E-Content Policy

Yeshwant Mahavidyalaya, Nanded

INTRODUCTION:

The inclusion of e-Content in learning is now inevitable to meet the new challenges, and to help India take the lead in this newly emerging field. The e-Content development and the associated web based learning described here do not seek to replace traditional teaching and learning, but are expected to supplement them. The goal of this initiative is to encourage individual teachers, groups of teachers in the College belonging to all subjects and disciplines for content development and multimedia production to develop educational content in electronic format, suitable for use in various teaching and learning programmes.

OBJECTIVES:

The objectives of the scheme are to

(a) Promote generation of e-Content in all subjects;

(b) Develop teachers' and experts' resources in e-Content creation;

(c) Make available the e-Content to teachers and students through various delivery modes for formal and non-formal education,

(d) For supplementing and complementing the process of teaching and learning in higher education.

e-CONTENT MODULE & CONTENT DURATION:

Yeshwant Mahavidyalaya, Nanded promotes development of e-content by the teachers.

- The e-content development of teachers is supposed to be on both fronts : that which is for the curriculum prescribed for specific courses/programmes offered by the institute as well as that which covers the subject at other levels from baseline foundation level to as advanced level as possible.
- The college promotes the use of both types of e-content by the teachers, primarily which is developed by self as well as that which is available in open-domain for use.
- Content duration has been estimated on the basis of the number of hours that are required to transact the content in the classroom. For example, a course in the classroom requires one credit and a credit is equivalent to 15 hours classroom teaching. The content of a course will be taken as 15 hours. On an average, UG students have to take 6 to 8 papers in an academic year. Therefore, during the study period of 3 years a student may take 18 - 24 papers. A paper shall comprise of 40 modules each module of one hour duration and to include production in 'Four Quadrants'.

DELIVERABLES :

It has to be ensured that the following products shall be delivered as per technical specifications and production format specified by the CEC:

- Production of e-Content Modules suitable for use in PC and internet.

- Production of Video Programme suitable for use in TV broadcast.
- Production of Learning object Repository (LoR) related to the module produced and for use in PC and internet. LoR's are short answer (1-2 minutes) on video, graphics, animations and text to a number of questions arising in a module.

INCENTIVES FOR CREATION OF e-CONTENT PROGRAMME :

- University Grants Commission (UGC) of Government of India and Government of Maharashtra issue guidelines about the credit of e-content development to the teachers at various stages of their career advancement. Swami Ramanand Teerth Marathwada University, Nanded has been adopting those. The college appropriately adopts such guidelines for the benefit of the teachers involved in e-content development.
- Currently the UGC notified credit system is in effect in Swami Ramanand Teerth Marathwada University, Nanded for appraisal of e-content development by teachers, which the college has also adopted in toto.
- In future, as and when there will be any change in this policy by the competent authorities, the college is committed to adopt those and consistently promote quality e-content development.

COPYRIGHTS:

- If the teachers of the college develop e-content with a mention of the college or their affiliation to the college, then the copyrights of such e-content will be shared by the college and the concerned teachers jointly.
- If the teachers claim any credit of e-content developed by them in Career Advancement Scheme (CAS) or if they claim any financial support from college for development of e-content, then also the copyrights of such e-content will be shared by the college and the concerned teachers jointly.
- If the teachers of the college develop e-content without any mention of the college or their affiliation to the college, if they don't claim CAS benefits for the e-content development, if they don't claim any financial support from the college for the e-content development, then the copyrights of such e-content will be as per the decision of the concerned teachers only.

THE 4 QUADRANTS OF E-CONTENT

- The four quadrants of e-content development as identified by NCERT and approved by Government supported platforms like SWAYAM are
  1. **Quadrant 1 (e-Text) : Textual Document, PDF / e-Books / illustration, video demonstrations / documents & Interactive simulations wherever required**

     Content Writer is expected to write detailed write-up on the topic of module as per content structure. The textual description should also be enriched with multimedia supplements, wherever applicable. Multimedia supplements may include images, animations, graphics, video or audio clips, line drawings, hand drawings whichever applicable/possible. For each topic or subtopic, Content Writer should use examples to explain the module, if required.

