttons, along with settings and user icons. A sidebar on the left has "Overview", "Instructor", and "Outline" options. The "Outline" option is selected, displaying a hierarchical list of course content. Two red arrows point to the first two items in the list: "1. Orientation" and "1.1. Course Policies".

- 1. Orientation**
 - 1.1. Course Policies
 - 1.2. Learning Outcomes
 - 1.3. Workshop Organizer
- 2. Lesson 1**
 - 2.1. Activity: Discussion Board
- 3. Lesson 2**
 - 3.1. Articulate Engage
- 4. Lesson 3**
 - 4.1. Activity: Discussion Board
- 5. Lesson 4**
 - 5.1. Activity: Reflection

Students can view the outline by clicking “Info” and selecting “Outline”. This is what students see on their device:

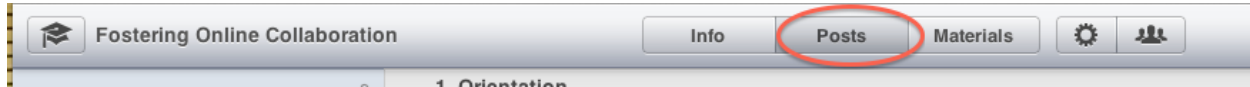


The screenshot shows the iTunes U course interface on a mobile device. The top navigation bar includes "Librar" and "Info" buttons, with the "Info" button circled in orange. The course title "FAC010: Fostering Online Collaboration" is displayed. The main content area shows the same hierarchical list of course content as the desktop version. A sidebar on the right has "Info", "Posts", and "Notes" options.

- 1. Orientation**
 - 1.1. Course Policies
 - 1.2. Learning Outcomes
 - 1.3. Workshop Organizer
- 2. Lesson 1**
 - 2.1. Activity: Discussion Board
- 3. Lesson 2**
 - 3.1. Articulate Engage
- 4. Lesson 3**
 - 4.1. Activity: Discussion Board
- 5. Lesson 4**
 - 5.1. Activity: Reflection

