



**EUROPEAN  
MULTIPLE  
MOOC  
AGGREGATOR**

## **New provider's Guide**

### **How to publish a course on EMMA**

**This is a short guide for new providers to comply with EMMA quality standards, for a complete overview please check:**

- › **Teacher Guide** <http://platform.europeanmoocs.eu/guide/EMMA-Teacher-Infographic-Guide.pdf>
- › **Teacher Tutorial** (once logged in, please click right hand menu, choose PROFILE and then from left upper MENU - see the figure - select YOUR COURSES and choose the A-Z Teacher)
- › **Help desk:** if you need further info you can contact us to [newprovider@europeanmoocs.eu](mailto:newprovider@europeanmoocs.eu)

### **Index**

1. Getting started - Checklist .....	2
3. Author's account and bio.....	3
4. MOOC Description - Overview.....	4
4.1 Course page creation.....	5
5. Creating lessons (and generating the index's lessons with start dates).....	6
6. Processes .....	7

# 1. Getting started - Checklist

- ✓ Choose a cover image
- ✓ Prepare authors/tutors bio and photo
- ✓ Save your logos in the right format
- ✓ Select other relevant information to publish in your Provider's Page (links, contacts, addresses, etc.)
- ✓ Choose a title
- ✓ Prepare your course description: overview/learning objectives/outcomes
- ✓ Prepare your trailer video
- ✓ Choose your start date
- ✓ Prepare your lessons and units (create your index)

## 2. Creation of the Provider's Page

For the creation of your provider's page and to receive the credentials to log in you should send the following information to [newprovider@europeanmoocs.eu](mailto:newprovider@europeanmoocs.eu):

- › a clear and effective description of provider institution (max 3,000 characters)<sup>1</sup>
- › Logo with name (see specifications)<sup>2</sup>
- › Logo without name (see specifications)<sup>3</sup>
- › Photo of the institution (see specifications)<sup>4</sup>
- › Address of your main office to be displayed in the map
- › Relevant links (e.g. Emails, Web Site, Blog, social networks, etc.)

For multiple institutions, the photo and address refer to the main institution, others should be referred to in the description (max 3,000 characters in total. Links can be added).

This information is required to set up your provider's page that will be linked to the course that you are going to create. As soon as the provider's page will be set up, you will receive the instructions to log to the EMMA platform (not the demo version) and create your course.

---

<sup>1</sup>The text can be written in the original language of the provider. Translations can be managed directly by teachers and co-teachers by entering a special page that will be created for this purpose. The text has no character limit. Links and bold can be included.

<sup>2</sup>Dimension: 150w x 85h px. Format: jpeg. Background: white. The logo must include the provider's name. Provider's logo to be published here: <http://platform.europeanmoocs.eu/#providers>.

<sup>3</sup>Dimension: 330w x 220h px. Format: png. Background: transparent. The logo should not include additional text. The Logo will be published here: <http://platform.europeanmoocs.eu/provider.php> and in the menu.

<sup>4</sup> Minimum dimensions 900w x 500h px. Format: jpeg. You can see an example here: <http://platform.europeanmoocs.eu/provider.php?ent=4>.

### 3. Author's account and bio

After sending the previous information, the main teacher (**AUTHOR** on EMMA) receives the account credentials to create the course on EMMA. This person can request further accounts for co-authors and/or tutors. Author, teacher and tutor roles all connect to specific persons whose bio data, photo and affiliation must be published.

**N.B.** In case of authors who are institutions, EMMA allows one author and one coauthor role with description and photo inserted in PROFILE. Should more institutions collaborate in course creation please insert info in PROVIDER PAGE (and inform EMMA staff).

#### **Required information:**

- › **Bio data** max. 1,000 characters;  
**N.B.** For a correct formatting please do not paste texts directly from WORD.  
To publish bio data, click on your right hand menu on your name and select **YOUR PROFILE**, insert info in ABOUT ME (including affiliation). Remember to save by clicking on tick!
  
- › **TRANSLATE ABOUT ME:** select language you will translate your bio into, insert translation manually and save again.
  
- › **Photo:** insert the Author's Photo.


Tell us about your learning expectations

ABOUT MOOCs PROVIDERS EMMA POSTS FAQ


0
Welcome, Iliaria

---

**PROFILE**  
**ilaria merciai**



Profile
Courses 1
Last Notifications
Last Activities
My Peer Assessment
Submitted homework



Personal blog

---

My Blogroll

Add your first blog link

Save

Name	ilaria
Last name	merciai
Location	<span style="color: red;">Empty</span>
Joined	6 May 2014
Language	en
About Me	<div style="border: 1px solid #ccc; padding: 5px; margin: 5px 0;"> <div style="background-color: #f0f0f0; padding: 2px; border-bottom: 1px solid #ccc;"> <span style="font-weight: bold;">B</span> <span style="font-weight: bold;">I</span> <span style="font-weight: bold;">S</span> <span style="font-weight: bold;">U</span> <span style="color: red;">A</span> <span style="color: blue;">B</span> <span style="color: green;">G</span> </div> <div style="padding: 5px;">Testing</div> <div style="text-align: right; border-top: 1px solid #ccc; padding-top: 2px;"> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">✓</span> <span style="background-color: #ccc; color: #666; padding: 2px 5px; margin-left: 5px;">✕</span> </div> </div>
Translate about me	<div style="border: 1px solid #ccc; padding: 5px; margin: 5px 0;"> <div style="background-color: #f0f0f0; padding: 2px; border-bottom: 1px solid #ccc;">Italian</div> <div style="text-align: right; border-top: 1px solid #ccc; padding-top: 2px;">+</div> </div>

## 4. MOOC Description - Overview

Before publishing your course page, please make sure:

- > you insert course cover image. It must be *Creative Commons or copyright free image* (width 260 x 320 height, format: jpg, possible less than 500 kb).
- > courses are presented with both video trailer (2/3 minutes) and text description (1,000 - 1,500 characters, coherent with EMMA format and course structure).
- > you complete all fields: course title, overview, objectives and outcomes, certification, etc.

