

iTunes U

User Guidelines

Center for Teaching and Learning (CTL)

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Purpose

This documentation highlights features of iTunes U, how to log in and navigate throughout.

Audience

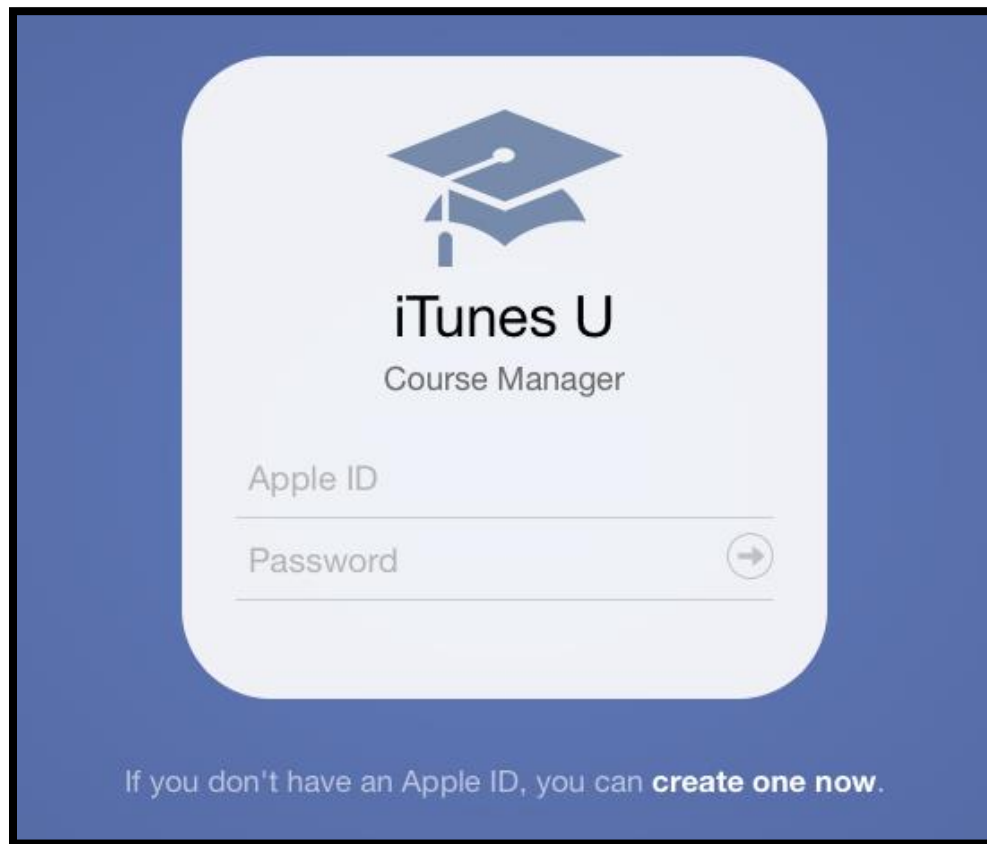
This documentation is designed for University faculty, students, and employees that will be using iTunes U.

Overview

The University of Memphis now has a presence on iTunes U. This service will enable users to provide continuous access to course material, information, multimedia content and more. iTunes U will not replace the University's LMS, however, it will help optimize the use of technology for teaching and learning.

iTunes U allows users to provide access to content such as syllabus, videos, apps, books, class assignments, forms and more - all in one place. Anyone with an Apple ID can create courses using the iTunes U Course Manager. The course manager is an easy-to-use web-based tool. Simply follow the steps to create a course and upload material.