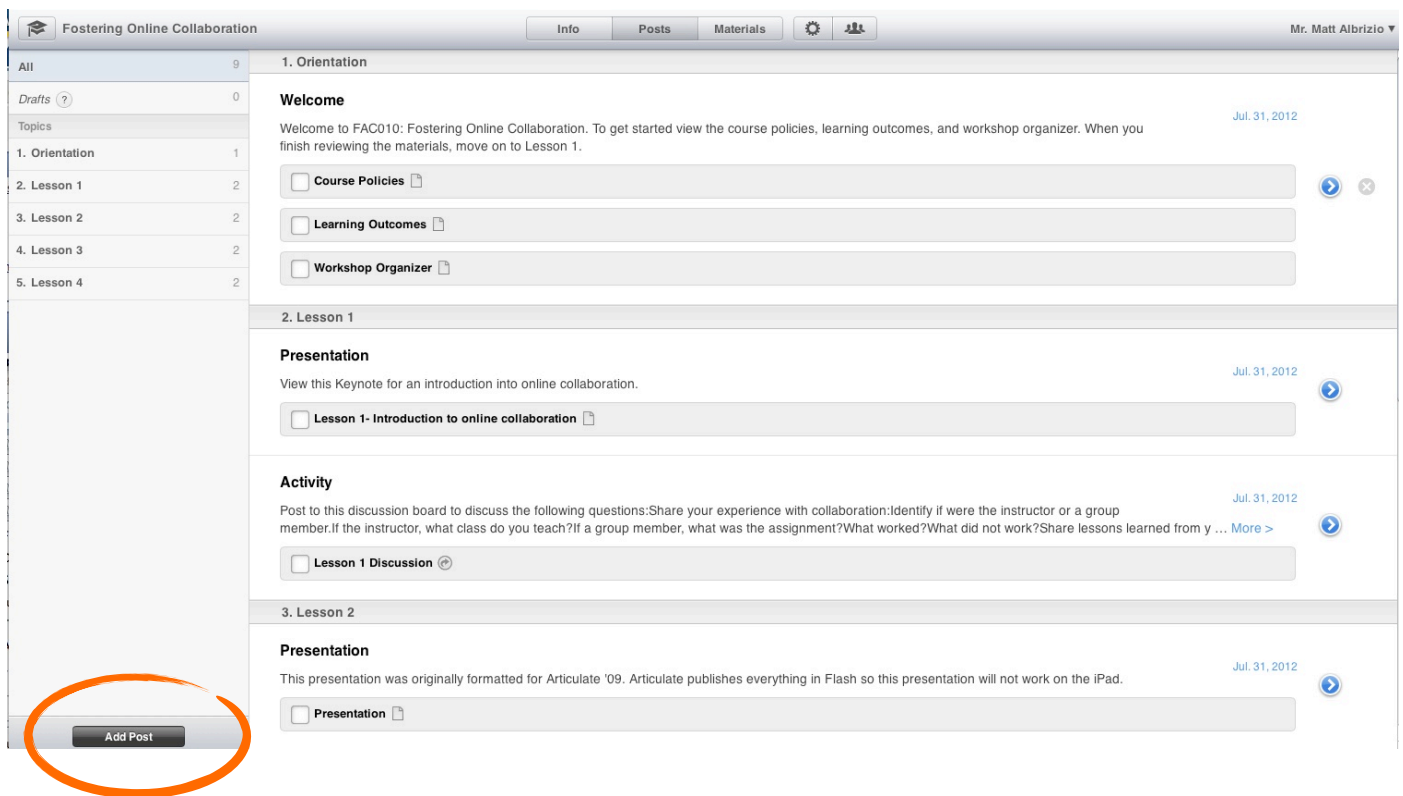
Adding Posts

“Posts” will be the main area where students access content and activities.

