



Course About Page Requirements

Your edX Course About page is more than an overview; it's a marketing page. This is where prospective students from all over the world decide whether to register, so it needs to inspire and inform potential students, telling them why they should take it, what they will get out of it, and what's **required** to succeed.

How do I fill out the Course About Page Requirements?

- This page can be used as a template. Simply replace the "Asset Information" column with your content. Please be sure to follow the character and word limits provided.
- Export this document and complete with your content (File > Download as > choose file type)

How do I deliver my course assets?

- Zip your final text template and attached images into **single** file OR attach this document and all image files in **ONE** email once you've gathered them all.
- Email the file or files to your edX Program Manager
- **Once submitted, the Registration page assets are considered final. Please review all content carefully.** Requests to edit published registration pages will be reviewed in batches on the second and fourth Thursday of each month.

How do I upload my course about trailer?

- Post About video *only* to edx-ftp.mit.edu. Specifications are listed below, in the "Course Trailer" section.

Required Assets

Asset Name	Asset Information
Course Number (Required)	<ul style="list-style-type: none">• The course number should always end in a lower-case x (e.g. CS50x)• The number should be short and no longer than 7 characters (e.g. LFS101x, INTL301x, INFX523x)• When a course is split into several modules, they can be denoted by adding .1, .2, etc. at the end of the course number before the x• Course numbers should not contain a reference to your school, as that will already be displayed on the registration page• The course number cannot contain any special html characters, accents, spaces, dashes, or underscores.

Course Title (Required)	<ul style="list-style-type: none"> • The course title should be short, descriptive, and clear. For example: Solar Energy, Introduction to Public Speaking, etc. • The title cannot contain any special html characters or accents. • Learners are more likely to notice and remember short titles so we recommend 50 characters or less. • If the course is a sequence, our convention is: Course Title - Part 1 and optionally followed by a subtitle. For example: Introduction to Statistics - Part 1: Inference
Course Dates (Required)	<ul style="list-style-type: none"> • Start date: Courses should start on weekdays (preferably Tuesday, Wednesday, or Thursday) and not on major U.S. holidays, for best access to edX staff. <i>NOTE:</i> If you are unable to give an exact date, please identify in which quarter the course will be offered (e.g. Q1 2015) • End date: The end date is the last day the course is active (i.e. the day a student can earn credit on any assignment)
Length of time (Required)	<ul style="list-style-type: none"> • Number of weeks the course spans (not length of content) • If the time between start/end dates is not exact, ex: 8.5 weeks, indicate whether the course should be listed as 8 weeks or 9 weeks.
Estimated Effort (Required)	<p>This should be realistic, and can be a range (ex: 4-6 hours per week). Keep in mind that people take courses in their limited free time, and the time commitment is a major factor in deciding to take a course.</p>
Prerequisites (Required)	<ul style="list-style-type: none"> • Limited to 200 characters, including spaces • Text longer than 200 characters will be truncated by a "Learn More" link and repeat at the bottom of the course description • List concepts students should be familiar with and specify what level (basic, advanced or undergraduate, graduate) • If there are no prerequisites, please list "None."
Language(s) (Required)	<p>Specify language(s) for:</p> <ul style="list-style-type: none"> • Course content (navigation and course content text): • Videos (language spoken in course videos): • Video transcript (video caption language):
Brief Description (Required)	<ul style="list-style-type: none"> • Limited to 140 characters, including spaces • Think of this as a tag line -- a short, engaging description as students are browsing course listings. It also appears on student dashboards
Full Description (Required)	<ul style="list-style-type: none"> • Limited to 400 words • The ideal course description is one or two paragraphs that give students just enough information to help them decide whether to register. It should excite and inform, tell them why they should take the course, and what they will get out of it

