

## Join MI Learning on iTunes U



### Participation Information

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## Join MI Learning on iTunes U

### Introduction

MI Learning on iTunes U provides a gateway to K-12 student, staff and community learning that will not only reach learners across Michigan but also learners around the world! Audio, enhanced and video resources/podcasts that support Michigan curriculum standards, professional development and other Michigan community resources may be posted at the MI Learning on iTunes U site free of charge. The development of MI Learning on iTunes U is a cooperative initiative with the Michigan Department of Education, MACUL, and other organizations and schools who provide access to quality learning resources.

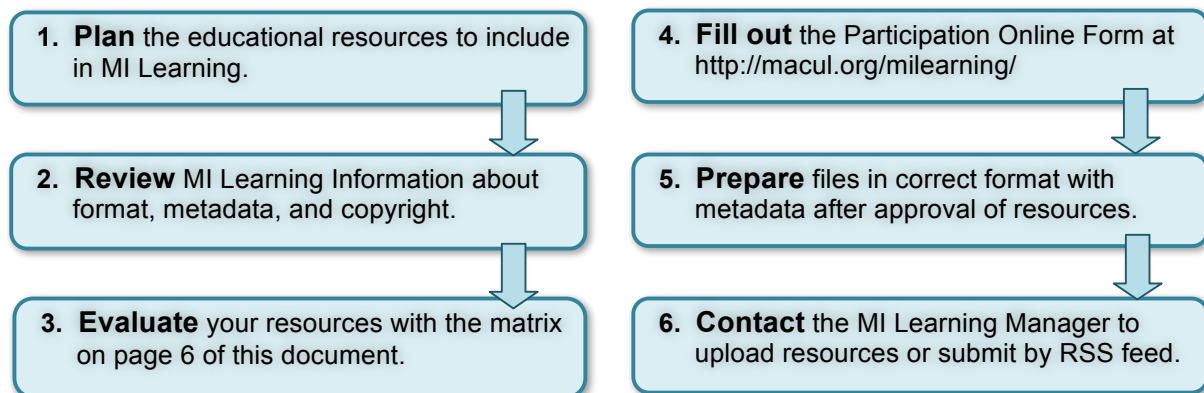
Access the MI Learning link at <http://macul.org/milearning/> or  
Open iTunes > iTunes U > K12 > Michigan's MI Learning  
(Access requires iTunes software installed on your computer.)

If you are interested in providing educational audio or video resources on the MI Learning site please follow the process below. Your resources may also exist at other website locations which can be linked to MI Learning on iTunes U.

### Participation Guidelines

The educational audio and video resources must be of high quality and based on Michigan or National Curriculum Standards. Professional Development resources must follow high quality training practices.

### Steps to participate



### Copyright Information

You/your organization retain the copyright as creators of original content. MI Learning and Apple reserves the right to use, reproduce, modify the format and display of the content (not modify the substance of any content), distribute, transmit, perform and display content on the iTunes U site and public content on the iTunes Store for the purposes consistent with making media rich resources available through MI Learning on iTunes U.

Before you use any copyrighted works in your educational materials, you must identify the copyright owners and ask for permission to include their work in your materials. If you use interviews with another person, make sure the person agrees to the use and distribution of their responses. Follow the TEACH Act and U.S. Copyright Act requirements.

**Resource Formats**

Apple, Inc. recommends using the following formats for your iTunes U audio, video and print content:

- Audio files: MP3 or AAC
- Video files: MP4 with H.264 compression
  - ✓ Video Format: MPEG-4 with H.264
  - ✓ Data Rate: Up to 1.5 Mbps
  - ✓ Image Size: 640 x 480 pixels
  - ✓ Frame Rate: 30 frames per second
  - ✓ Key Frame: Every 24 frames
  - ✓ Audio Tracks: Baseline Low-Complexity Profile with AAC-LC audio up to 160 Kbps
- All files that are uploaded to Apple servers have a size limitation of 500 MB; recommended window size for video files is 640 x 480.
- Print files may also be distributed on iTunes U as Adobe Acrobat PDF files.
- Link to: [www.apple.com/support/itunes\\_u/](http://www.apple.com/support/itunes_u/) and check the listing under “Instructors” to review the *Creating Content for iPod + iTunes* (PDF) document and more! This document gives more details about complex and large file formats.

