

CREATE THE ULTIMATE HIGH IMPACT ONLINE SHORT COURSE STRUCTURE

Materials & Status Tracking

Lecturer Name :

Course Title:

Brand or Platform:

#	Item/Description	Rec	Script/Copy/URL or File Name	Due	Status
1	Course Title Short, punchy title that is attention grabbing and captures the imagination	Copy			
2	Position Line/Tagline Short Tagline to position the material, evoke expectations & attitude	Copy			
3	Short Blurb (150 Words) Describe the course material & benefits in short, typically what will entice a student to click on this course? Think of a DVD cover.	Copy			
4	Presenter/Speaker Image (high res)	URL			
5	Presenter Brand/CI (png logo, CI doc)	URL			
6	Preferred Course Image An idea for a striking image (Think Poster)	URL			
7	Three Benefits to Students Connect, feel their pain! About them, why bother? What's in it for them?	List	1. 2. 3.		
8	Course Promo Script (1' 30" Max) Key Selling Points/Attract Attention Connect (Your Why Story) Why do this Course Key Benefits	Video	1. 2. 3. 4.		

9	Welcome Video (2' 30") Short, punchy. Friendly and encouraging, outline what is to be expected and the kind of effort it will take from their side.	Video	
10	Welcome Copy (150 Words) Additional notes, some friendly copy to reiterate video message or remind them to complete questionnaire or participate in the Peer-to-peer conversations.	Copy	
11	Survey/Questionnaire/Assessment Optional, a tool to help Learners gauge their own levels, also good to later re-affirm their learning at the end. Question 1 Question 2 Question 3	Copy	1. 2. 3.
12	ACT I: Video (5' 00") Establish Part One, outline Intentions & intro the 3 Key insights. Elude to the learning, the exercises and potential downloads and other materials in the lesson.	Video	
13	ACT I: TITLE Scene-set or COMPLEXITY, the sense-making part to contextualise the content. Key Learning Point #1 Key Learning Point #2 Key Learning Point #3	Copy	1. 2. 3.
14	ACT I: Copy All required Copy/Text in the Body	Copy	
15	ACT I: Other Materials Graphs, Slides, Audio, etc	Copy	

16	ACT II: Video (5' 00") Establish Part One, outline Intentions & intro the 3 Key insights. Elude to the learning, the excercises and potential downloads and other materials in the lesson.	Video	
17	ACT II: TITLE Scene-set or COMPLEXITY, the sense-making part to contextualise the content. Key Learning Point #1 Key Learning Point #2 Key Leanring Point #3	Copy	1. 2. 3.
18	ACT II: Copy All required Copy/Text in the Body	Copy	
19	ACT II: Other Materials Graphs, Slides, Audio, etc	Copy	
20	ACT III: Video (5' 00") Establish Part One, outline Intentions & intro the 3 Key insights. Elude to the learning, the excercises and potential downloads and other materials in the lesson.	Video	
21	ACT III: TITLE Scene-set or COMPLEXITY, the sense-making part to contextualise the content. Key Learning Point #1 Key Learning Point #2 Key Leanring Point #3	Copy	1. 2. 3.
22	ACT III: Copy All required Copy/Text in the Body	Copy	
23	ACT III: Other Materials Graphs, Slides, Audio, etc	Copy	

24	What NEXT: Video (3' 00") Congratulations, warm friendly, encourage to continue learning, possible upsell. Offer a vision to CALL-TO-ACTION	Video	
25	Welcome Copy (150 Words) Final Notes, Resource List and Contact Details (Will include your CI/logo, website and email)	Copy	
26	Survey/Questionnaire/Assessment Optional, a tool to help Learners gauge their own learning at the end. Question 1 Question 2 Question 3	Copy	1. 2. 3.
27	Additional Materials Please provide any other required design elements or additions to your course. Remember that you can embed AUDIO, some VIDEO CLIPS or links to other materials for further reading.		