Course Publishing Checklist

Criteria	Description	Requirements
Planning	Course is between 15-30 minutes in total length	**Required**
	Course breaks content into bite sized lessons	Recommended
	Courses are split into lessons which are between 1-7 minutes long	Recommended
	Course content is explained in "Plain English"	**Required**
	Your introduction sets expectations by outlining key learning concepts	Recommended
	Each lesson focuses on one major concept	Recommended
	Course includes a variety of visuals to illustrate course concepts	Recommended
	Course includes stories and practical tips to keep users engaged	Recommended
	Course includes two recap exercises to help users reinforce learning	**Required**
	Course includes flashcards for spaced repetition to help users reinforce learning	**Required**
	Course includes short quiz for testing users understanding	**Required**
	Course includes job aides to support on the job learning	Recommended
Production	All course comply with course content policies	**Required**
	Video content is 720p or HD with steady camera, clear lighting and framing	**Required**
	Screencasts, images and text are sharp	**Required**
	Images are licensed appropriately, high quality (min. 1280x720) and appealing	**Required**
	Audio is clear of distracting noises like background hum, cracking and echoes	**Required**
	Audio is matched to video and comes out of both channels	**Required**
Promotion	Course description briefly explains what the users will learn	**Required**
	Course title is concise (6-8 words), clear, captivating and relevant to topic	**Required**
	Course are categorised accurately to reflect course topic	**Required**
	Course encourages delegates continue learning through ReachBack community	Recommended
	Resources, images and/or additional files are added to the course project	Recommended
	Course cover image is high quality and appealing. Suggested image size: 1280x720	Recommended
	3-4 course skills tags are added that relate to the course topic	Recommended
Engagement	1-3 FAQs are added to ReachBack for each course subject area	Recommended
	Sample templates are provided for course subject areas	Recommended
Contributor	Contributors name is your name, not the name of your company or brand	Recommended
	Your profile includes a brief bio explaining your background, clear profile image	Recommended