Guidelines for Developing an Online Course Material

For the Cameraman

1. **Technical Specifications**:
   - Use Full HD cameras (1920x1080 resolution, 16:9 aspect ratio).
   - Cameras must meet industry standards with high-definition recording (≥50 Mbps).
   - Ensure consistent audio-video synchronization, using AAC 2-channel audio (16-bit, 48kHz).
   - Maintain a headroom of 6-8% in video framing.
2. **Lighting**:
   - Use studio LED lights (≥50W, 5600K color temperature) with barn doors and diffusers.
   - Ensure even lighting to avoid shadows or hotspots on the subject.
3. **Audio**:
   - Use high-quality lavalier microphones or similar (≥100 dB signal-to-noise ratio).
   - Minimize background noise with soundproofing and directional microphones.
4. **Best Practices**:
   - Stabilize the camera using tripods or mounts.
   - Avoid camera movement during recording unless necessary for demonstrations.
   - Test equipment thoroughly before each session.

For the Editor

1. **Editing Standards**:
   - Use professional non-linear editing software (e.g., Adobe Creative Cloud, Final Cutpro(FCP), etc.).
   - Deliver videos in MPEG-4 AVC compression with HD quality.
   - Include subtitles and transcription for accessibility and multilingual adaptation.
2. **Content Enhancement**:
   - Add multimedia elements: animations, simulations, graphics, and case studies.
   - Ensure a clean and uniform presentation style using standardized fonts.
3. **Quality Control**:
   - Remove any redundant or incorrect portions of the video after review by the SME.
   - Maintain consistent audio levels and voice modulation throughout.
   - Provide both raw and compressed video files.
4. **Compliance**:
   - Adhere to the four-quadrant approach:
     - Quadrant I: e-Tutorials (videos, animations).
     - Quadrant II: e-Content (PDFs, e-books, presentations).
     - Quadrant III: Discussion forums.
     - Quadrant IV: Assessments.

For the Subject Matter Expert (SME)

1. **Pre-recording**:
   - Submit course design, including syllabus, weekly plans, and learning outcomes.
   - Create error-free presentations with multimedia elements (e.g., animations, diagrams).
   - Schedule recording slots and collaborate with production teams.
2. **Recording Process**:
   - Prepare and deliver content extempore, avoiding teleprompters or reading scripts.
   - Keep camera presence to less than 25% of the time, using visuals like animations and graphs for the rest.
3. **Post-recording**:
   - Review and approve edited content before finalization.
   - Work with editors to ensure accuracy and completeness.
   - Re-record segments if any critical errors are identified.
4. **Content Quality**:
   - Follow standardized templates and formats provided by the institution.
   - Ensure that the material is plagiarism-free and adheres to copyright laws.
5. **Integration with MOOCs**:
   - Use interactive exercises, discussion forums, and auto-graded quizzes for engagement.
   - Align all content with the defined learning outcomes.

Quality Assurance

1. **Institutional Oversight**:
   - Conduct regular checks for plagiarism and factual accuracy.
   - Ensure all modules are reviewed for compliance with academic and technical standards.
2. **Final Review**:
   - Perform typos, grammar, and formatting checks before release.
   - Run trial versions of the course to identify any errors or missing elements.
3. **Technical Standards**:
   - Verify that all video and audio meet SWAYAM guidelines.
   - Ensure compatibility with web-based delivery systems and mobile platforms.

Copyright and Referencing Guidelines for MOOCs

Copyright Guidelines

1. **Ownership and Usage Rights**:
   - All content (text, audio, video, animations, quizzes, etc.) developed with institutional or external funding (e.g., SWAYAM) must comply with the copyright policies of the funding body.

- Content developed under SWAYAM will be the intellectual property of SWAYAM unless otherwise agreed upon.

2. **Permission for Third-party Materials**:
    - Obtain explicit permissions for using third-party materials, such as images, videos, audio clips, or text excerpts.
    - Ensure that these permissions include distribution rights for online platforms.

3. **Licensing**:
    - Use Open Educational Resources (OERs) or materials licensed under Creative Commons wherever possible.
    - Attribute licensed materials as per the requirements of the specific license (e.g., CC BY, CC BY-SA).