     Text should consist of at least 8 pages or minimum 3000 words with detailed write-up on the topic of module in the .rtf/.doc/.odt/other equivalent format. The number of words/pages must be sufficient to make the narrative of the topic clear such that

independent learning is also possible. Language should be very simple. Topic should be presented in systematic and logical manner.

The module must consist of the following elements:

• Self-check exercises
• Examples & Applications from day to day life, if applicable
• Illustrations (Images, Maps, Graphics (2D & 3D))
• Appropriate URLs wherever required
• Latest Developments and Trends
• Summary

The textual description should also be enriched with multimedia supplements, wherever applicable / possible. Multimedia supplements may include images for which resolution should be about 600 dpi, animations, graphics, video or audio clips, line drawings, hand drawings.

Self-check exercises are problems with answers given to learners that allow them to assess how they are doing on an ongoing basis. Doing them online with self-grading provides immediate feedback. Self-check exercises are to be built in the body of the text.

Applications from day to day life, if applicable should be incorporated. For each topic or subtopic, Content Writer should use examples to explain the module, if required. The summary will help a learner to quickly review of the module.

The text may be divided into sections, subsections and, where necessary, sub-subsections.

2. **Quadrant 2 (Self-Learning - Audio/Video) : Video and Audio Content in an organised form, Animation, Simulations, Virtual Labs**

Content delivery through Video to explain the topic is an essential component (self-learning) of each module of the e-Content. It may include Multimedia, Animation, Documentary, Simulation, Virtual Lab, etc as may be appropriate.

The Video must not be like a spoken tutorial (audio narration / voice-over of text mention in presentation slides). A clear visual description as well as text is required. Training demonstration, illustration of examples, case study, documentary, etc should be added wherever applicable / possible.

It is possible that a content writer / domain expert is not fully acquainted with art of creating multimedia / graphics. In such cases, content writer should describe his / her multimedia requirement using a story board.

The duration of Video should be 30 Minutes.

Video tutorial explains the topic of a module. It should be initiated by the content writer / expert. The writer / expert may appear in the video, generally, not less than 25% of the time. Rest of the time which may include in-between sections or sub-sections, or during display of graphics, animations, PPTs and other relevant visuals video timeline may carry writer/expert's voice.

The expert/writer whose video is being recorded should look straight into the lens and talk to the camera.

The format of video must be MPEG4 or compatible.

The quality of video should 720x576 (pixel), 25 (frame/second), 450 (TVL resolution), 450 Mbps for incorporation in the template.

The audio has to be clear and of superior quality. Ensure that there is no distracting background noise. The equipment used should be professional one.

The presentation may be a part of video. The format for presentation would be PPT (PowerPoint Presentation program). During preparation of presentation:

• Avoid using long blocks of text.
• Use preferably bulleted points.

• Use fonts like Arial, Verdana, Helvetica or Myriad pro etc.
• Use font size not less than 20 for clear visibility.
• Add graphics and images as much as possible appropriately.

3. **Quadrant 3 (Learn More / Web Resources / Supplementary Materials) :** **Related Links, Wikipedia Development of Course, Open Content on Internet, Case Studies, Anecdotal information, Historical development of the subject, Articles**

Learn more quadrant is about the supplementary material of respective modules in different forms. These may be in the form of:
• Books, articles, research papers, journals, case studies etc.
• Links to web sites giving additional readings, Wikipedia, blogs, open source content etc.
• Glossary.

4. **Quadrant 4 (Self-Assessment) :** **MCQs, Problems, Quizzes, Assignments & solutions, Online feedback through discussion forums & setting up the FAQ, Clarifications on general misconceptions**

For Self-Assessment, The Content Writer / Expert should provide minimum 10-15 questions for each module in one or more of the following formats.
i) Multiple Choice Questions with Answer
ii) True & False Statements

FINANCIAL SUPPORT TO SELECTED E-CONTENT DEVELOPMENT

- The percentage weightage of financial support with respect these four quadrants of selected e-content development by teachers are proposed to be as follows :
- E-content Development in all 4 quadrants   : 100% of decided maximum amount per course
- E-content Development in only First quadrant   : 30% of decided maximum amount per course
- E-content Development in only Second quadrant : 40% of decided maximum amount per course
- E-content Development in only Third quadrant   : 10% of decided maximum amount per course
- E-content Development in only Fourth quadrant : 20% of decided maximum amount per course