



MAKING MOOCS

Annelies Calmeyn
Kenny Verbeke



1

INSTRUCTIONAL DESIGN

MASSIVE

and at the same time

INDIVIDUAL

Global accessibility

No individual questions

Automated feedback and grading

Transparent structure

Intuitive navigation

Learner chooses

Social engagement

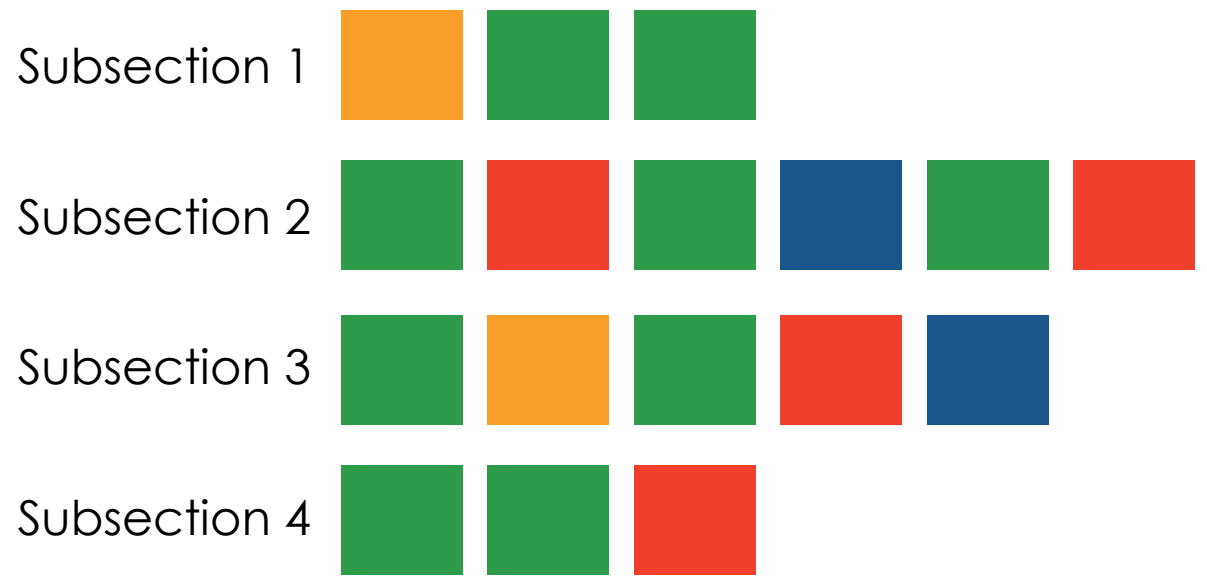
1

INSTRUCTIONAL DESIGN

Learning path & learning goals

Structure & variety

ABC design



2

DEVELOPMENT

VIDEO

IMAGES

VISUALS

EXERCISES

VIDEO

VIDEO



INSPIRATION



Tom Scott ✓

1.654.848 abonnes



Science Channel



2.471.069 abonnes



Practical Engineering ✓

1,2 mln. abonnes



VIDEO



LIGHTWORKS



DAVINCI RESOLVE 15

INTRO



Renderforest



Biteable

INSPIRATION

EXPERIMENT

VIDEO

INSPIRATION

EXPERIMENT

CHOOSE!

CREATE FEASIBLE WORKFLOW

VIDEO

CONTENT (what?)

TYPE

STRUCTURE (how?)

SCRIPT

PRACTICE

RECORD

POST PRODUCTION

INSPIRATION

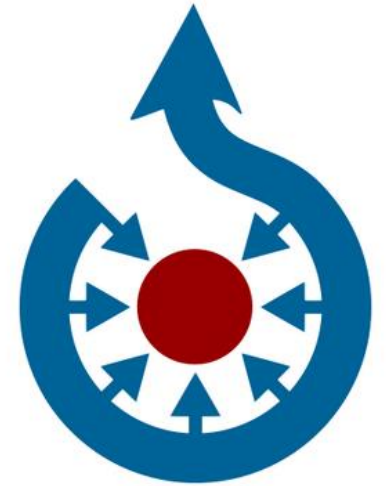
EXPERIMENT

CHOOSE!

PRODUCE



IMAGES



VISUALS

VISUALS

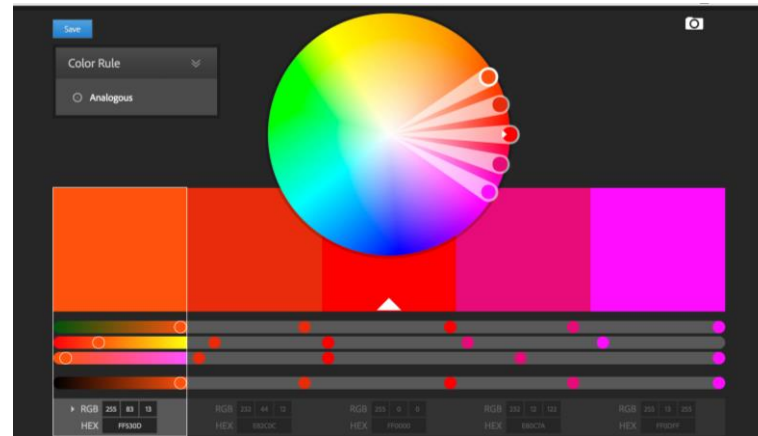
INSPIRATION



“Color Palette”

“WEB DESIGN”

”WEB STYLE GUIDE”



ADOBE COLOR WHEEL



Pinterest

VISUALS

INSPIRATION

EXPERIMENT



INKSCAPE



PHOTOSHOP



VISUALS

INSPIRATION

EXPERIMENT

CHOOSE!

**KEEP TO YOUR CHOICES
&
APPLY TO PAST DESIGN**

EXCERCICES

STRAIGHTFORWARD TO COMPLEX

EASY TO ADVANCED



ACQUISITION



PRACTICE

WHY?

TYPES

FEEDBACK

EXERCICES

WHY?

Multiple Choice, Fill in the blanks, Drag and drop, Multiple Answer, Calculate, Programming, ...

TYPES

Discussion

Open Response

Reflection

FEEDBACK

EXCERCICES

WHY?

TYPES

FEEDBACK

Learn from your mistakes...

3

RUNNING AND EVALUATION

Moderating forums

Sending updates

Troubleshooting



Make your MOOC grow

COURSE TEAM

STAFF

TEACHING ASSISTENTS

JOBSTUDENTS



Project management
Content development
Promotion
Moderation

MOOC TEAM

ICTS

DOO

LIMEL



Support and feedback
ABC-session(s)
Training for platform and video
Recording infrastructure

QUESTIONS?