



Video Production

Produktion

- Please schedule recording sessions in our studio using our [appointment booking](#) tool.
- Since a relatively large number of videos need to be recorded for a MOOC, we kindly ask you to schedule your recording appointments well in advance. For a 6-week MOOC, we recommend planning around 7-8 recording sessions. If you're unsure about a date, it's generally easier for everyone to cancel a scheduled session than to arrange a new one at short notice.
- You can find detailed information about the on-site recording process [here](#).
- The videos will be edited by our team and made available on the **review platform Filestage**. There, you can either approve the videos or submit change requests directly. Please always **review full recording days**, as we are unable to further edit or subtitle individual videos separately.
- After editing, your videos will be **subtitled** by the team Medien für die Lehre.
- The finalized videos will be uploaded to edX by the MOOC team, after which you can place them in the appropriate sections of your course. The subtitles will also be added by the MOOC team.

Videos

- Each video should ideally be no longer than **8-10 minutes**. Unfortunately, videos that exceed 15 minutes are not suitable for your MOOC. On average, you should **plan for about 1.5 hours of video content** per course module or week.
- A single module should not contain more than 2 hours of video material. Please ensure that the videos within each module are evenly distributed in terms of length.

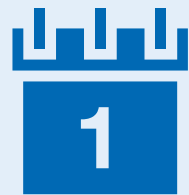




Framework and Deadlines

Framework

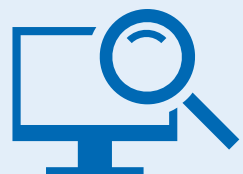
- **Start Date:** Please coordinate your course start date with the MOOC team. All further deadlines will be based on this date.
- **Course length:** The ideal duration for your MOOC is 6 weeks. Please ensure that the course is not shorter than 3 weeks and does not exceed a total length of 8 weeks.



- **Recording appointments:** We recommend scheduling your recording sessions approximately 4 weeks in advance.
- **Subtitling:** Depending on the amount of video content, subtitling may take 2–3 months.

Deadlines

- **Course About Page:** Enrollment for the course should be open four weeks before the course start date. For this to happen, the Course About Page needs to be published. Therefore, please submit the content for the Course About Page (see below) to the Medien für die Lehre team no later than 5 weeks before the course start date.
- **Finale Final Review:** The completed course must be submitted to the Medien für die Lehre team for final review three weeks before the scheduled start date. Please plan to allow time for final revisions during the following week.
- **Review by edX:** Your course will be submitted for review to edX by the MOOC team two weeks before the official start date. After that point, no further changes can be made.



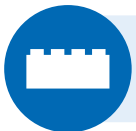
Verification Upgrade Deadline



Please define a Verification Upgrade Deadline. After this date, learners can no longer switch to the verified track or earn a certificate. This deadline should fall around the midpoint of the course. The MOOC team will communicate the chosen deadline to edX.

Course Support

Please ensure that the course is academically supervised by the department while it is running. This includes checking the discussion forum several times per week and responding to content-related questions. Technical questions will be handled by the MOOC team.



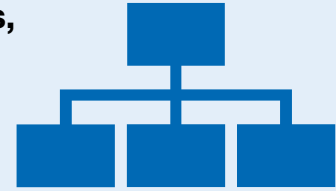
Course Creation

edX Studio

- You will build the course yourself in [edX Studio](#). Please register on the platform and choose a username that you would like to use when interacting with learners in the discussion forum.
- The **course shell** in edX Studio will be made available as soon as the Course About Page has been created by the MOOC team.
- We recommend that you take the edX course „[Building a course with edX](#)“ beforehand. It will give you an overview of the components that make up an edX course and how to work with them.

Course Structure

- At the start, create the appropriate **Sections, Subsections, and Units** in edX Studio. In addition to content sections, please also include sections for welcome and farewell messages.
- Make sure to assign the appropriate **release dates** to all sections.
- In the Course Outline, you can add **“Section Highlights”**. Please provide 3-5 bullet points summarizing the key topics of each module. EdX uses these highlights to send automated reminder emails to learners each week, including the topics you’ve listed.



Course Contents



- You can then begin populating the sections with content. Please insert the videos at the appropriate places. You can find the videos in edX Studio under “Content” → “Videos”.
- Please add appropriate **text components** wherever it makes sense.
- For all **assignments** you include in the course (see below), a **due date** is required.
- Even if course content is released weekly, all quizzes and weekly homework should share the same submission deadline. Otherwise, learners who enroll later during the course may not be able to complete all tasks. The deadline must fall before the final exam, if your course includes one.
- You are welcome to supplement your content with relevant **additional materials** such as articles, papers, or YouTube videos.
- Please make the **lecture slides** used in your videos available to learners. These can be linked directly below the videos or added in the Course Handout section.



