**ACTORS** 

Students

**Course Developers** 

professors / teachers

project 'owner'

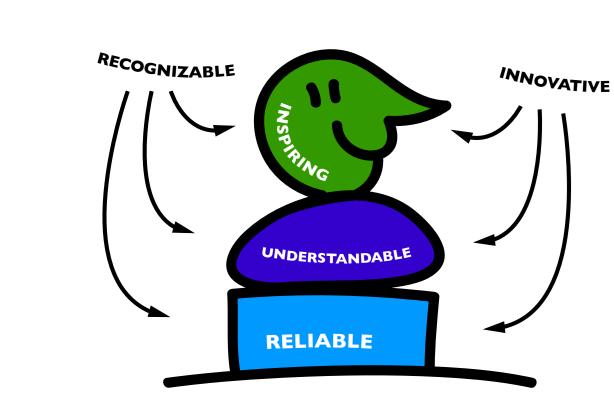
clearance

virtual lab

designers



- Create courses with a TU Delft online learning
- Research how students learn and how technology car transform learning, both on campus and worldwide.



The content of the MOOC is correct and reliable.

# 2. Understandable

The content of the MOOC is conveyed in a efficient and understandable manner, implementing online learning

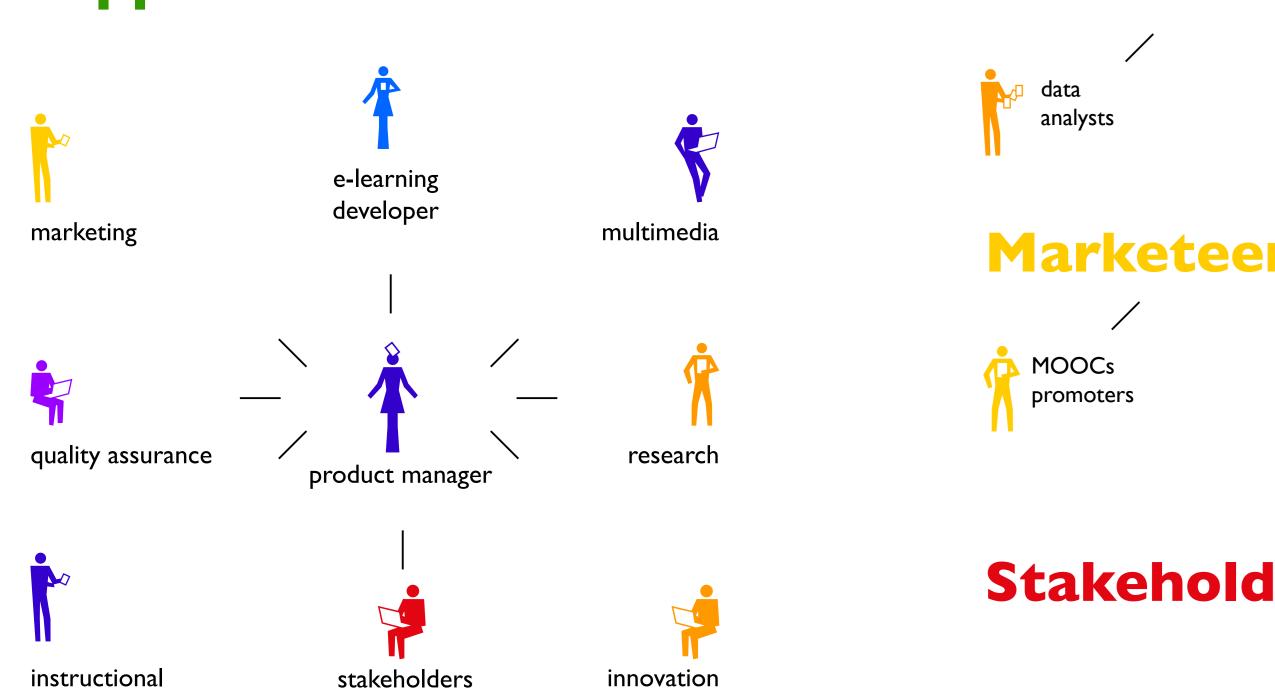
# 3. Inspiring

Student experience the MOOC as inspiring, challenging and activating.

