

An Invitation to Join *Texas Education on iTunes U*

Introduction

We are at the beginning of an exciting initiative connecting students, parents, educators, and communities across Texas and around the world! Texas Education Agency will freely distribute audio files, video files, enhanced podcasts, and PDFs that support education on *iTunes U*. The development of *Texas Education on iTunes U* provides access to quality digital content resources. To review how others are using iTunes U, visit: www.apple.com/education/itunesu_mobilelearning/

If you are a student, teacher, school district, higher education institution, professional organization, or a non-profit organization, we invite you to consider becoming a content provider for *Texas Education on iTunes U*. As a content provider, your organization's current audio and video resources will be hosted on the *Texas Education on iTunes U* site, in addition to any current website locations that can be linked in iTunes U. The educational resources included in this project must be high quality and engaging for students, teachers, administrators, parents, and community members. Professional Development resources for educators must follow high quality training practices. See page 3 in this document for a resource self-evaluation rubric.

Participation Guidelines

Participants must agree to follow the guidelines identified below for their organization's resources to be considered. We also ask for your flexibility as we navigate through *Texas Education on iTunes U* site development.

iTunes U Support Materials

Review the following documents to learn about podcast requirements, best practices, and copyright practices. Link to: www.apple.com/support/itunes_u/ to find these documents (and more).

- [iTunes U Copyright Overview](#) (PDF) This document provides a general overview of some issues under U.S. copyright law, including public domain, fair use, the TEACH Act, and copyright licensing.
 - NOTE: you/your organization retains the copyright as creators of original content. Apple (& *Texas Education on iTunes U*) reserves the right to "use, reproduce, modify the format and display of Content (not the substance of any Content), distribute, transmit, perform and display Content on the iTunes U site and Public Content on the iTunes Store...for the purposes consistent with this Agreement." (Ref: *iTunes U Content/Services Agreement-Public Content Provider*, License Grants, 2.1 Content).
- [Creating Content for iPod + iTunes](#) (PDF) Learn content creation, file formats, and metadata best practices.
- [iTunes U User's Guide](#) (PDF) Learn how to manage an iTunes U course and course content.

Resource Formats

Apple, Inc. recommends using the following formats for your iTunes U audio and video content:

- Audio files (AAC, MP3) with appropriate file extensions (.m4a, .mp3). For best results during playback, Apple recommends converting MP3 files greater than 32 megabytes (MB) to AAC format.

- Video files (MPEG-4 with H.264 compression) with appropriate file extensions (.mp4, .m4v, .mov). For best results with iPod, Apple recommends using MPEG-4 with H.264 compression.
- Podcasts that are uploaded to Apple servers have a size limitation of 500 MB; recommended window size for iPod is 640 x 480.

As noted above, complete information about supported audio and video formats is found at: www.apple.com/support/itunes_u *Creating Content for iPod + iTunes*.

Please ensure that you have appropriate written permissions for any individuals whose image, voice, or work product you include in your content.

How will resources be posted, linked, and tagged? Approved content will be posted to a page on the Texas Education on iTunes site. Your material will be grouped into a collection, and a brief description and logo will be included on the page. Links to your own site or sites can also be posted on the collection page. TEA will tag content, but welcomes any suggested tags.

Participation Checklist

- Read the Participation Guidelines and referenced documents above.
- Identify your current multimedia resources that could be posted on Texas Education on iTunes U.
- Use the attached Resource Evaluation Rubric to evaluate the quality of your resources.
- Fill out Contribute Content Form if you are interested in participating in this initiative.
- Email this page to itunes@tea.state.tx.us.
- Sign the iTunes U Content Provider Policy Statement (NOTE: For Texas public school districts and open-enrollment charters, the district superintendent or designated proxy must sign this document.)
- Email the iTunes U Content Provider Policy Statement to itunes@tea.state.tx.us
- Contact itunes@tea.state.tx.us if you have questions or suggestions for project guidance materials.
- For further assistance, call the Instructional Materials and Educational Technology main number at 512-463-9400.

RESOURCE EVALUATION RUBRIC		
CRITERIA	Definition: Meets	NOTES
Statewide Relevance	The resource has statewide applicability, interest, and/or educational relevance. The resource may include material about a locality, but also has appeal to teachers and students across Texas.	
Main theme(s) focus	The resource states its main focus and fulfills that focus in a succinct and well-organized manner.	
Accuracy and Support	Information is accurate and audience appropriate, important and/or relevant information is imparted, experts and examples are referenced when appropriate, and any potential bias is identified.	
Presentation	Length and pace of presentation are appropriate to the audience; narration is clear, well-rehearsed, and engaging; and any audio and video elements are balanced and appropriate.	
Conventions	No syntax or grammatical errors are evident.	
Citations	The producer(s) and other key individuals responsible for this work are identified along with date of creation and all media/information used as part of this work is original or the copyright owner has granted permission for its use and proper citations are used, including identifying any TEA contract or grant used to fund the work. Student work and participation in products are appropriately cited.	
Audio	Background noise, if evident, is not distracting and sound effects are appropriate; volume of voice and music are balanced so each can be easily heard; and volume is consistent.	
Video (if applicable)	The video is clear and consistent, transitions are smooth, and lighting is consistent.	
Metadata	Metadata meet all requirements as specified in the document Metadata Standards— <i>iTunes U K12</i> .	
Accessibility	The resource ensures accessibility for all users (e.g., open or closed captioning).	
File format and size	The resource is produced in one of the recommended file formats (AAC or MP3 for audio files or MPEG-4 with H.264 compression for video files) and does not exceed 500 MB in size.	