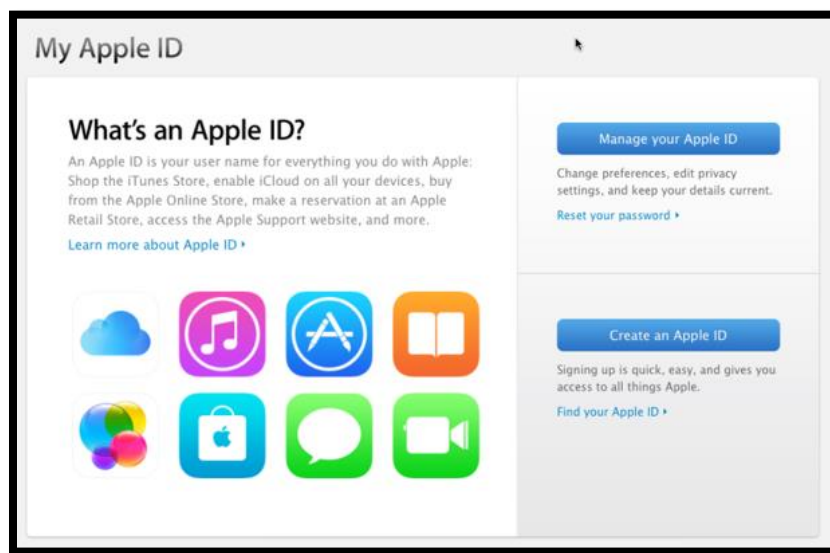
Once the course has been created, it must be published to the University of Memphis iTunes U site.



Apple ID

Anyone with an Apple ID* can become an affiliated instructor with the University and create courses using the iTunes U Course Manager web-based tool. Courses can include a syllabus, handouts, assignments, and other items. Content from the iBooks Store, App Store, as well as web links or another iTunes U courses content may also be included.

Once your course has been created it must be approved by the University iTunes U administrator, and once approved, it is published to the University's iTunes U site.

