



EDUCATIONAL DESIGN & ENGAGEMENT

Designing open online courses

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Our aims

ONLINE COURSE PRODUCTION SERVICE

- ✓ Support the creation of accessible, inclusive and engaging online learning.
- ✓ Build capacity of subject matter experts (SMEs) to create, use and reuse OER.
- ✓ Make a positive global impact by offering free, open education opportunities to all.



How do we support the creation of accessible, inclusive and engaging online learning?

ABC Learning Design



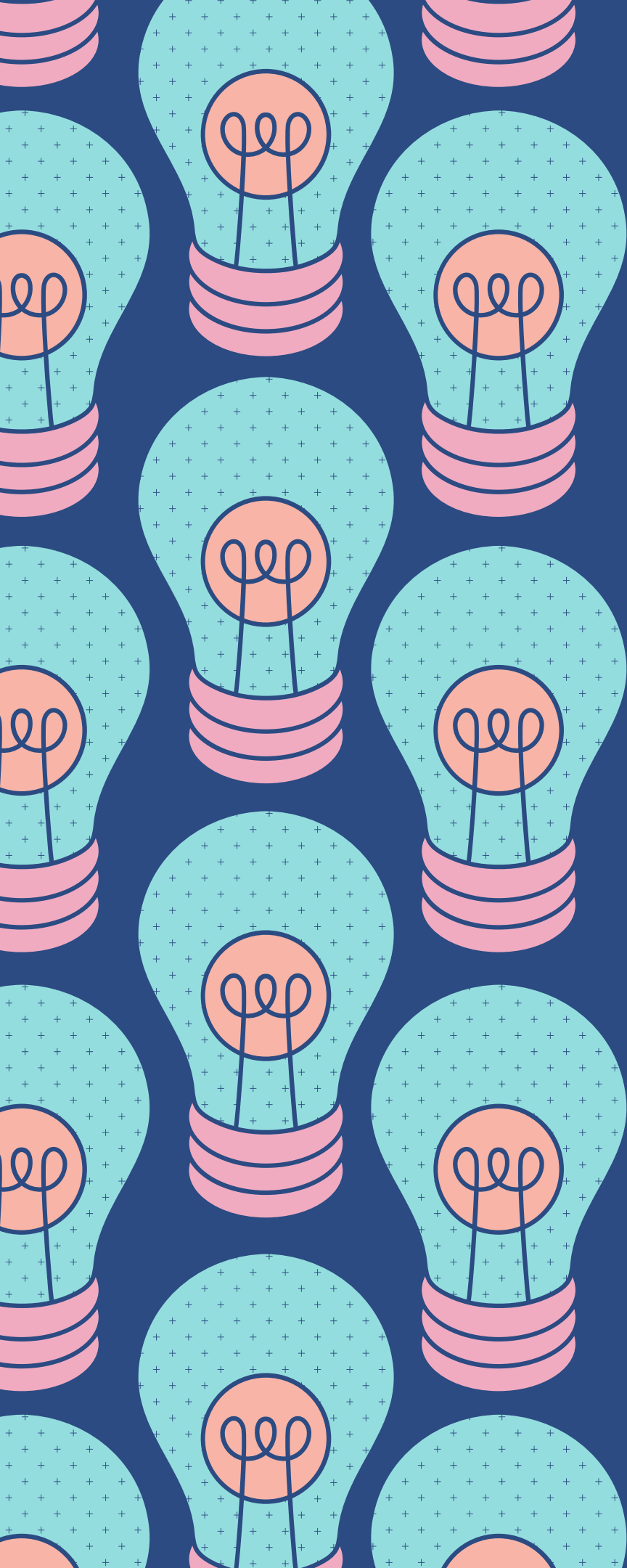
Curriculum design
method developed at
UCL in 2014.

Conversational
framework using
6 learning types.

100 years of teaching
and learning research.

90-minute hands on,
collaborative workshop.





What existing OERs could I use in my course content?

Where can I find openly licensed images, video and other resources?

