

iTunes U

Best Practices

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Purpose

This documentation highlights features of iTunes U best practices.

Audience

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

iTunes U Best Practices

- **Description.** Include a list of learning objectives in your course description. This will help users with a brief preview of the course content.
- **Active learning pathway.** Provide users with an outline of the learning activities, posts, and assignments.
- **Display titles.** Use short titles for posts and assignments so students see the most important information at a glance.
- **Posts.** Use posts to add meaning and context to learning materials. Connect the current activities to what they've already learned and how this new content will be important in future units.
- **Assignments.** Begin your assignments with action verbs. Assignments will form a to-do list for your students.
- **Diverse learning materials.** You can add materials to your course from the Posts tab or the Materials tab.
 - Incorporate materials that support diverse learning styles; aim for a healthy mix of text, video, apps, books, and so on.
 - **The App Store** features over 100,000 education apps that cover a wide range of subjects for every grade level and learning style.
 - **iBooks** has a large selection of books for your courses, including biographies, reference guides, and iBooks Textbooks from major education publishers.
 - And the **iTunes U catalog** of educational content is filled with countless learning resources like lectures and videos to use in your courses.
- **All Materials.** You can also add materials using the All Materials feature.
 - Use your All Materials list to add materials if you're teaching several courses that use the same materials.
 - You can also use it to keep a wish list of items for use in future courses.

- **Deep linking.** Link to a particular start and stop point in a video or to a particular chapter in a book, so students can go directly to the content you've assigned.
- **Upload original materials.** You can upload original materials, such as presentations, worksheets, videos, and books, so everything students need to complete your course is one tap away.
- **Take advantage of note taking.** Use text in ePub or iBooks formats whenever possible.
 - This allows your students to take notes within the book and aggregate them in the Notes tab of the course.
 - Consider converting your PDF, Word, or Pages documents to ePub or iBooks Author formats.
- **Leverage mobility and built-in tools.** Craft activities that take advantage of the mobile platform; collect data or create content outside the classroom, on your campus, during field trips, or in your community.
 - Take advantage of the built-in camera, microphone, and video recorder on iPad to build new kinds of activities.
- **Announcements.** If you're teaching an in-session course, you can send announcements to your students at any time; these announcements are not connected to a topic in your outline.
 - Announcements might be administrative notices to students, such as a canceled class or a change to a test date.
- **Preview your course.** Preview your course on an iPad, iPhone, or iPod touch before sharing it with your students so you're certain it appears and functions the way you intended it to.
 - To preview your course, click the Settings button and select Enroll Code from the menu.
 - From the Enroll Code window, copy the shortcut link to your course and send the link to your iOS device using Messages or Mail.
 - Then tap the shortcut link on your iOS device to preview your course.

- **Including RSS feeds.** If you'd like, you can add audio and video materials to your course from an RSS feed or lecture capture system.
 - When you add a feed as a material, iTunes U Course Manager will import the supported materials into your course.
 - As new materials are added to the feed, iTunes U Course Manager will check for updates and add the new materials to your course.
- **Affiliate your account.** If your educational institution has a public iTunes U site, affiliate your iTunes U Course Manager account with your institution.
 - This gives you unlimited upload space, courses, and enrollment.
 - This also allows you to submit your course to your public site administrator for publishing on your iTunes U site where it can reach students around the world.

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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](#)