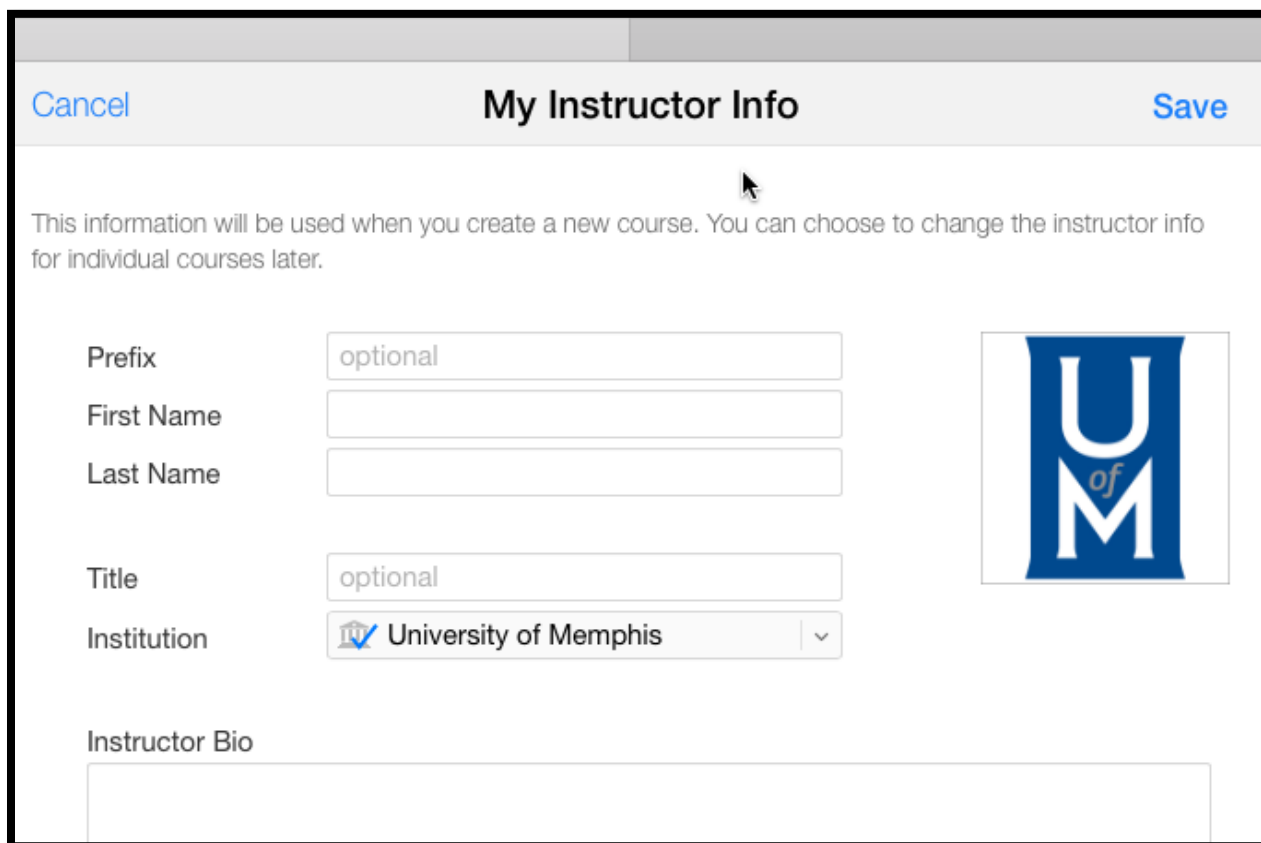


NOTE: An Apple ID is your user name and password used to access apple products and services. If you currently have one, there is no need to create a new one. If you do not have one, you can create one for free by visiting the [Apple ID webpage](#). To become an affiliated with the University you must request the iTunes U administrator to add your Apple ID as a contributor to the site.

Getting Started

The first time you log in to iTunes U Course Manager, you'll be prompted to enter information about yourself, including your bio and photo as well as your primary institution. This profile information will automatically populate the Instructor page of your courses. All the courses you create will reference your profile, which you can edit at any time.

Once your profile has been created, you will be taken to your dashboard. Here you will create, edit and manage your courses.



The screenshot shows a web form titled "My Instructor Info" with a "Cancel" button on the left and a "Save" button on the right. Below the title, a message states: "This information will be used when you create a new course. You can choose to change the instructor info for individual courses later." The form contains several input fields: "Prefix" (with a placeholder "optional"), "First Name", "Last Name", "Title" (with a placeholder "optional"), and "Institution" (a dropdown menu currently showing "University of Memphis" with a small icon to its left). To the right of these fields is a large box containing the University of Memphis logo. At the bottom, there is a label "Instructor Bio" above a large text area.

Course Criteria

In order for a course to be published to the University of Memphis iTunes U site, you must follow the steps below and must include the following Criteria:

Step 1 New Course Settings

1. A course name
2. Identify the University of Memphis as the institution in course settings
3. Associate the course with a department
4. A category and subcategory as well as a level of complexity and language
5. A full description or summary
6. Licensing information
7. Course image (600x600 pixels, 10MBmax)

Step 2 Course Content

8. Provide a Course Outline
9. Upload a minimum of at least 1 content item

Step 3 Connect to UofM iTunes U Site

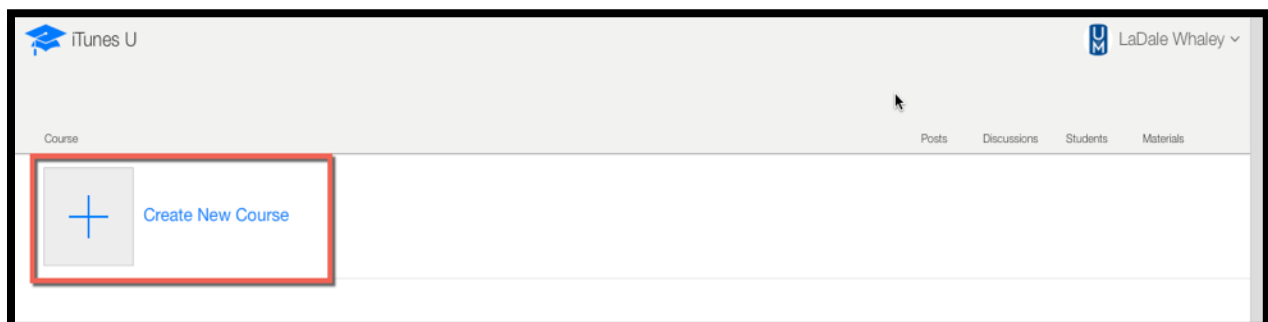
10. Request to add course to the public iTunes U catalog (The course must be public with the University in order to appear on the University's iTunes U site - affiliation is approved by the iTunes U administrator)

NOTE: These guidelines are for use by Apple-approved iTunes U content providers who have agreed to the terms of the iTunes U License Agreement. Follow the instructions in these guidelines to correctly promote iTunes U and maximize exposure and awareness of your iTunes U content in news announcements, websites, syllabi, and other communications.

