

Join MI Learning on iTunes U



Participation Information

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Join MI Learning on iTunes U

Introduction

We are at the beginning of an exciting initiative providing a dynamic gateway to K-12 student, staff and community learning that will not only reach learners across Michigan and the United States, but also learners around the world! Audio, enhanced and video resources/podcasts that support Michigan curriculum standards, professional development and other Michigan community resources will be aggregated at the MI Learning on iTunes U site. The development of MI Learning on iTunes U is a cooperative project with the Michigan Department of Education, MACUL, and other organizations and schools who provide access to quality learning resources.

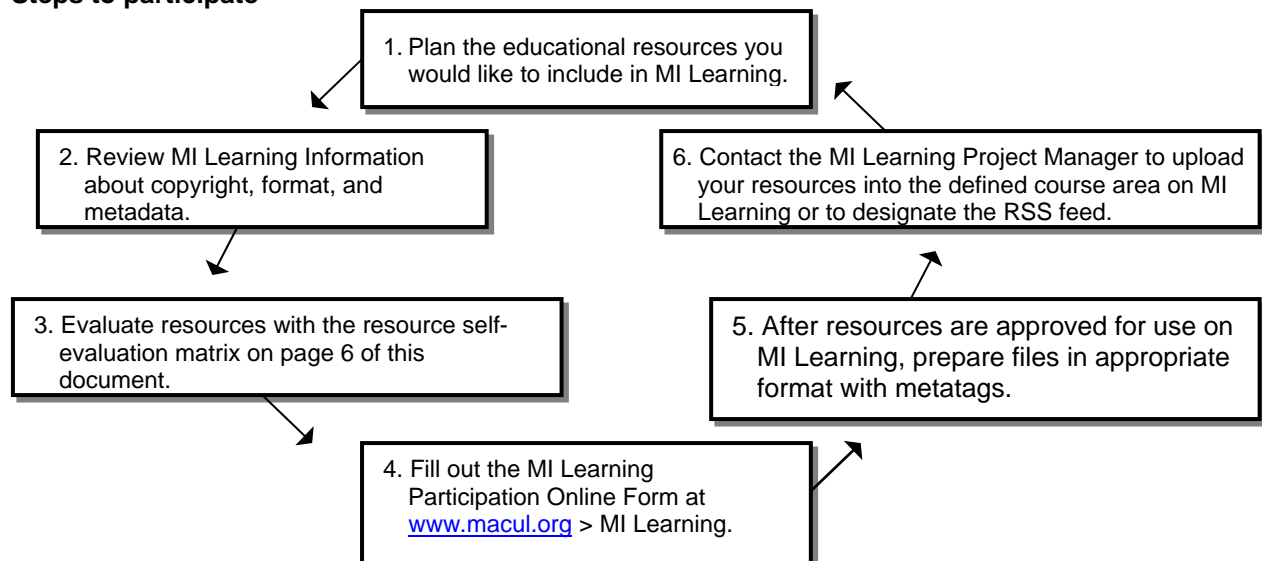
Access the MI Learning site at www.macul.org > MI Learning or visit iTunes U at www.apple.com/education/itunesu > Browse for K-12 sites. (Requires iTunes software.)

If you are interested in providing educational audio and/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 Curriculum Standards (or National Curriculum Standards for courses outside the Michigan 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 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
- § All files that are uploaded to Apple servers have a size limitation of 500 MB; recommended window size for video files downloaded to an iPod 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/ 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 in the table below. Resources may be saved in different formats but need to be converted to mp3 (audio), mp4 (video), and pdf (print) files to use on the MI Learning site.

Platform	Software	Software info
Mac		
	Audacity + Lame	OpenSource, audio only
	iLife08	iMovie, iPhoto, GarageBand (included with new Macs)
	Keynote	Allows narration of a slideshow directly within the program.
	Podomatic	Web-based, audio with webcam
	ProfCast	Simple to use tool for recording presentations including PowerPoint and/or Keynote slides for creating enhanced podcasts (Ed. Pricing, \$60)
Windows PC		
	Audacity + Lame	OpenSource, audio only
	AVS Video Tools	Converts all types of files and include video editing tools (\$40)
	Camtasia	Camtasia Studio/SnagIt Bundle, Ed pricing, \$200.00; captures computer screen
	MovieMaker	Included with Windows
	PhotoStory	Freeware; not specific to podcasting, capture slides from PowerPoint; may add narration, export, reformat for enhanced podcast with slides.
	Pinnacle Studio	
	Podomatic	Web-based, audio with webcam
	ProfCast	Simple to use tool for recording presentations including PowerPoint and/or Keynote slides for creating enhanced podcasts (Ed. Pricing, \$60)