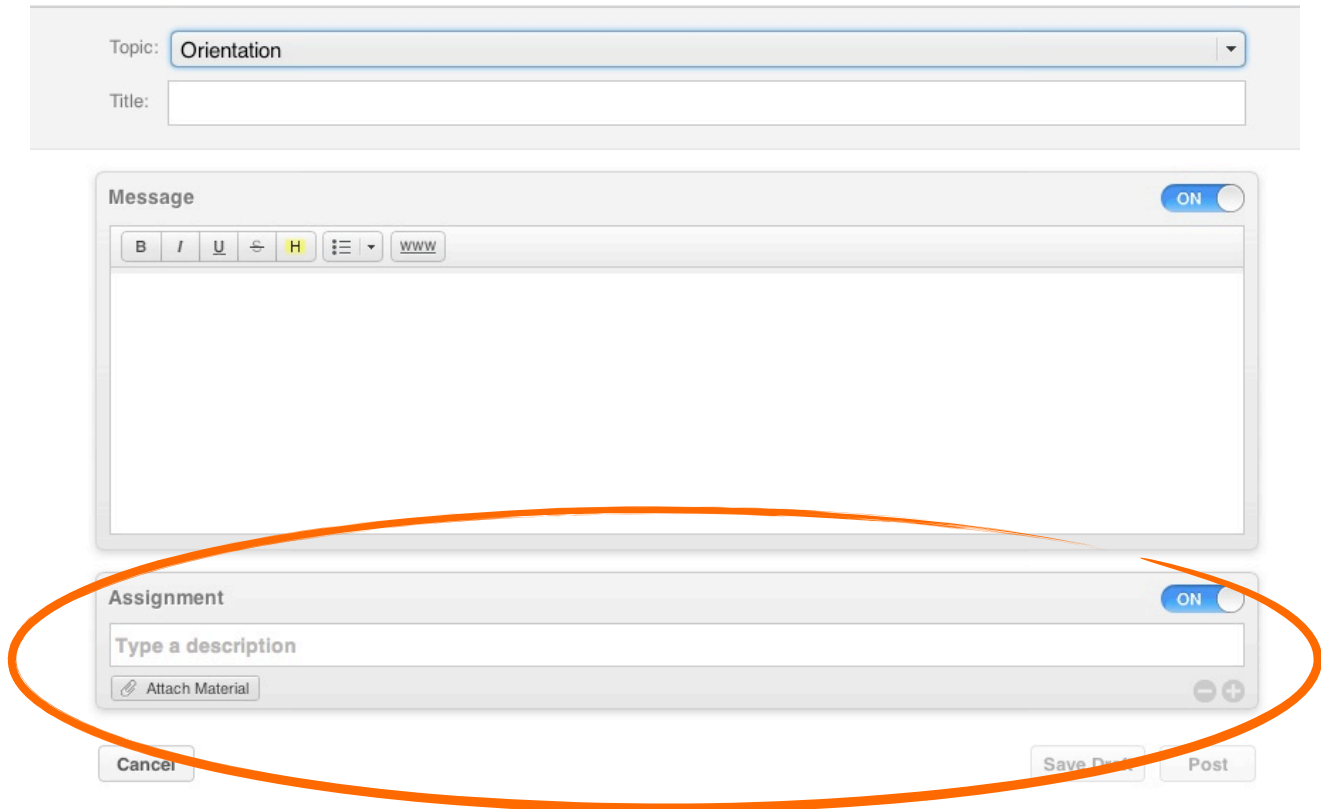


1. Make sure your outline is organized.

2. Once your outline is organized, you can add a post.

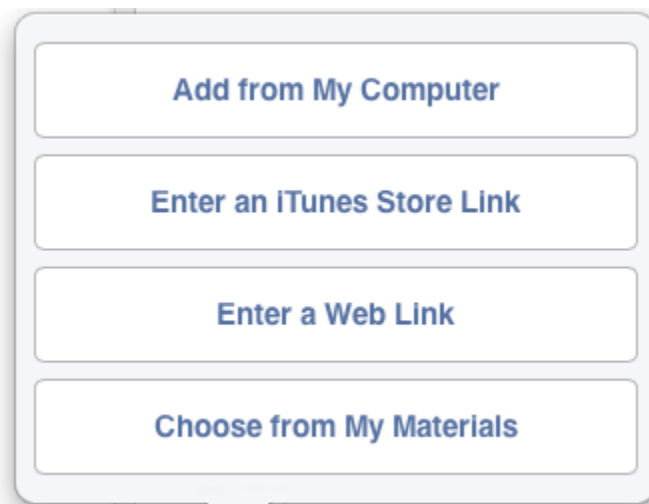
A screenshot of the main course content area. The top navigation bar is visible, with 'Info', 'Posts', and 'Materials' buttons. Below the navigation bar is a sidebar on the left with a list of topics: 'All' (9), 'Drafts' (0), 'Topics', '1. Orientation' (1), '2. Lesson 1' (2), '3. Lesson 2' (2), '4. Lesson 3' (2), and '5. Lesson 4' (2). The main content area shows a hierarchical view of the course content. It starts with '1. Orientation' containing a 'Welcome' post with three sub-items: 'Course Policies', 'Learning Outcomes', and 'Workshop Organizer'. Below that is '2. Lesson 1' containing a 'Presentation' post with one sub-item: 'Lesson 1- Introduction to online collaboration'. Underneath is another 'Activity' post with one sub-item: 'Lesson 1 Discussion'. Finally, '3. Lesson 2' contains a 'Presentation' post with one sub-item: 'Presentation'. At the bottom left of the main content area, there is a grey button labeled 'Add Post', which is circled in orange.

3. Adding a post allows you to add an assignment with an attachment.



The screenshot shows a user interface for creating a post. At the top, there is a 'Topic:' dropdown menu with 'Orientation' selected and a 'Title:' text input field. Below this is a 'Message' section with a rich text editor toolbar containing icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Highlight (H), Bulleted List, and a 'www' link icon. The message content area is empty. Below the message section is an 'Assignment' section, which is circled in orange. It features a 'Type a description' text input field, an 'Attach Material' button with a paperclip icon, and a toggle switch set to 'ON'. At the bottom of the interface are three buttons: 'Cancel', 'Save Draft', and 'Post'.

4. Attachments can be added from the following sources:



The screenshot shows a vertical menu with four options for adding attachments, each in a rounded rectangular button:

- Add from My Computer
- Enter an iTunes Store Link
- Enter a Web Link
- Choose from My Materials

Characteristics of Exemplary iTunes U Courses

Exemplary iTunes U courses have:

- A detailed “Overview” with the expectations of the course and how to be successful in the course (College Algebra, “How to Use this Course”).
- Course outcomes are “black and white” (General Chemistry, “Course Learning Outcomes”).
- A picture of the instructor and a brief biography (American Revolution, “Instructor”).
- Posts that provide a brief overview of the lecture (American, Revolution, “Posts”).
- Posts that contain a video or audio lecture with practice exercises (College Algebra, “Posts”).

Exemplary iTunes U Courses

Course Title	Publisher
American Revolution	Yale University
College Algebra	Harrisburg Area Community College
History of Children’s Literature	La Trobe University
Statistics 101	Harvard University
General Chemistry	The Saylor Foundation