Creating a New Course

iTunes allows instructors to create two different types of courses using the iTunes U course manager. They are as follows:

- **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.
- **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.



To create a new course, click the Create a new course button and complete the following steps:

1. Enter the course name, Institution - University of Memphis, and your department.
2. Choose a category and subcategory, as well as a level and language.
3. Add a description - provide a detailed explanation of the course, content and explanations.
4. Choose whether your course will be Self-Paced or In-Session.
 - a. Self-Paced - if you want students to go at their own speed.
 - b. In-Session - if you want students to follow along as you're teaching.
5. Select a license for your content. Click the creative commons link at the bottom of the page to learn more about licensing types.
6. Upload a 600x600 pixel image with a maximum file size of 10MB.

Cancel

New Course Settings

Save

To create your new course, enter course settings information.

1

Course Name

Short Name

Department

Institution

Level

Language

University of Memphis

Choose a level

Choose a language

6

Add Image

2

Category

Subcategory

Choose a category

Optional

☐ This course contains explicit material.

Description

The course description appears inside the course and, if available in the iTunes Store, in the iTunes U Catalog.

3

B I U ↺ H

Course Type

4

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.

Discussions

Students enrolled in your course can participate in discussions about the course.

☒ Enable course discussions.

If Discussions is enabled for your course, you agree to be solely liable and responsible for all related activity, including preventing, monitoring, and addressing inappropriate activity, including removal of a Discussion thread and/or participant. [Learn more.](#)

Licensing

Choose the type of licensing for the course from the pop-up menu. The license you select applies to information pages, posts, and assignment text you enter as part of the course. You can assign a different license to materials you own and upload. Currently, licensing information is not visible outside of Course Manager. For more information, see the Course Manager online help.




5

Choose a license

No License Selected


[Visit creativecommons.org](http://creativecommons.org) for information about licensing.

Once the New Course and settings have been created, click save and the system will take you back to your dashboard. All the courses you create will appear in the dashboard. There you will see your course information at a glance.

Course	Posts	Discussions	Students	Materials	
 Creating Accessible PDF Documents  LaDale Whaley Updated: 02/26/15	0	N/A	0	0	