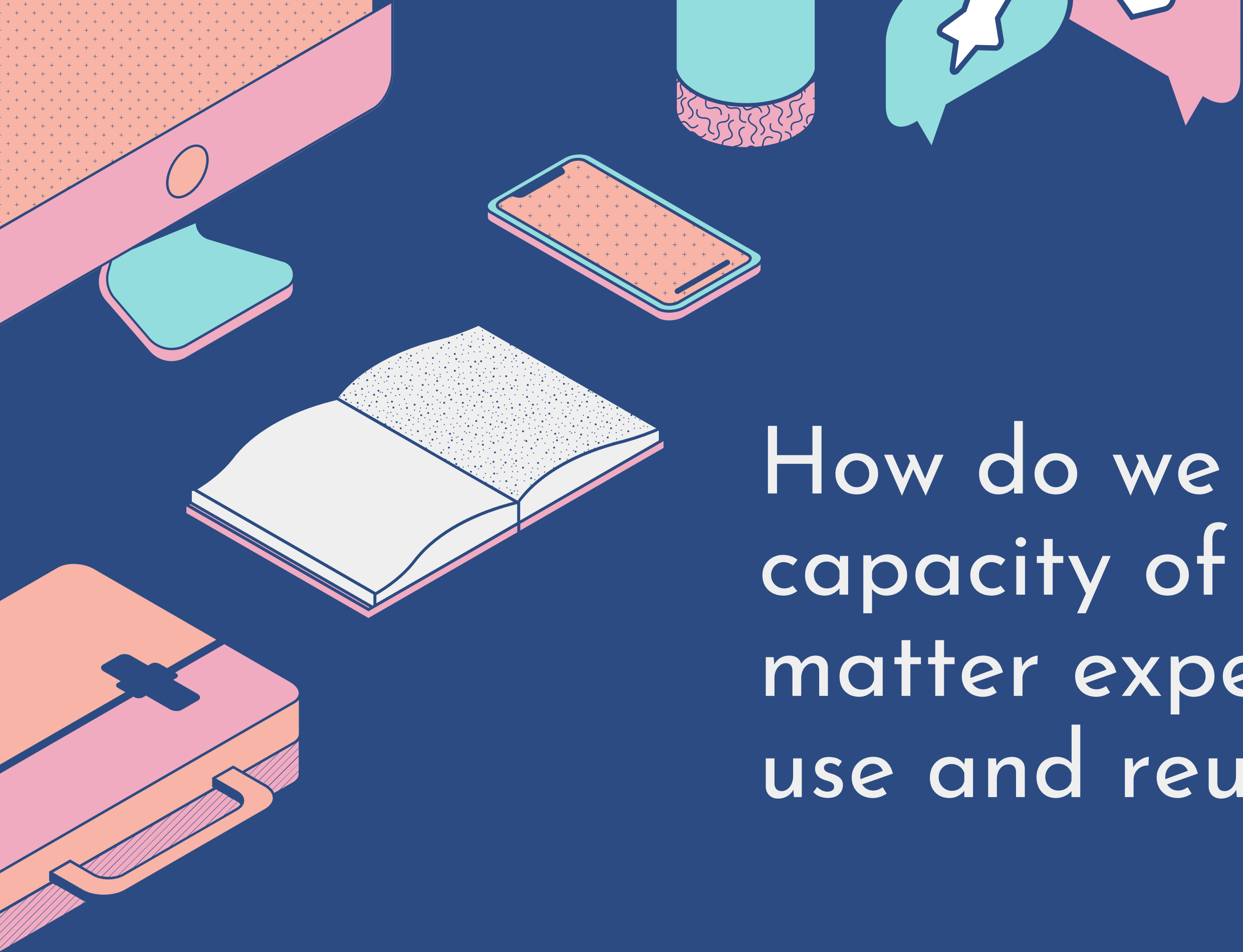
I've found a resource I want to use, can I use it in my course? How do I attribute it correctly?

What Creative Commons licence is appropriate for my learning materials?

OER Support

- ✓ Content writing templates containing guidance, examples, further resources.
- ✓ 'Cheat sheet' guides on using OER and Creative Commons.
- ✓ Ongoing support from the OER team during the development process.





How do we build capacity of subject matter experts to create, use and reuse OER?

Online Courses / Teaching



How to Create an Online Course

★★★★★ 4.8 (103 reviews)

Discover key skills and practical tools to create engaging online learning experiences.