**Preparing Resource Files**

**Discuss available hardware and software options for creating audio, enhanced and video resources with your technology support staff.** There are many software solutions for creating audio, enhanced and video files. Some software options are listed below, but these keep changing and improving. Resources may be saved in different formats but need to be converted to mp3 (audio), mp4 (video), and PDF (print) files to use on MI Learning on iTunes U. Always keep your original file and save file conversions with a different name!

Platform	Software	Software info
Multi-platform	Audacity + Lame	OpenSource, audio only
Multi-platform	Camtasia	Camtasia Studio/Snagit Bundle, ability to capture computer screen
Multi-platform	Keynote	Allows narration of a slideshow directly within the program.
Multi-platform	Podomatic	Web-based, audio with webcam
Multi-platform	ProfCast	Simple to use tool for recording presentations including PowerPoint and/or Keynote slides for creating enhanced podcasts
Mac	iLife	iMovie, iPhoto, GarageBand
Windows PC	MovieMaker	Included with Windows
Windows PC	AVS Video Tools	Converts all types of files and include video editing tools
Windows PC	PhotoStory	Freeware; not specific to podcasting, capture slides from PowerPoint; may add narration, export, reformat for enhanced podcast with slides.

**Software for converting files to accepted formats:**

Several software options listed above are also used to convert files to other formats. Discuss options for converting files with your technology support staff. **Use original files when converting to different formats.** A few conversion software options are listed below:

Multi-platform	Quicktime Pro	QT Pro can also convert Flash to MP4 files.
Windows PC	AVS Video Tools	Converts all types of files
		Many other options available – google the conversion you need!

**MI Learning Standard Metadata Format**

Metadata is the searchable information that helps users find the learning resources they need. It is essential that a uniform format is used when completing the metadata information.

**Before uploading files, add the metadata or tags to these files.** Open your file with iTunes to get it in your iTunes Library; then highlight or select the file; go **File > Get Info** (or right-click on the file name; select **Info** tab on the Get Info window; **fill in the fields** as listed below; click **OK**. The iTunes metadata format is set up for the music industry so it includes headings such as Artist and Album. In order to meet our K12 needs, the format below has been developed for K12 iTunes U users. (See p.5)

Metadata Categories	For Curriculum Resources	For Professional Development or Leadership Resources
<b>Name:</b>	Descriptive title of the content. This is important for searches and should include key content words. For curriculum standards-based resources, you may include whether it is an activity, lesson plan, tutorial, project, interview, lecture, etc.	Descriptive title of the content. Include keywords that easily identify the resource content.
<b>Artist:</b>	Creator (individual or group). For students you can use school or class without the student's name.	Creators(s) of the content.
<b>Year:</b>	Year the content was published/created	Year the content was published/created
<b>Album Artist:</b>	Employer, institution, district, school, LEA, organization	Employer, institution, district, school, LEA, organization
<b>Album:</b>	Subcategory of major content area; i.e.: World History, <u>Earth Science</u> , or <u>Geology</u> ; <b>use same album name for the series.</b>	Topic, i.e.: Technology, Classroom management, Project-Based Learning; <b>use same album name for the series.</b>
<b>Grouping:</b>	Grade level(s) listed separately; i.e.: K, 1, 2 or 9, 10, 11, 12. (Not K-2 or 9-12.) Leave blank if for all learners.	Target Audience: Educators, Elementary Educators, Middle School Educators, etc.
<b>Composer:</b>	State name: Michigan (other Sub-Unit may be identified)	State name: Michigan (other Sub-Unit may be identified)
<b>Comments:</b>	<ul style="list-style-type: none"> <li>▪ Include descriptive words specific to the content based on MI curriculum standards (content area, strand name, etc.)</li> <li>▪ May add keywords and tags (like Del.icio.us tags), website references. <b>(255 character limit.)</b></li> </ul> * This comment appears by each file in your collection with a mouse-over on the (i).	<ul style="list-style-type: none"> <li>▪ Include descriptive words specific to the content.</li> <li>▪ May add keywords and tags (like Del.icio.us tags), website references, or your email address if you wish to be contacted. <b>(255 character limit.)</b></li> </ul> * This comment appears by each file in your collection with a mouse-over on the (i).
<b>Genre:</b>	Identify the Core Content area as listed below. Drop down menu is created as data is entered.	Specify: "Educational Leadership" or "Professional Development". Drop down menu is created as data is entered.
<b>Compilation:</b>	Only check this box if the files that make up the series are created by different 'artists'.	Only check this box if the files that make up the series are created by different 'artists'.