# 4. Recognizable

The identity of the TU Delft is well-expressed in the

# 5. Innovative

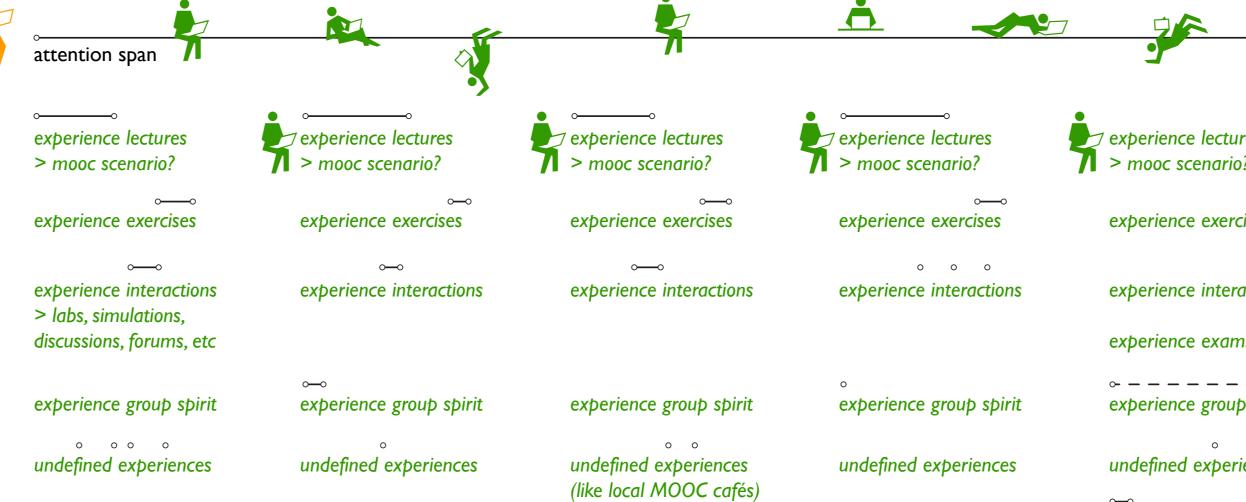




# **JOURNEYS**













# Massive Open Online Course

# interact with, the cou

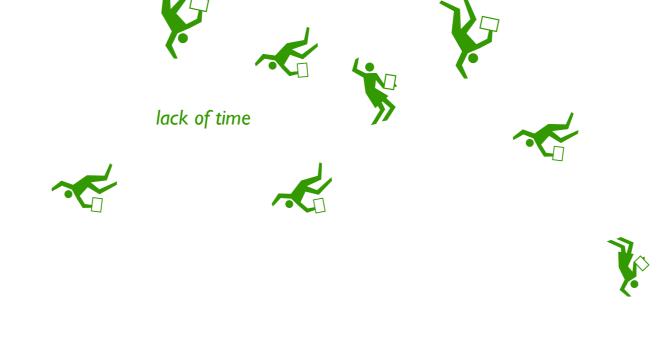
























and/or initiated by a tender. O2E and the faculty made a nation of

I. ORIENTATION

tes the next step and will work - a concept planning (in months) of the faculty and or FacultyX in

still is a positive feeling towards The proposal contains an expla- Final decision is made by the An information meeting about a choice (for a MOOC, blended or - why the faculty wants to deve- If the outcome is negative reviewed bases on the feedback

- an overview of necessary trai- the proposal was part of a

make concept proposal go/no-go for preparation

The detailed design and planning and plannin Dean and Director of O2E. (no-go), the proposal can be