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	Upgrade cost: \$30; If you are using QuickTime to create and edit video content, it is recommended that you export your videos by choosing "Movie to iPod" from the Export pop-up menu in QuickTime Pro. QT Pro can also convert Flash to MP4 files.
Windows PC	AVS Video Tools	Converts all types of files (\$40)
		Many other options available

MI Learning Standard Metadata Samples
Curriculum resource tags

Summary	Info	Sorting	Options	Lyrics	Artwork
Name Solar System in Motion, 4th Grade Science Activity					
Artist Velma Winters			Year 2007		
Album Artist South Lake Elementary School			Track Number of		
Album Earth Science			Disc Number of		
Grouping 4			BPM		
Composer South Lake School District, MI					
Comments This activity identifies the motion of planets around the sun and the moon around the earth. Key concepts: spin, orbit, length of day, nighttime, month, year, observed movement. Other resources: http://www.nasa.gov/worldbook/solarsystem_worldbook_update.html					
Genre Science <input checked="" type="checkbox"/> Part of a compilation					
OK Cancel					

Artwork tab for 300 x 300 course image

NOTES:

- To find metatag format: open iTunes, highlight or select the audio or video resource; 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 a school, district or 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 based on the quality of the metadata!

For more information:
www.apple.com/support/itunes_u/
Creating Content for iPod + iTunes (PDF)

Professional Development resource tags

Summary	Info	Sorting	Options	Lyrics	Artwork
Name Project Based Learning (PBL) Management Techniques					
Artist Velma Winters			Year 2007		
Album Artist South Lake Intermediate School District			Track Number of		
Album Project Based Learning			Disc Number of		
Grouping Educators			BPM		
Composer South Lake Intermediate School District, MI					
Comments Guide learning though student collaboration using technology tools in Project Based Learning. More resources found at: http://eduscapes.com/tap/topic43.htm					
Genre Professional Development <input checked="" type="checkbox"/> Part of a compilation					
OK Cancel					

MI Learning Resource Evaluation
For audio, enhanced and video resources

Dimension	For MI K-12 Curriculum	For Professional Development	Points scored:
Content	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.	
Delivery	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.	
Enhancements	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.	
Length	Podcast 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.	
Technical Production	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.	
Sources/ Citations	Sources are well researched and cited correctly; adheres to copyright guidelines.	Sources are well researched and cited correctly; adheres to copyright guidelines.	
Total Points			

Scoring Key:**9** = Exemplary**3** = Proficient**1** = Incomplete**Total Score:****54** = Highest**27** = Average**6** = Lowest

Uploading your prepared audio, enhanced, video or PDF files

1. Creating MI Learning access to files through RSS feed:
 - § Complete the online MI Learning Participation Form at <http://www.macul.org/site/files/milearning.html> You will identify the URL with the RSS feed which is the location for your uploaded files on this form.
 - § Review the metatags on your files and change if necessary to conform to guidelines.
 - § Contact the MI Learning Project Manager to verify course description information, icons to represent your course and identify links to be posted on MI Learning.
 - § Add image(s) to the Artwork tab in the metatag window for each file. This image will identify your resource after being downloaded. Contact Project Manager for the 300 x 300 course icon/image on MI Learning.
 - § 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 the change is automatic on MI Learning on iTunes U.

2. 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 Project Manager to verify course description information, icons to represent your course and identify links to be posted on MI Learning.
 - § Contact Project Manager for the 300 x 300 course icon/image to add to the Artwork tab in the metatag window for each file. This image will identify your resource after being downloaded.
 - § Upload files to the repository.
 - § MI Learning staff will download files, check metadata, add course image to artwork if necessary and post in your area on MI Learning on iTunes U.

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

For more information contact:

Judy Paxton
MI Learning Project Manager
231.342.4801
jpaxton@macul.org
www.macul.org