4. **Plagiarism Check**:
    - Verify that all original and adapted content is free from plagiarism.
    - Use plagiarism detection tools to ensure compliance with academic and ethical standards.

5. **Derivative Works**:
    - Clearly identify derivative works and ensure they adhere to the original content's licensing conditions.

6. **Audio-Visual Content**:
    - Avoid using copyrighted music or visuals without appropriate licensing.
    - Use royalty-free or institutionally provided media assets.

Referencing Guidelines

1. **Standard Referencing Formats**:
    - Use established citation styles like APA, MLA, or Chicago for referencing academic sources.
    - Provide in-text citations and a detailed reference list or bibliography at the end of each module.

2. **Attribution**:
    - Include proper attribution for all resources, including:
        - Books and research papers.
        - Websites and online databases.
        - Images, diagrams, and multimedia.
    - Follow attribution formats required by Creative Commons or other licenses.

3. **Hyperlinking**:
    - Include hyperlinks to web resources cited in the content, ensuring the links are accessible and functional.

4. **Acknowledgments**:
    - Acknowledge contributions from collaborators, institutions, or any funding bodies.

Implementation in MOOCs

1. **Standardized Templates**:
    - Use institutional templates for slides and documents with pre-designed spaces for citations and references.

o   Ensure all references are formatted uniformly throughout the course materials.
2. **Interactive References**:
   o   Include interactive elements like clickable references in PDFs or videos for seamless learner access.
3. **Supplementary Resources**:
   o   Provide a dedicated section in the course for additional references, reading lists, and external resources.
4. **Regional Language Translations**:
   o   When translating content into regional languages, ensure translated materials include original references appropriately localized.
5. **Legal Disclaimers**:
   o   Include disclaimers in course materials to clarify the ownership of referenced content and any licensing limitations.

Examples

- **Text Attribution**:
  o   Example: "As outlined in Smith's (2020) study on cybersecurity, the role of AI has been transformative."
  o   Reference: Smith, J. (2020). *The Role of AI in Cybersecurity*. Journal of Technology, 45(3), 123-135.
- **Image Attribution**:
  o   Example: "Image courtesy of [Pixabay](), licensed under CC BY."
- **Video Attribution**:
  o   Example: "Video excerpt used under license from Khan Academy, available [here]()."

General Recommendations for Chroma Keying

1. **Avoid Green for Green Screen**:
   o   Do not wear green clothing, jewelry, or accessories.
   o   Avoid subtle green tones or patterns that may contain green elements.
2. **Avoid Blue for Blue Screen**:
   o   Do not wear blue clothing, jewelry, or accessories.
   o   Steer clear of denim or blue-tinted fabrics.
3. **Neutral and Safe Colors**:
   o   Wear neutral colors like beige, gray, or pastel shades that do not reflect the green or blue hue.
   o   Earth tones (e.g., browns and tans) or other contrasting colors are generally safe.
   o   Solid colors work best; avoid highly reflective or shiny materials.
4. **Accessories**:
   o   Avoid reflective accessories like large jewelry or metallic items that may create glare.
   o   Choose neutral-colored belts, glasses, and ties without green or blue elements.

Specific Considerations for Wardrobe and Accessories

- **Patterns**:
  - Avoid intricate patterns, stripes, or textures that can cause visual noise or aliasing.
- **Fabrics**:
  - Avoid fabrics with shiny or reflective finishes like satin or metallic threads.
- **Lighting Impact**:
  - Wear matte fabrics to minimize light reflection and ensure better chroma key isolation.

Hair and Makeup

- Avoid hair accessories or makeup shades that include green or blue tones.
- Matte makeup helps reduce reflections that could interfere with chroma keying.

General Recommendations

- Ensure compliance with intellectual property and copyright laws.
- Keep all stakeholders informed of timelines and deliverables to avoid delays.

Final Checklist

- All references are complete and correctly formatted.
- Copyright permissions have been obtained where necessary.
- Materials comply with institutional and funding agency guidelines.
- Disclaimers are added to clarify usage rights and licensing terms.