order to be assessed again. If

tender, a second assessment is

1.3 Make concept proposal / 1.5 Go/no-go for preparation 2.1 Build O2E support team 2.3 Kick-off

 translated into the faculty explores the final reviewed first by the faculty project team consist of the overview of all subject team step 4.2. lectures and exercises are produ- improve the final review in step 4.2. lectures and location focuses on the step 4.2. lectures and exercises are produ- improve the faculty project team course design course design course to attend training for must be reviewed first by the faculty project team to suit of the overview of all course to attend training for must be reviewed first by the faculty project team course to attend to the course is a lecture and/or students will be fore the final review of all course to attend to the course to attend to the course of the overview of all course to attend to the course of the overview of all course to attend to the course of the overview of all course of the overview of all course to attend to the course of the overview of all course of the overview of the overvie <text>the course learns and the impact: What kind of support team, which will advise learns about the course and correspon- adjusted at any time, but most evaluated. In the placed in to the course and evaluated team can help and the course in the placed in to the course and evaluated. In the platform itself. The course of education will advise learns about the development team can help and the improvements. The lectu- during the run of the course written by the faculty criteria for twick in the platform itself. The course of the course in the platform itself. The course of the course in the platform itself in the platform itself. The course in the platform itself. The course in the platform itself. The course in the platform itself in the platform itself in the platform itself. The course in the platform itself in the pl a lecturer wants to attend traise the faculty project and assist the faculty project steps to be taken and in detail and give a colleague or student-as- translate the test results into a lecturer wants to attend trai- and assist the faculty project steps to be taken and in detail and give a colleague or student-as- translate the test results into a lecturer wants to attend trai- and assist the faculty project steps to be taken and in detail and give a steps to be taken and in detail and give a consist of creating an announce- created within the platform. Some content can be assist the faculty project these improve- student-as- translate the test results. The evaluation of the course, and and give a consist of creating an announce- created within the platform. Some content can be asking a colleague or student-as- translate the test results into a lecturer wants to attend trai- and assist the faculty project and asking a colleague or student-as- translate the test results into a lecturer wants to attend trai- and asking a colleague or student-as- translate the test results into a lecturer wants to attend trai- and asking a colleague or student-as- translate the test results into a lecturer wants to attend trai- and asking a colleague or student-as- translate the test results into a lecturer wants to attend trai- and asking a colleague or student-as- translate the test results into a lecturer wants to attend to a lecturer wants to attend to a lecturer wants to a lecturer wants to attend to a lecturer wants to attend to a lecturer wants to a lec internal account manager O2E develop at this moment? Who faculty director of education (in final go (or no-go). In case O2E ment (e.g. introduction video) for ready for integrating course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the project coordinator - internal account manager O2E ment (e.g. introduction video) for ready for integrating course content in the project coordinator - internal account manager O2E ment (e.g. introduction video) for ready for integrating course content in the platform placed during the development, sistant to "have a look" at the course content in the project coordinator - internal account manager O2E ment (e.g. introduction video) for ready for integrating course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development, sistant to "have a look" at the course content in the platform placed during the development in the platform p explains different kinds of O2E should be involved in the deve- case all financial means are pro- provides (partly) financial means different experts that are needed This kick-off is interactive (e.g. production including deadlines coordinator decides if the initial must approve of it, taken the (in case of one course) the EdX platform. lopment process? Do we have vided for by the faculty) or the for the development, they will e.g. platform and e-learning and milestones. E.g. preparation faculty project team needs more project budget in account. the time and money? If after internal account manager O2E (also) assess the proposal and experts and the internal account making a detailed design) and of videos (storyboards), recording and/or other members, the inter-

2. PREPARATION

2.1 Build O2E support team.

The faculty builds their own

faculty project team. Possibly this step has been taken earlier in

the process. The faculty project

time, for example after the kick

Together with the O2E support

PREPARATION

team, they form the complete

team can be adjusted at any

training for videos. Additional to contact the New Media can be provided for by OC Focus recording videos. The project and New Media Center.

informative. It does not consist of of videos and course design. nal account manager O2E can coordinator will be in contact with multimedia production about the detailed planning and scheduling of lecturers. Detailed design and planning can reviewed by Quality Assurance of the faculty to see if it matches the desired quality. The "head" lecturer is responsi-

ble for the delivery of the deta

led planning and design of

nally a decision about when to care of before external commu-

- module managers (in case of All online courses, which are It is recommended to first create designing a discussion board in rer must respect copyrights. The review focuses on the choicess: PR & marketing which congive you a better insight in how ces made about online activities sists of more activities to attract to produce which materials.

2.8 Go/no-go for production 3.1 Start PR & Marketing

in the design (didactics) and the students. feasibility of the planning. The The start of internal communicainternal account manager O2E tion can vary per project, altadvises the faculty on the detai- hough internal communication led planning. This go/no-go can (faculty and TU Delft staff, exisresult in adapting the detailed ting students) about the launch planning and design and additio- of the MOOC must be taken

nication (students, PR & Marke-

. PRODUCTION

This is the start of a new pro- the course in the platform can

hed on the Delft Extension form before producing course nment in EdX.The lecturer must content because the structure of respect copyrights. 3.5 Produce Sample Week

A highly recommended step in de production phase is to produce a sample of one week before producing more/all of the content.This sample can be evaluated by the O2E support team, and possibly (test) students. History teaches us that this extra production step including evalua

tion and review, enhances the

quality of further content pro-

duce sample week/course

3.2 Create course design in plat- 3.3 Produce course content 3.4 Place course content in plat- 4.1 Test

beta-testers. Beta-testers are course accordingly. students with knowledge about

the course subject and will not only check technical aspects such as correct hyperlinks and videos, but also give feedback on the quality of the content. Specia

attention is paid to copyrights.

tent in a later stage. (step 3.4), for example when e.g. a discussion board. The lecture adjusts the actively busy moderating the vements are urgent (e.g. techni- otherwise support is available. after the first run. The evaluation from the previous run not yet back through announcements, can wait after finishing the feedback movies, additional course.

focuses on the entire develop- adjusted? Does the course ment process (phases 1 to 5, design need improvement? Is collaboration, support, etc) and course innovation possible? Dethe results, and highlights positi- pending on the identified impro ve experiences and points for vements, the course design can

be adapted or even innovated, parts of the content can be reproduced etc.The developmer process starts again in the preparation or production phase. The exact steps to be taken before the re-run of the course

must be discussed by the course

team (faculty) and 02E.