Join course

5,277 enrolled on this course



🕒 Duration
2 weeks

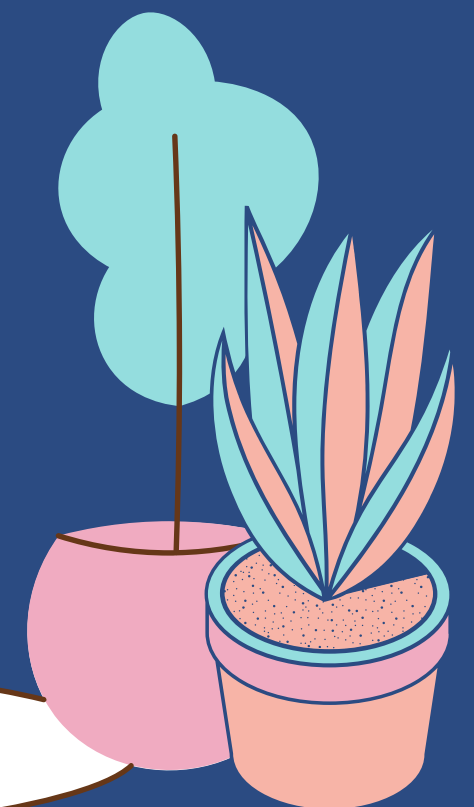
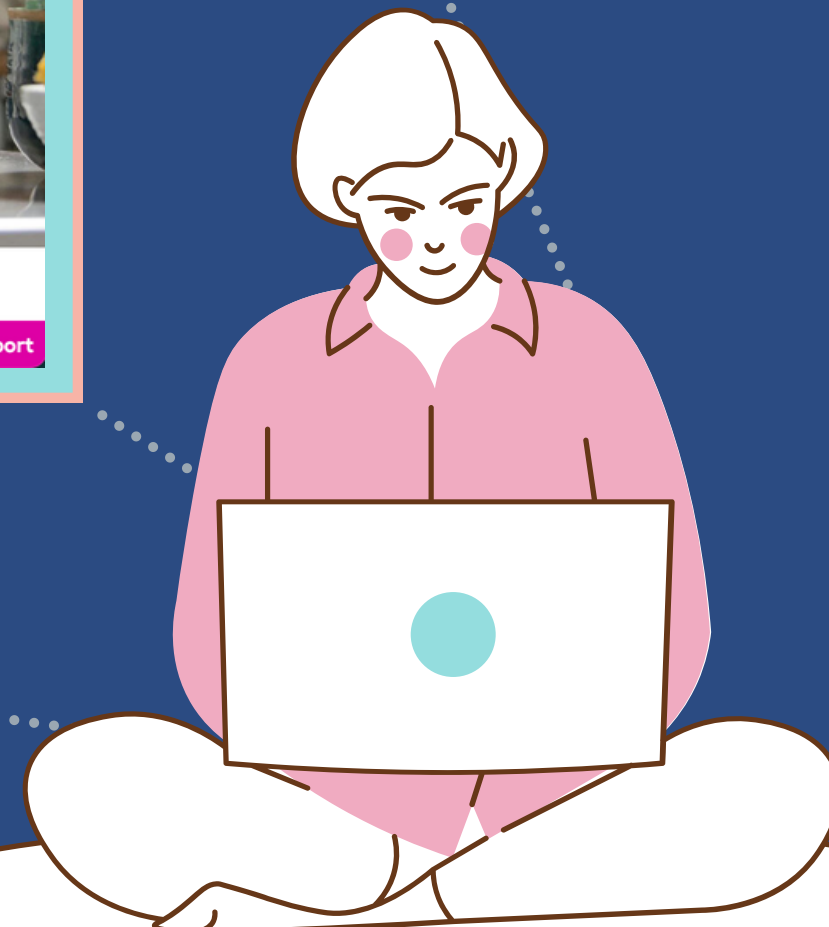
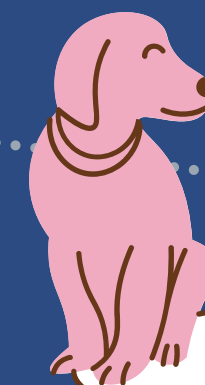
🕒 Weekly study
3 hours

🌐 100% online
[How it works](#)

🔄 Unlimited
£16.67/month
[Learn more](#)

🛡️ Accreditation
Available
[More info](#)

Support





How to Create an Online Course

1 ————— 2 ————— 3 ————— 4

Understanding Your Learners

Identify a target audience using personas, and consider decolonisation, diversity and inclusion.

The Power of Active Learning and Narrative

Explore active learning methods and how to write for online using appropriate language and tone.

How to Make Content Engaging

Create content that is open, accessible, and keeps learners engaged in the online environment.

Your Digital Toolbox

Use digital tools and media to enhance online learning materials and improve learner experience.



How are we making a positive global impact with open education?



Open Media Bank

A collection of high quality media resources created for the University of Edinburgh's short online courses.

These media resources have been made available under Creative Commons licence for sharing, reusing and remixing.

4

million
online learners
worldwide

9

major
subject
areas

80

short courses
since first
MOOC (2012)

45k

certificates
awarded



Thank you