Editing and Organizing Content

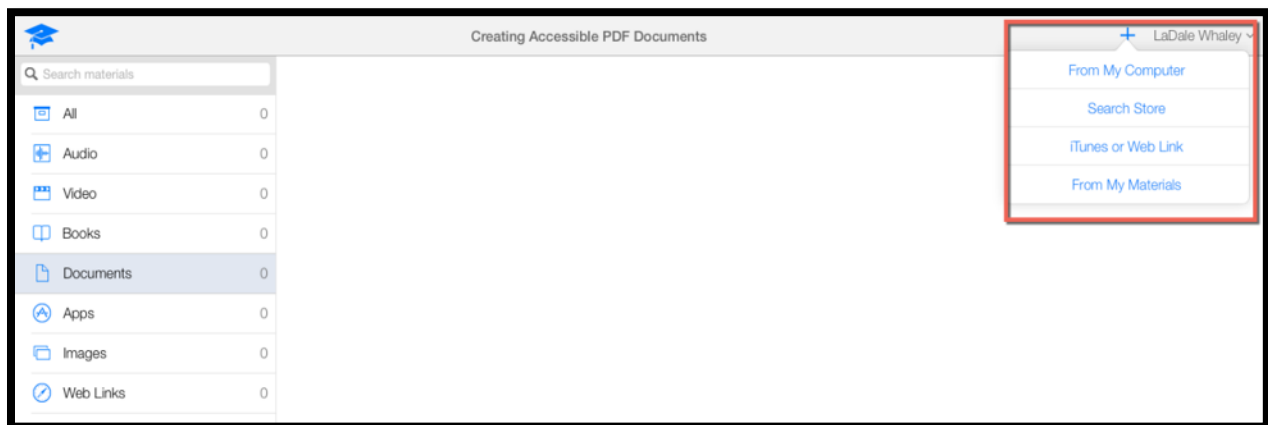
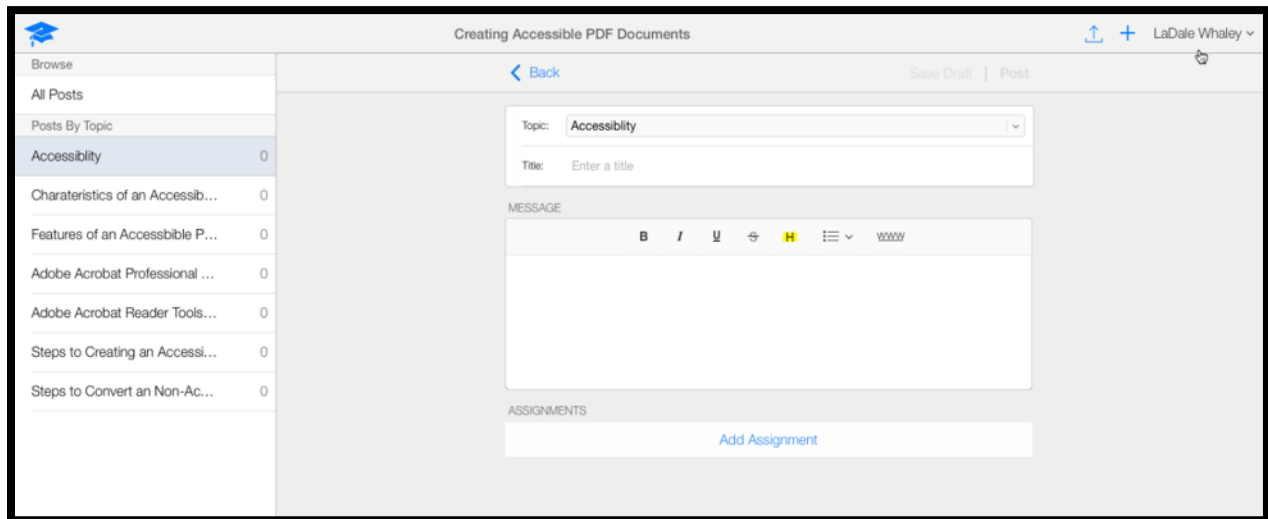
You will begin to build your course by creating the Overview, Instructor and Outline pages. Additional pages can be created as you continue to build the course.

Creating Accessible PDF Documents	
<div>  <ul style="list-style-type: none"> Overview Instructor Outline Add New Page... </div>	<ol style="list-style-type: none"> 1. Accessibility 2. Characteristics of an Accessible PDF 3. Features of an Accessible PDF 4. Adobe Acrobat Professional Tools for Creating Accessible PDF Documents 5. Adobe Acrobat Reader Tools for Creating Accessible PDF Documents 6. Steps to Creating an Accessible PDF Document 7. Steps to Convert a Non-Accessible PDF Document to an Accessible PDF Document

NOTE: By default, all courses created in Course Manager are private. To make a course public, an affiliated instructor must submit a request to their institution's iTunes U Public Site Manager administrator and the administrator must add the course to the institution's iTunes U site.