Since course presentation is used by dissemination team to attract users, it is advisable to provide a second language translation. Click on request translation button to right of screen.

## 4.1 Course page creation

**1. COURSE TITLE:** try to choose a descriptive and explanatory title (if possible also attractive!)

**2. OVERVIEW:** include course structure, kind of learning content/objects, target audience, experience of the institution, weekly time commitment and previous learning requirements.

**2a.** Embed your trailer video here (the videos will be uploaded via YouTube or Vimeo. We recommend a 1280 x 720 standard but an aspect ratio of 16:9 is acceptable. You can use the EMMA channels).

**3. Learning objectives:** describe intended purposes and expected results

**4. Outcomes:** description of learning that participants will achieve. Describe forms of assessment that will be used.

**5. Certified and Additional Info:** include type of certification (e.g. EMMA or provider certification/Badge) and how and when it will be delivered.

**6. To be published:** this is the date on which your course cover page will be displayed on EMMA. NB. This does **not** indicate when the course opens/starts. Clicking here opens enrolments on your course (we suggest to open the enrollments in the course one month before the course start). Please be aware that the course starts on the date of the first lesson.

**7. Publish:** click here to enable EMMA to display your finished course presentation.

**8. Closing date:** calculate the last day of course from start date and duration. NB. courses can be left open to give users extra time to finish their work (in average one month after the last lesson delivery).

Please be aware that the course starts on the date of the first lesson. See **creating lessons** below for instructions.

**9. Self-paced:** refers to a course that is always open, with no start or end date, no tutoring, though learners still need to enroll.

**10. Coming soon:** adds label to cover page. Click here to publicise forthcoming course but to keep enrolments closed.

(NB: If you want to open enrolments do not click here but insert date in **point 6**)

**11. Archived:** this field is controlled by EMMA staff, please ignore

**12. Showcased:** these are courses provided on external platforms but advertised on EMMA. Click here only if yours is one of these. For procedure see relevant section below.

**13. Certified:** click here if your course offers certification. This opens relevant window to describe certification type. (NB. EMMA provides a certificate to whom complete more than 70% of the course)

**14. Course image cover:** choose attractive, quality image, CC or free copyright, square, 240x240 (.jpg or .png).

**15. Media library:** click here to upload your course image to library and then select to add to course.

**16-17. Co-authors/Tutors:** here you can add names of your co-authors/tutors but **ONLY** when they have an EMMA account and published profile (system links automatically).

## Tooltips for Transcription/Translation

The screenshot displays the EMMA course editor interface. The main content area shows a video player with a play button and a description of the course. The sidebar on the right contains several sections:

- Closing date:** 05-08-2016
- Start/End Date:** (empty)
- Self-Paced:**
- Coming soon course:**
- Archived:**
- Showcased:**
- Certified:**  (with a question mark icon)
- Transcriptions:** A purple button labeled "Ask for Transcription of Video 1" is visible. Below it, the "Origin video language" is set to "English". Under "Transcription languages", there are checkboxes for English, Catalan, Italian, French, and Spanish.
- Translations:** A purple button labeled "Ask for Translations" is visible. Below it, under "Translation languages", there are checkboxes for Catalan, Italian, French, and Spanish.

The number 18 is displayed in green next to the transcription button, and the number 19 is displayed in green next to the translation button.

Once you save your page, the box to request transcription/translation will appear automatically.

**18. Ask for transcription of video 1:** Once you add a video, a separate box appears for each video (video 1, 2, 3 etc.). Select original language of the video. Then choose language to translate into. Press save to record your choices

**19. Ask for translations (of the textual part)**

Select original language of your texts. Then choose language to translate into. Press save to record your choices

## 5. Generating the index's lessons with start dates

Please note that the content of your lesson will be available on the start date you have chosen.

But in order to display your index lessons and units you have to generate your lessons/units. Please note: you don't have to publish the content at this stage, you can always go back and edit, until the course launches. It is sufficient to add each single lesson and unit by adding a title and saving them.

In order to display the course index on your course page, the lessons (and units also) must be published one by one.

Please be aware that the course starts on the date of the first lesson start date.

## 6. Processes

Workflows exist for MOOC preparation, MOOC production, delivery and Feedback.

Providers are expected to work in line with the following timeframe:

- › Within 10 days, after receiving the Letter of Acceptance: send to [newprovider@europeanmoocs.eu](mailto:newprovider@europeanmoocs.eu) the information and images to create the Provider's Page (according to the 'New Provider Checklist').

EMMA will send you the credential to access the platform and the additional tutorials.

- › Within 7 days after receiving the credentials: fill in the information in your Profile and create the Course page (according to New Provider Checklist). At this point schedule as soon as possible a Skype call with the EMMA team for a first check.

Do not forget also:

- › 3 Month before the Delivery of your MOOC: submit the complete syllabus.

EMMA will send you the forms A B C to be filled for the dissemination of your MOOC.

- › 2 Month before the Delivery of your MOOC: send us back the completed forms.
- › 1 Month before the Delivery of your MOOC: edit translations and Final Check.