

# CONTENT READINESS CHECKLIST

## TERMS

- > ADE – AgriLife Digital Education
- > Copyright – Property rights in original works of authorship, expressed in a tangible medium of expression, as defined and enforceable under [U.S. Copyright Law](#).
- > EPS – Educational Product Specialist; the ADE team member responsible for the pre-production phase of your course
- > ID – Instructional Designer; the ADE team member developing and uploading materials; your main point of contact with our team once development begins
- > LMS – Learning Management System; a digital platform that hosts learning
- > SME – Subject Matter Expert; the point(s) of contact from the client

## CHECKLIST

We maintain the right to reject or request updates on content that does not meet our quality standards to ensure the best user experience for learners. All content should be delivered into the SharePoint folder provided to you by your EPS. The product development team will not begin developing until they have received the content in its final, complete, and accurate form. This includes:

COMPLETE	N/A	READINESS LIST	READINESS DESCRIPTION
<input data-bbox="175 1356 241 1423" type="checkbox"/>		Content is complete and accurate	<ul style="list-style-type: none"> <li>• Content is complete and contains accurate information. Including (as applicable):               <ul style="list-style-type: none"> <li>○ text</li> <li>○ web links</li> <li>○ handouts</li> <li>○ images</li> <li>○ voiceover/script drafts</li> <li>○ assessments</li> <li>○ video outlines</li> <li>○ video interview questions/discussion topics</li> <li>○ documents in their final draft and contain full, complete sentences</li> </ul> </li> <li>• ADE <b>maintains the right to refuse additions or corrections</b> to the content after production has begun.</li> </ul>

<input type="checkbox"/>	<div style="background-color: #005596; width: 100%; height: 100%;"></div>	<p>Media is included and permissions are secured</p> <ul style="list-style-type: none"> <li>• Ideally, use only your own images, diagrams, videos, or any other type of media.</li> <li>• The ADE team assumes that the SME owns all media provided to us that is not accompanied by clear attributions.</li> <li>• If you do use materials that belong to someone else, you must have explicit permission to distribute them in a revenue-generating product (for commercial purposes).             <ul style="list-style-type: none"> <li>○ Suggested email template for requesting permission can be found in your SharePoint Folder</li> <li>○ Once you have received permission, please provide a copy of the email or other written permission in your SharePoint folder.</li> </ul> </li> <li>• It is not ADE's responsibility to find media or ask for permission to use any materials. However, during production ADE may add decorative photos</li> <li>• For online courses and video, we recommend a minimum ratio of 720 by 540 pixels to avoid grainy images. (<a href="#">Learn how to find image pixel size.</a>)</li> <li>• For digital publications, images must be 72 DPI and 300 DPI for printed publications. (<a href="#">Learn how to find image DPI.</a>)</li> <li>• Media files must be uploaded directly into the folder (not just in the word doc).</li> <li>• Graphics must be in the form of .jpeg, or .png.</li> <li>• Videos must be in the form of .mp4 or .mov files.</li> <li>• Audio must be in the form of .mp3 or .wav.</li> <li>• If general images (stop sign, person smiling, barn) are needed, provide clear notes and ADE can assist with sourcing royalty free images</li> </ul>
<input type="checkbox"/>	<input type="checkbox"/>	<p>Instructions provided for requested images</p> <ul style="list-style-type: none"> <li>• If ADE will develop original photos or graphics, we will need explicit instructions along with the information that will be provided.</li> <li>• Example images may also be provided when requesting media development.</li> </ul>

Online Courses			
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Objectives are included and aligned with content	<ul style="list-style-type: none"> <li>Objectives describe what learners will be able to do after completing the training.</li> <li>Create both course-level objectives and module-level objectives, if applicable.</li> <li>Objectives should be specific and deliverable.</li> </ul>
<input type="checkbox"/>	<input type="checkbox"/>	Script or voiceover draft provided	<ul style="list-style-type: none"> <li>Script/voiceover should not just read what's written on a slide, but should add meaningful details, examples, and applications to the content.</li> <li>This may be submitted as a text or audio file. If audio is submitted, the sound does not need to be perfect as it will be transcribed for editing and a final recording will be made with professional audio equipment</li> </ul>
<input type="checkbox"/>	<input type="checkbox"/>	Quiz/assessment questions and answers provided	<ul style="list-style-type: none"> <li>ADE can develop these. If SME prefers to create assessments, they must be submitted prior to production and follow the below guidelines:</li> <li>Questions MUST be discoverable from the information provided. That does not mean that the answer must be written word-for-word, but you should be able to point to a specific point in the course when you explain how to get the answer.</li> <li>Answer key must be included.</li> <li>Questions must align with objectives. (Multiple-choice questions will only display learning on certain types of objectives. For example, we can easily ask learners to differentiate between two species or define a term in a multiple-choice quiz.)</li> </ul>

<input type="checkbox"/>	<input type="checkbox"/>	Survey questions or link provided	<ul style="list-style-type: none"> <li>If you are interested in receiving feedback on your instruction, we recommend Qualtrics. Create a survey and add the ID as a collaborator so they can access the data as well.</li> <li>If you are not able to use Qualtrics or have concerns about students proving they submitted the survey, we can also develop the survey natively in AgriLife Learn. However, accessing the data from these surveys requires more time and is not in a form as easily analyzable as Qualtrics.</li> </ul>
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## Multimedia

<input type="checkbox"/>		Location(s) and dates secured	<ul style="list-style-type: none"> <li>Filming date and back-up date is secured for all who need to participate in the filming</li> <li>Filming location is reserved for original and back-up dates. Backup location is advised for outdoor locations.</li> </ul>
<input type="checkbox"/>	<input type="checkbox"/>	Media release forms are secured	<ul style="list-style-type: none"> <li>For any non-A&amp;M System employees included in the video, an ADE Media Release Form will need to be filled out. This can be found in your SharePoint folder.</li> </ul>
<input type="checkbox"/>	<input type="checkbox"/>	Travel funding is secured	<ul style="list-style-type: none"> <li>For locations outside Brazos County, you will need to cover MMS travel expenses</li> <li>Funding account is identified.</li> </ul>

## Publications

<input type="checkbox"/>		Content is free from plagiarism/self-plagiarism	<ul style="list-style-type: none"> <li>The text has been checked for plagiarism using a tool such as these free tools or by the ADE team with no more than 2% plagiarism detection.</li> <li>All references are cited according to APA Style Guide.</li> </ul>
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Please contact your educational product specialist if you have any questions.