



תבנית עמוד אודות קורס | About Course Page Template edX.org

- (1) צרו עותק חדש של תבנית זו
- (2) מלאו את הפרטים הנדרשים בעמודה הימנית באנגלית
- (3) לחצו בקליק ימני על הריבוע מימין לשורת האישור להלן ובחרו ב- ✓ כדי ש-edX וקמפוס יוכלו להציג את החומרים המצורפים לתבנית ולשווק את הקורס שלכם
- (4) שלחו ל-POC שלכם בצוות קמפוס את המסמך המלא בצירוף לינקים לכל הקבצים הנדרשים

אנחנו מאשרים שימוש בחומרים המצ׳ב לצרכי הצגה ושיווק הקורס על ידי edX וקמפוס

Course Requirement (Click for More Info)	Specs	Your Text
Course Title*	<70 characters, <50 recommended	
Short Description*	<255 characters	
Long Description*	<2500 characters	
What You'll Learn*	<2500 characters, each bullet with 4-10 words	
Subject Field*	Primary is required and will appear in sidebar, others are optional and will appear in search	
Course Image*	2120 x 1192 pixels 1MB max	צרפו פה לינק ל-google drive או ל-dropbox עם הקבצים. הקפידו שבשמות הקבצים מופיע מזהה הקורס שלכם וכן סוג התמונה.
Prerequisites	<200 characters	

Syllabus	<2500 characters	
Level*	Introductory, Intermediate, Advanced	
Frequently Asked Questions (FAQ)	<2500 characters	
Video	30-90 seconds. Additional specs below. + Subtitles SRT file	צרפו פה לינק ל-google drive או ל-dropbox עם הקבצים. הקפידו שבשמות הקבצים מופיע מזהה הקורס שלכם וכן סוג התמונה.
Learner Testimonial	<500 characters	
Marketing assets	Images, Interesting Facts, Bloopers Video, Behind the Scenes etc.	צרפו פה לינק ל-google drive או ל-dropbox עם הקבצים. הקפידו שבשמות הקבצים מופיע מזהה הקורס שלכם וכן סוג התמונה.

Pink fields will receive marketing and SEO review.

*Required for successful submission

Course Run Requirement (Click for More Info)	Specs	Your Text
Course Start Date*	Month, Day, Year and Time in UTC	
Course End Date*	Month, Day, Year and Time in UTC	
Course Staff*	List staff in the order you want them to appear on the About Page. Limited to the primary instructors a learner will encounter in videos.	
Staff Image*	110 x 110 pixels, no more than 256 MB	צרפו פה לינק ל-google drive או ל-dropbox עם הקבצים. הקפידו שבשמות הקבצים מופיע מזהה הקורס שלכם וכן סוג התמונה.
First Name*	Required.	
Last Name*	Required.	
Title*	Required.	
Email*	Required for edX internal use only. Institution email highly preferred. This will NOT display on the site.	
Bio*	No more than 3 paragraphs. Additional info below.	
Facebook URL	Optional.	
Twitter URL	Optional.	
Blog URL	Optional.	

Major Works	Optional.	
Estimated Effort*	The number of hours per week or module the learner should expect to spend on the course.	
Course Content Language*	Required.	
Video Transcript Language *	Required. May list more than one.	
Language Spoken in Course Videos*	Required.	
Course Length*	Length of the course, in weeks, rounded to the nearest whole number	

*Required for successful submission

Course Title

- Concise (less than 50 characters recommended).
- Clearly indicates the course subject matter.
- [SEO-optimized](#) and targeted to a global audience.

Example	<i>English Grammar and Essay Writing</i> <i>Sequence</i> <i>Statistics: Inference</i> <i>Statistics: Probability</i>
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Short Description

An effective Short Description

- Contains 25–50 words.
- Functions as a tagline.
- Conveys compelling reasons to take the course.
- Follows [SEO guidelines](#).
- Targets a global audience.

Example	<i>“Learn the fundamentals of marketing, including top strategies and tools used across industries.”</i>
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Long Description

An effective long description

- Contains 150–300 words.
- Is easy to skim.
- Uses bullet points instead of dense text paragraphs.
- Follows [SEO guidelines](#).
- Targets a global audience.