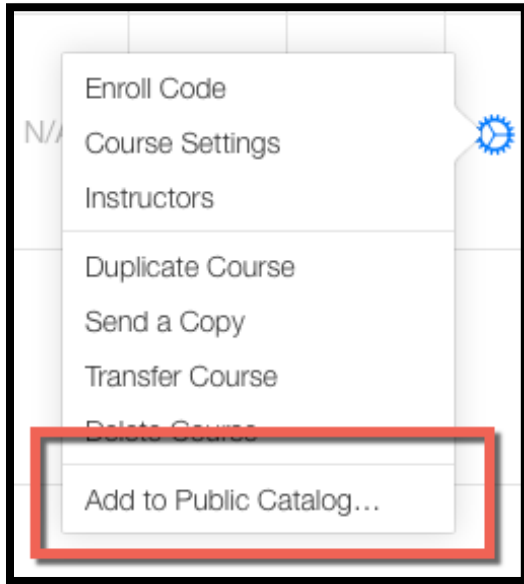
Adding Content

Once the outline has been completed, assignments can be added to populate the course with content. Upload audio and video files, eBooks, documents, apps, pages and links to the web to create content for your course.



Connect to UofM iTunes U Site

To connect a course to the UofM iTunes U site, you just select Add to Public Site from the course settings.



NOTE: Faculty who would like to become affiliated with the UofM iTunes U site must request to be added as a contributor to the Site.

- **Non Affiliated faculty** - Limited Space, 50 students max and only 2-3 Course.
- **Affiliated Faculty** - Unlimited Space and no max on students

Add course to the public iTunes U catalog?

Warning: Public courses do not support student rosters or discussions. Clicking Submit Request will result in the permanent deletion of the course's roster if one exists and any discussions within the course.

How it works:

- Your institution's Public Site Manager administrator will receive and process your request.
- Once approved, your course is available in the public catalog in the iTunes U app.

[Learn more about making courses public.](#)

This cannot be undone.

Cancel

Submit Request

iTunes Badge

Only the version of the iTunes badge shown here is approved by Apple to promote content on iTunes U. When using the iTunes U badge to promote content, please adhere to the following guidelines provided by Apple Inc. (2015):



Badge Artwork

Only use the [Apple-approved badge artwork](#). Never create your own iTunes badge or change the artwork in any way.

If you create marketing material for the web or onscreen communication, use the iTunes badge artwork in the SVG format. If possible, use the high-resolution artwork in the SVG format for websites.

For printed material, you can use the badge artwork in the EPS format.

Badge Use

The iTunes badge must be readable in all marketing communications promoting your content offered on iTunes. If you use the badge online, you must include a link to iTunes wherever it's used.

You can get the link by going to the iTunes product page for the content you want to promote. On a computer, right-click or Control-click your content's image and choose Copy Link. On iPhone or iPad, tap the Share icon in the upper right of your product page and tap Copy Link.

If you can't find it, or if you want to find a lot of content quickly, use [Link Maker](#).

[Advanced tools for linking to iTunes](#) are also available. iTunes RSS feeds can be used to display top-charting content. Enterprise Partner Feed (EPF) makes the entire iTunes catalog information and links available so you can use it in your own database.

Badge Placement

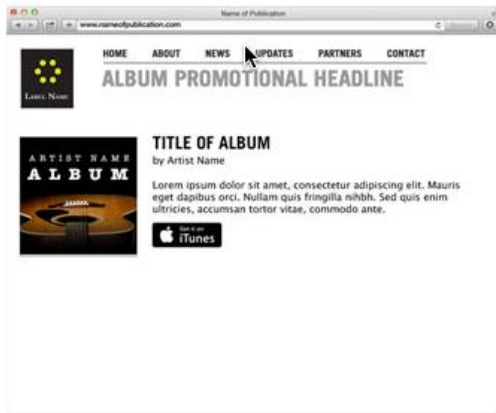
Use only one iTunes badge in your layout or video. Place the badge below, or to the right of, the images and copy promoting your content. Keep the badge smaller than your other images and copy. Don't make it the dominant artwork.

If you include the iTunes badge and badges for other online stores, place the iTunes badge first in the lineup of badges.