**MI Curriculum Content areas for Genre identification:**

Career & Technical Education	Physical Education & Health	Technology
English Language Arts	Science	Visual, Performing & Applied Arts
Mathematics	Social Studies	World Languages

**Instructions to add image to Artwork tab in “Get Info”:**

The image for the “album cover” art for your content must be included in the Artwork tab. The image is displayed in the Album art window when the content is selected and appears as the Album cover in the iTunes U Library.

**MI Learning Standard Metadata Samples - Student Curriculum resource metadata:**

Optional: script, more description, etc.

Artwork for 300 x 300 image

The screenshot shows the 'Get Info' window for a track named 'Solar System in Motion'. The 'Info' tab is selected. Fields include: Name (Solar System in Motion), Artist (Velma Winters), Album Artist (South Lake Elementary School), Album (Earth Science), Grouping (4,5), Composer (Michigan), Genre (Science), Year (2008), Track Number (of), Disc Number (of), and BPM. A 'Comments' field contains text about planetary motion. A 'Part of a compilation' checkbox is checked. Navigation buttons (Previous, Next, OK, Cancel) are at the bottom.

The screenshot shows the 'Get Info' window for a track named 'Project Based Learning (PBL) Management Techniques'. The 'Info' tab is selected. Fields include: Name (Project Based Learning (PBL) Management Techniques), Artist (Velma Winters), Album Artist (South Lake Intermediate School District), Album (Project Based Learning), Grouping (Educators), Composer (Michigan), Genre (Professional Development), Year (2008), Track Number (3 of), Disc Number (of), and BPM. A 'Comments' field contains text about student collaboration. A 'Part of a compilation' checkbox is checked. Navigation buttons (Previous, Next, OK, Cancel) are at the bottom.

**NOTES:**

- To find metadata window: open the file in iTunes & hit ESC (or drag file into iTunes Library; highlight or select the file; Go File > Get Info; select Info pane (tab); fill in areas, click OK.

- Do not use any reference to iTunes or Apple in your comments field or any of your graphics, etc.

- If resources are uploaded to an organization website and connected to the MI Learning site through an RSS feed, the metadata or tags and artwork must be added before uploading to the original site.

- Lyrics tab: you can include a transcript to support hearing disabled learners, a summary, a list of support resources, text for a speech, text of a poem, or other information.

**Reminder:** the resource is found in iTunes U based on the quality of the metadata!

For more information: [www.apple.com/support/itunes\\_u/](http://www.apple.com/support/itunes_u/) *Creating Content for iPod + iTunes (PDF)*

**MI Learning Resource Evaluation**  
**For audio, enhanced and video resources**

<b>Dimension</b>	<b>For MI K-12 Curriculum</b>	<b>For Professional Development</b>	<b>Points scored:</b>
<b>Content</b>	Directly demonstrates a MI Curriculum Standard, Grade Level Content Expectations (GLCE); part of a series in delivery of subject content; accurate information presented.	Establishes a clear purpose and consistently maintains focus.	
<b>Delivery</b>	Identifies speaker(s), date the podcast was produced, and where the speaker is from; flows smoothly (introduction, content, summary); highly effective enunciation, expression, pacing, and rhythm keep learners engaged; uses correct grammar; appropriate vocabulary for age level.	Identifies speaker(s), date the podcast was produced, and where the speaker is from; flows smoothly (introduction, content, summary); highly effective enunciation, expression, pacing, and rhythm keep learners engaged; uses correct grammar; appropriate vocabulary level.	
<b>Enhancements</b>	Photos, video, music, files (like PDF files) enhance the quality and understanding of the presentation; graphics change at appropriate intervals; follows rules for quality graphic design; all enhancements are owned by the podcast creator or copyright cleared with appropriate documentation; enhanced podcasts are available in file formats that allow viewing on different hardware devices.	Photos, video, music, files (like PDF files) enhance the quality and understanding of the presentation; graphics change at appropriate intervals; follows rules for quality graphic design; all enhancements are owned by the podcast creator or copyright cleared with appropriate documentation; enhanced podcasts are available in file formats that allow viewing on different hardware devices.	
<b>Length</b>	Resource length keeps the learners interested and engaged; length is appropriate for the content. Less than 15 minutes is optimal target.	Podcast length keeps the learners interested and engaged; length is appropriate for the content.	
<b>Technical Production</b>	Smooth transitions; background noise filtered out; volume remains at consistent level; chapters in logical sequence.	Smooth transitions; background noise filtered out; volume remains at consistent level; chapters in logical sequence.	
<b>Sources/ Citations</b>	Sources are well researched and cited correctly; adheres to copyright guidelines.	Sources are well researched and cited correctly; adheres to copyright guidelines.	
<b>Total Points</b>			