Example

Content-based example:

Marketing is a crucial function in all businesses and organizations, and is becoming increasingly crucial to success in our modern global economy.

This course, regardless of your industry background, will teach you core concepts and tools to help you better understand and excel in marketing. Key topics include Market Research and its importance to strategy, brand strategy, pricing, integrated marketing communication, social media strategy and more.

Learn through the award-winning teaching approaches of the Sauder School of Business's marketing faculty. This course will bring a marketing lens to complex business and organization challenges and aid in holistic decision-making that aligns with customer and company goals.

Skills-based example:

Taught by instructors with decades of experience on Wall Street, this M&A course will equip analysts and associates with the skills they need to rise to employment in the M&A field. Additionally, directors and managers who have transitioned, or hope to transition, to M&A from other areas such as equities or fixed income can use this course to eliminate skill gaps.

What You'll Learn

- The skills and knowledge learners will acquire in this course.
- Format each item as a bullet with four to ten words.

Example

- *Develop a basic customer segmentation system*
- *Effectively target customer segments and position your product or service in the marketplace*
- *Understand the psychology of consumer decision making*
- *Develop pricing strategies that maximize profitability*
- *Define appropriate channel systems and go-to-market efforts*

Subject Field

The subject of the course.

You can select up to two optional subjects in addition to the primary subject. Only the primary subject appears on the About page. The others appear in Search.

Please choose subjects from this list:

Architecture
Art & Culture
Biology & Life Sciences
Business & Management
Chemistry
Communication
Computer Science
Data Analysis & Statistics
Design
Economics & Finance
Education & Teacher Training
Electronics
Energy & Earth Sciences
Engineering
Environmental Studies

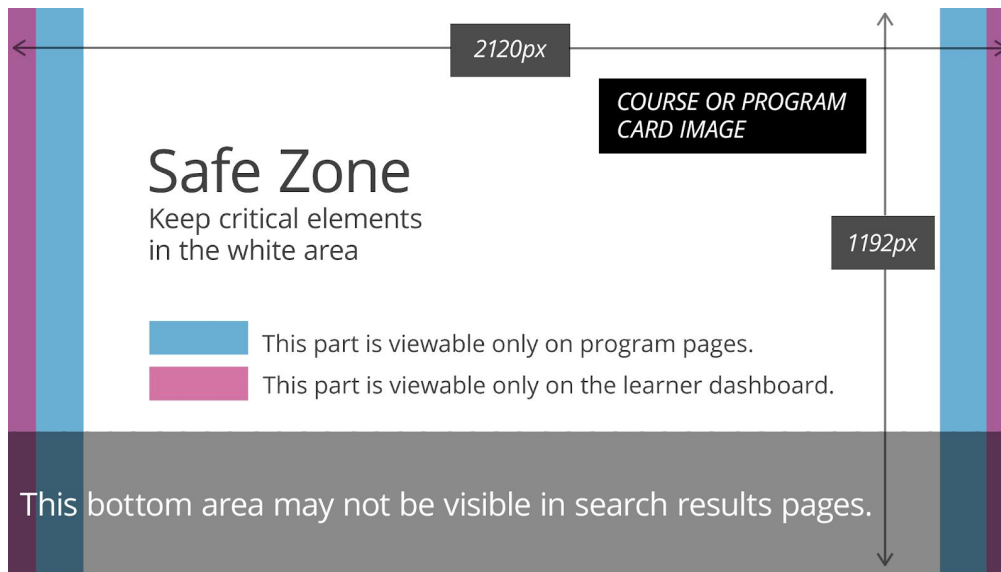
Ethics
Food & Nutrition
Health & Safety
History
Humanities
Language
Law
Literature
Math
Medicine
Music
Philosophy & Ethics
Physics
Science
Social Sciences

Course Image

An eye-catching, colorful image that captures the essence of your course.

