

Design Pitch

The aim of this pitch is to help ensure that your course has been designed for your prospective audience and that the content and assessment is appropriate for the stated learning objectives and audience.

It is also the stage all of us (UQx and your course team) can collectively look at a basic production schedule of the completed micro design and decide whether it is realistically achievable in the time frame. Previous teams have expressed they learned a lot from other teams' design approaches.

We understand that there will be some changes in the micro design as the content is produced but major changes would need to be negotiated with UQx after this time, since they may have resource implications.

At the pitch, each team will be expected to present the following items in a Powerpoint or Keynote. Each team is allotted up to 20 minutes for presentation and 10 minutes for follow-up questions. Most of these items correspond with information on the Orientation, Macro and Micro design spreadsheets.

1. Course Code, Course Title, Brief and Long Descriptions
2. Estimated date of release and course length
3. Explanation of the prospective audience for the course
4. Description of the scope of the course and the course learning goals
5. Complete outline of the course structure - this can be taken from the macro design (updated as required)
6. Outline of the course's approach to assessment, both formative and summative
7. Details of one of the most complex or high risk units/components of the course and how your team intends to address the complexity or risk
8. A list of required animations and technical developments you are planning as part of the course
9. Explanation of how the course will provide an opportunity for the "student voice" and student feedback
10. A simple outline of the budget for the resources required for your course
11. The basic production schedule with dates and individual team member responsibilities
12. The Course About Page (MOOCs required/SPOCs optional)

Additionally, the team should show the following items:

1. Spreadsheet showing the micro-design down to the component level complete with learning goals for each sub-section and rough production deadlines (at a section level is fine),
2. The wireframe for the course on studio.edge.edx.org (at least to a unit level), and
3. A video from each academic presenter from your micro design with the assistance of the media team. This is to ensure all presenting team members go through the production process as fully as possible as a 'taster' so they know what they are in for.

More information about the Design Pitch can be found in your course team folder within Google Drive. Questions about any of the above items should be directed to the Learning Designer for your course. Please consult the UQx Project Manager to assist you with drafting your budget.