<b>Scoring Key:</b>	<b>Total Score:</b>
9 = Exemplary	54 = Highest
3 = Proficient	27 = Average
1 = Incomplete	6 = Lowest

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**Uploading your prepared audio, enhanced, video or PDF files****Follow format guidelines for all resources (p.3)!****1. Creating an RSS feed for iTunes U collections**

Creating an RSS feed to MI Learning on iTunes U now requires creating the feed to include all information exactly the way it is to be posted. This includes collection title, author, collection icon, file artwork, category identification and more.

- Your current feed can be tested by copy/pasting the feed URL into the **Feed Validator** at:  
<http://feedvalidator.org/check.cgi?url=>

In addition, Apple has provided the following RSS information at:

[http://deimos.apple.com/rsrc/doc/UsingiTunesUPublicSiteManager/AboutTheFeedEditor/chapter\\_9\\_section\\_10.html#//apple\\_ref/doc/uid/iTUPSM-CH17-SW7](http://deimos.apple.com/rsrc/doc/UsingiTunesUPublicSiteManager/AboutTheFeedEditor/chapter_9_section_10.html#//apple_ref/doc/uid/iTUPSM-CH17-SW7)

This section covers the additional iTunes U elements needed to create a properly configured RSS feed for iTunes U Public Site Manager and includes how to add the **category** tag for best searching.

- Contact the MI Learning Manager with your FEED URL.
  - Review the metatags on your files and change if necessary to conform to guidelines.
  - Contact the MI Learning Manager to verify your collection description, icon for your collection and additional links to be posted on MI Learning.
  - Add a 300 x300 image to the Artwork tab in the metatag window for each file if desired. This image will identify your resource after being downloaded. Contact the MI Learning Manager for the 300 x 300 collection icon if you want to include that image.
  - Add Lyrics tab information if desired.
  - Upload your resources to your own URL that has an established RSS feed.
  - You have full control of your uploaded resources. When you add or delete a file from the RSS feed, the change is automatic on MI Learning on iTunes U.
- 2. Use a cloud-based file sharing method such as *DropBox*.** Using a method like DropBox is time efficient for sharing your entire collection files. Just let the manager know if you would like to use this method!
- 3. Uploading resource files** (if not using your own website with an RSS feed):
- Review the metatags on your files and change if necessary to conform to guidelines.
  - Contact the MI Learning Manager to verify your collection description, icon for your collection and additional links to be posted on MI Learning
  - Add a 300 x300 image to the Artwork tab in the metatag window for each file, if desired. This image will identify your resource after being downloaded. If no image is added to the Artwork tab, the MI Learning collection icon/image is displayed with the file.
  - Upload files to the MI Learning Repository. (You will receive access information.)
  - MI Learning staff will download files, check metadata and post in your collection on MI Learning on iTunes U.
- 4. Mailing files on a CD/DVD.** If you have many video files to share on MI Learning, it may save you time to copy all prepared files to a CD/DVD and mail to the MI Learning Manager (rather than uploading each file to another location). Contact the manager for the mailing address.

Thank you for sharing your quality educational resources for students, staff, and community on MI Learning on iTunes U.

For more information contact:

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