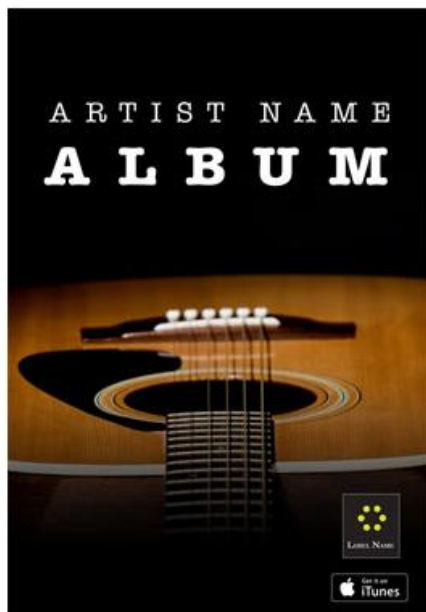
Mobile:



Websites:



Print and Videos:



Graphic Standards

Minimum Clear Space and Minimum Size

Follow these guidelines for print and digital material:

- Minimum clear space around the badge should be at least one-quarter the height of the badge.
- Don't place photos, typography, or other graphic elements inside the minimum clear space.
- Minimum badge size is 10 mm for use in printed materials and 40 pixels for digital use.
- Don't make the badge the dominant graphic.



On Mobile Devices

If you have advertising with very limited layout space, such as banners for mobile devices, use a badge size that's clearly readable on these devices. Minimum clear space around the badge should be at least one-tenth the height of the badge.



Backgrounds

The iTunes badge must always appear in black and white, as shown. The gray border around the badge is part of the badge artwork, and must not be left out. You can, however, place the badge on a:

- Black or white background
- Solid-color background
- Background image that doesn't affect the readability of the badge

Approved Badge Artwork

When you integrate the badge in your layout, only use the iTunes artwork from Apple.

- Don't modify, angle, animate, rotate, or tilt the iTunes badge.
- Don't use the Apple logo alone.
- Don't use the iTunes signature (• iTunes) unless this has been approved by Apple.
- Don't use icons, logos, or graphics from the Apple website to promote your content.



Linking to iTunes U

To connect user to your content, you must create a link using the iTunes U badge as an image. The badge can link to your iTunes U site, courses, or collections (including materials with courses, or episodes within collections.)

If customers do not have iTunes software installed, an iTunes link takes them to the iTunes download page, where they can download iTunes software for Mac or Windows, free of charge.

Examples



Available on iTunes badge link

Always link to your content whenever the Available on iTunes badge is used online.



Available on iTunes badge link

Always link to your content whenever the Available on iTunes badge is used online.



Text link

You can use text links for linking to iTunes U. Make sure the text link copy reads *Available on iTunes*.

Using the Name iTunes U

Referring to iTunes U

- When using the name iTunes U in headings and body copy, always use the following spelling: iTunes U - lowercase I, capital T and two words.
- Never refer to iTunes U without the U when describing or promoting content located on the iTunes U site.
- Do not use the term iTunes University
- Never allow a line break between iTunes and U

Combining the University Name with iTunes U

- To combine the University name with the name iTunes U name, it must appear as: **The University of Memphis on iTunes.**

Locating Help Resources

The Center for Teaching and Learning offers support to faculty, staff, and students. Upon completing the training covered in this course; faculty, staff and students are able to receive additional training help and resources. Such help can be located as follows:

Service Desk Request

Submitting a Ticket

- Login URL:
 - [Here is a link to our service desk ticketing system](#)
 - After logging in, choose the link **Request Help or Services**.
 - Choose Request Help or Services.

Call the ITS Service Desk (901.678.8888) any day of the week! (Excluding Some Holidays)

- The ITS Service Desk is available from 8:00 a.m. - 11:59 p.m., seven days a week (excluding some holidays). You can contact the Service Desk for assistance with technical login problems or issues. Incoming calls after hours will be handled by voicemail services. If you require assistance after 12:00 a.m., please leave a message or submit a service request.
- Messages will be checked regularly and receive priority response the following business day. You may also email The Center for Teaching and Learning, umtech@memphis.edu (using this email will automatically generate a help desk ticket).

Important Links

- [Explore the umTech Website](#)
- [Center for Teaching and Learning \(CTL\) Website](#)
- [Search our Training and Documentation](#)