course review







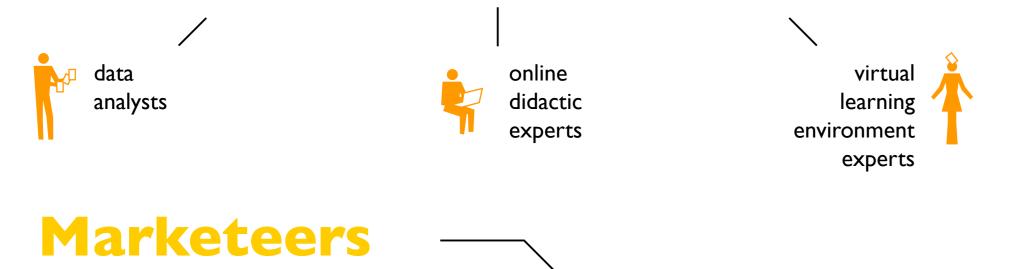


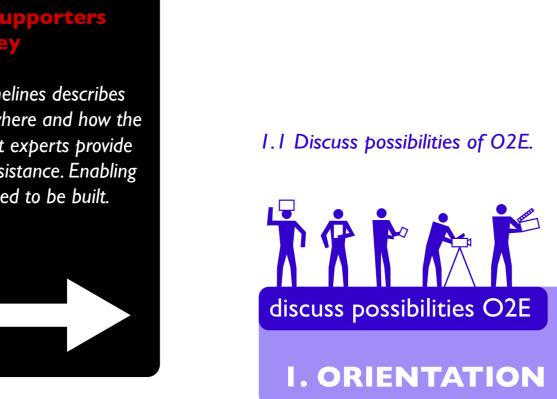
creative team

quality assurance

production team

planning manager







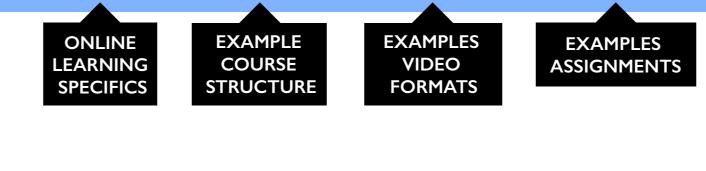
1.4 Feedback on proposal.

The O2E support team can

advise the faculty about the

proposal formats.

proposal and has examples of



2.6 Advise & assist



lecturer (and student-assistants) team can at this point advise on media training.

to make a detailed design and the arrangement of the faculty

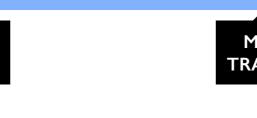
They can provide examples and mandatory training fits the facul-

create detailed d&p adapt faculty team training



The O2E support team helps the Additionally, the O2E support The New Media Centre provides

project team and which elective/



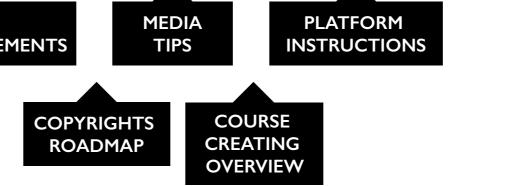


2.7 Provide training



go-no-go for productio

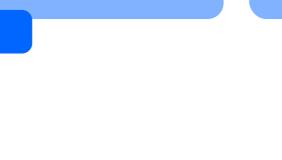




start PR & Marketing course design in platform produce course content



start PR & Marketing course design in platform produce course content content in platform



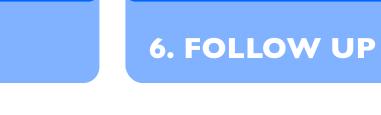
content in platform





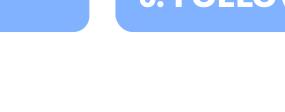
identify improvements review

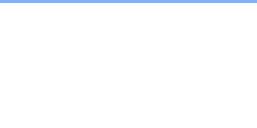
5. COURSE OFFERING





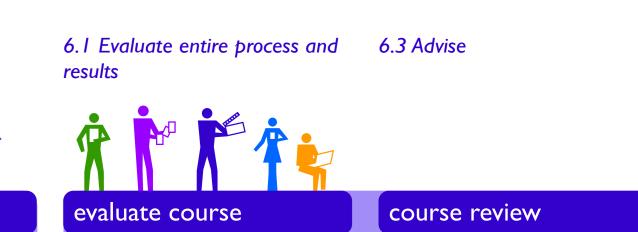
evaluate course











6. FOLLOW UP