	<ul style="list-style-type: none"> If your course syllabus is ready, it is helpful to students if you include a link to this file 								
Course Level <i>(Required - Select one)</i>	<ul style="list-style-type: none"> Graduate: Expects familiarity with concepts, vocabulary and skills explored in undergraduate courses Undergraduate: Expects familiarity with the general subject matter, but does not expect more than a general understanding of either concepts or vocabulary. The course may expect familiarity with other undergraduate course materials Introductory: Expects independent learning skills. The course introduces students to the subject matter, vocabulary and skills needed to establish a foundation for further undergraduate exploration of the subject matter. These types of courses often occur late in secondary education 								
Course Staff <i>(Required)</i>	<p>Limited to the primary staff students will encounter in videos. Please include:</p> <ul style="list-style-type: none"> Course staff name(s) and title(s) Short, one paragraph biography High-res image(s), Size: 110 x 110 pixels, compressed to less than 200 KB If there is more than one professor, please indicate: How the names should appear on the course listings page (19 character limit, including spaces). Ex: "D. Malan, R. Bowden" or "Anant Agarwal" What order the instructors should be listed on the About page Which instructors and in what order the instructors should be listed on the certificate 								
Certificate Signatories <i>(Required)</i>	<p>For each instructor who will appear on the certificate, please list their name, title, and affiliation, as you would like them to appear on the certificate. For example:</p> <p>Anant Agarwal Professor, Department of Electrical Engineering and Computer Science Massachusetts Institute of Technology</p> <p>Required: For each instructor on verified certificates, attach a hi-res, 300 dpi, scanned signature (png, gif, or jpg) for Verified certificates. For best resolution, use bold, black ink on clean, white paper.</p>								
Certificate Track <i>(Required)</i>	<ul style="list-style-type: none"> Indicate if course is Honor Code Certificate or Verified Certificate If Verified Certificate, list three pricing options (minimum \$25 USD). If Verified, specify the expiration date for verified registration (typically two weeks after course start, or last day when it is still possible to earn a certificate after some due dates have passed). 								
Subject Field (Choose up to three.)	<table> <tr> <td>Art & Culture</td> <td>History</td> </tr> <tr> <td>Biology & Life Sciences</td> <td>Humanities</td> </tr> <tr> <td>Business & Management</td> <td>Law</td> </tr> <tr> <td>Chemistry</td> <td>Literature</td> </tr> </table>	Art & Culture	History	Biology & Life Sciences	Humanities	Business & Management	Law	Chemistry	Literature
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<p>Course Banner Image (Required)</p>	<p>When you choose an image for your course, select an eye-catching, colorful picture that captures the content of your course and the feeling you want to create. For best results, work with a graphic designer.</p> <ul style="list-style-type: none"> • Size: 660 pixels wide by 240 pixels high • Choose an image that does <u>not</u> include text or headlines • Choose an image that you have permission to use. This can be a stock photo (try Flickr creative commons, Stock Vault, Stock XCHNG, iStock Photo) or an image custom designed for your course • Sequenced courses should each have a unique image • Make sure that the picture is a high-resolution image, but compressed to no more than 200 KB • File naming convention: <i>CourseID_Banner.jpg</i> 																
<p>Course Thumbnail Image (Required)</p>	<ul style="list-style-type: none"> • Should be made from your Course Banner Image • Size: 378 x 225 px • Make sure that the picture is a high-resolution image, but compressed to no more than 200 KB • File naming convention: <i>CourseID_Thumbnail.jpg</i> 																

Course Trailer (Optional)

Asset Name	Asset Information
Intro Video	<p>The course trailer should excite and entice potential students to register, and reveal some of the personality the instructor(s) bring to the course. The video should deliver your message as concisely as possible. The video should have a run time of less than 2 minutes. About videos should be heavily edited and use elements such as graphics, stock footage and/or music.</p> <p><i>How do I upload my trailer?</i></p> <ul style="list-style-type: none"> • Select "Anonymous Login" <p><i>The About video should answer these key questions:</i></p> <ul style="list-style-type: none"> • Who is teaching the course? • What university or college is the course affiliated with? • What topics and concepts are covered in your course? • Why should a learner register for your course? <p><i>Naming Specifications:</i></p> <ul style="list-style-type: none"> • File naming convention: <i>UniversityXCourseIDAbout.mov</i> • Post to: edx-ftp.mit.edu • When uploading your trailer, select anonymous upload. For all other media asset uploads, request credentials from your PM <p><i>Technical specifications:</i></p> <ul style="list-style-type: none"> • Codec: H.264 • Container: .mp4 • Resolution: 1920x1080 • Frame Rate: 29.97 fps • Aspect: 1.0 • Bitrate: 5Mbps VBR • Audio Codec: AAC 44.1KHz/192 Kbps
Video Still Image	<ul style="list-style-type: none"> • Size: 320 x 211 pixels • This image appears prominently on the course registration page, right where the video will play, so chose an engaging image that represents the course • File naming convention: <i>VideoName_Still.jpg</i>