Discussion Forum

- Under “Content” → “Pages & Resources” → “Discussion” → “Settings” → “Next”, please create a basic structure for your course **discussion forum**. Since edX automatically generates threads for all ungraded units, it’s sufficient to focus on general discussion topics. Here you can also define whether learners are allowed to discuss graded components in the forum.
- Learners appreciate the opportunity to interact via the forum. Therefore, please create a dedicated unit encouraging them to briefly introduce themselves in the discussion forum.



Assessment Formats & Grading

Assessment Formats



- Your course must include a variety of **assessment formats**.
- A key component of your course should be **closed-format quiz questions** placed after each video to help deepen learners’ understanding of the content. We recommend creating around three questions per video.
- In addition to quiz questions, you must include at least one additional type of assessment. This could be **weekly assignments** placed at the end of each module. These can consist entirely of closed-format questions, similar to quizzes, but with a larger number of items. You also have the option to use open-ended question formats through **Open Response Assessments**. In this case, learners must formulate their own answers. If you choose the peer review model, learners will assess each other’s submissions. We recommend this approach, as it significantly reduces the grading workload for the teaching team.
- At the end of the course, you may also offer a **final exam**. A closed-format question style is recommended here as well. Please make sure to set a time limit within which learners must complete the exam.

Grading



- To allow the system to determine whether learners in the verified track have passed the course, you need to configure the **grading settings**. This is done under „Settings“ → „Grading“. Here, you define the percentage of total points required to pass the course. You also specify the weighting of the different assessment types.
- Next, you must assign the graded assessment types to the relevant subsections in your course outline so that point calculation works correctly.
- Please ensure that **not** all assessments count toward the final grade, since only verified learners have access to them. To also provide value beyond the videos for those who do not purchase a certificate, it's important to offer **ungraded opportunities to reinforce learning**. Roughly **one third of the assessments** should be excluded from grading. For example, you might choose to leave one third of the quiz questions under each video ungraded or exclude the first third of the course from grading entirely, giving learners a preview of what to expect beyond the paywall.



Documents & Texts to Prepare

Video List

To ensure that your videos can be clearly identified and properly processed at the various stages by the Medien für die Lehre team, please fill out the **video list** we will provide. This is a shared document that both you and our team have access to.

You can already list all planned videos here, even if they have not yet been approved in Filestage.

Add the following information in the left-hand columns:

- Title of the video as it will appear in the course
- Duration of the video
- Link to Filestage
- Instructor featured in the video

Course About Page

- To define the content for the **Course About Page**, please send us the completed template. The Course About Page will be created by the MOOC team. Once this is done, the course shell in edX Studio will be automatically made available.
- Please keep in mind that the Course About Page is the main source of information for potential learners deciding whether to enroll in the course. The text should therefore be **engaging and specific**. Additionally, please select a Course About Image from Shutterstock that best represents the content of your course.

Syllabus



Please prepare the content for the **Syllabus**, using the sample structure provided in our wiki as a reference. The

Medien für die Lehre team will format your content according to the official design and upload the document to edX. You can then embed it in your course accordingly.

Update

When learners first enter the course, an **Update** will appear as a pop-up message. It remains visible until dismissed by the learner. This provides an opportunity to highlight important course details and key deadlines. Please follow the format outlined in the example in our wiki and upload the text yourself in edX Studio under „Content“ → „Update“. The sample text includes components required for all edX MOOCs. Be sure to include all paragraphs in your own version.

Discussion Forum Guidelines

To ensure that expectations in the discussion forum are clear, we recommend creating **Discussion Forum Guidelines**. An example is also available in our wiki. Please send the text to the Medien für die Lehre team, and we will format it according to the design standard and upload it to edX for you. You can then integrate it into your course.



FAQ

Please prepare a **FAQ section** addressing common questions that learners might raise in the discussion forum. A template is available in our wiki. You can create the FAQ page under „Content“ → „Pages & Resources“ → „Custom Pages“.

Certificate

The **certificate** for verified learners who successfully complete the course will be created by the MOOC team. Please provide the **instructor's signature(s)** in .png format.

Survey

Each course will include two **surveys**, one at the beginning and one at the end, created by the MOOC team. These surveys help gather demographic data and collect feedback on the course experience. If you would like to suggest any changes, feel free to contact us.





Helpful Links

edx.org - The platform where RWTH's MOOCs are published and made available.

[edX Studio](#) - The tool you use to build and manage your course.

[edX Insights](#) - Once your course is open for enrollment, Insights allows you to track the number of enrolled learners. When the course is running, it also provides data on learner engagement, performance, and demographics.

[edX Kurs „Building a course with edX“](#) - This course offers a clear and practical introduction to using edX Studio and building your course effectively.

[edX Docs](#) - The edX Docs provides detailed guidance on the technical aspects of building and running a course.