Course Image Guidelines:

- The image size must be 2120 x 1192 pixels.
- Each course in a sequence must have a unique image.
- The image cannot include text or headlines.
- You must have permission to use the image. Possible image sources include Flickr creative commons, Stock Vault, Stock XCHNG, and iStock Photo.
- Please reference the image guide below to understand how the course image will appear on our site (subject to dynamic resizing on mobile). This should help you decide which image to choose.



Prerequisites

- Maximum 200 characters.
- Specific knowledge learners must have to be successful in the course. If the course has no prerequisites, enter "None".

Example

- *Secondary school (high school) algebra; basic mathematics concepts*
- *Graduate-level understanding of Keynesian economics*
- *Basic algebra*

Syllabus

- A review of content covered in your course, organized by week or module.
- Focus on topics and content.
- Do not include detailed information about course logistics, such as grading, communication policies, and reading lists.
- Format items as either paragraphs or a bulleted list.

Example

Week 1: From Calculator to Computer

Introduction to basic programming concepts, such as values and expressions, as well as making decisions when implementing algorithms and developing programs.

Week 2: State Transformation

Introduction to state transformation, including representation of data and programs as well as conditional repetition.

Level

- Specify one:
 - **Introductory** - No prerequisites; a learner who has completed some or all secondary school could complete the course.
 - **Intermediate** - Basic prerequisites; learners need to complete secondary school or some university courses.
 - **Advanced** - Significant prerequisites; the course is geared to third or fourth year university students or master's degree students.

Frequently Asked Questions (FAQ)

Any frequently asked questions and the answers to those questions.

Video Link

The About video should excite and entice potential students to take your course. Think of it as a movie trailer or TV show promotion. The video should be compelling, and exhibit the instructor's personality.

The ideal length is 30-90 seconds (learners typically watch an average of 30 seconds).

The About video should be produced and edited, using elements such as graphics and stock footage.

The About video should answer these key questions.

- Why should a learner register?
- What topics and concepts are covered?
- Who is teaching the course?
- What institution is delivering the course?

Technical specifications:

- 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

Example

Visit edX's YouTube channel for examples of other About videos:
www.youtube.com/user/EdXOnline

Learner Testimonial

- A quote from a learner in the course, demonstrating the value of taking the course.
- Should be no more than 25-50 words in length.

Example

*"Brilliant course! It's definitely the best introduction to electronics in the world!
Interesting material, clean explanations, well prepared quizzes, challenging homeworks
and fun labs." – John Smith, Spring 2017*

Course Start Date

- Start on a Tuesday, Wednesday, or Thursday.
- Avoid major U.S. holidays.
- Specify a month, day, year and time. If you are unsure of the exact date, specify a day that is close to the estimated start date. For example, if your course will start near the end of March, specify March 31.

Course End Date

- Specify a month, day, year and time. If you are unsure of the exact date, specify a day that is close to the estimated start date. For example, if your course will start near the end of March, specify March 31.

Bio

Please include the following information for each course instructor. List instructors in the order you want them to appear on the About Page. Limited to the primary instructors a learner will encounter in videos.

Required:

- Name
- Title
- email: Required for edX internal use only. Institution email highly preferred. This will NOT display on the site.
- Biography: brief (1-2 paragraphs maximum)
- Image: high resolution, 110 x 110 pixels, compressed to less than 200 KB

Optional:

- Areas of Expertise: major areas of research focus
- Major Works: links to relevant work (3-5 bulleted items maximum)
- Facebook URL, Twitter URL, Blog URL: links to blogs, personal websites, or social media personas

Example

David J. Malan

Gordon McKay Professor of Computer Science

David is Gordon McKay Professor of the Practice of Computer Science at the School of Engineering and Applied Sciences at Harvard University. He received his A.B., S.M., and Ph.D. in Computer Science from Harvard in 1999, 2004, and 2007, respectively.

Areas of Expertise:

- *Global Public Health*

- *Health Decision Science*
- *Statistical Biology*

Major Works:

- *Sensor Networks for Emergency Response: Challenges and Opportunities.*
Konrad Lorincz, David J. Malan, et.al.

Connect:

- *website: <http://cs.harvard.edu/malan/>*
- *twitter: @davidjmalan*
- *facebook: dmalan*