TUDelft

About Page | Template

This document will guide you through the creation of your *About Page*. This information will be published on our website to help learners understand what you offer and decide whether to join.

Before you start, have a look at some good examples of About Pages as published on our website:
- *Aircraft Performance - Physics and Simulation (Online Professional Education Course)*
- *FRP Composites in Structural Engineering (Online Professional Education Course)*
- *Summer Course Risk Management* *(Onsite/F2F course)*

(*Required)	Specs	Please add your input and/or check and complete the (pre-filled) text
Title*	<70 characters, <50 recommended ● Concise and descriptive ● Indicative of what the course is about **> Click for tips and examples**	
Short Description*	<255 characters ● Why should I take this course? What will I gain? ● Short and compelling description of the course main takeaway **> Click for tips and examples**	
Long Description*	<2500 characters ● Write in at least 300 words who this course is for and what they will be able to	

	do (or do better) after finishing the course. ● **Click here to see examples and suggested structure** ● Include how the course will impact your learner's work, career and organization.	
What You'll Learn* **Learning Outcomes**	<2500 characters, each bullet with 4-10 words ● List **(4-6) main professional (learning) outcomes** (i.e. new abilities, skills). ● Think of what learners will be able to do (or do better) after taking the course. ● Start with a verb. **> Click for tips and examples**	
Prerequisites / Target audience*	<200 characters ● Specific knowledge learners must have (or be familiar with) to be successful in the course. If there are no prerequisites, enter "None". ● Level of learners in their professional career Junior, mid or senior ● For whom is this course designed? What field do work in?	
Course outline/Syllabus*	<2500 characters ● Formatted in paragraph text or bullet points, list the content covered in	

	your course, organized by week or module. ● Focus on topics and content.	
Prework, assessments, assignments	If applicable	
Max number of participants	If applicable	
Min number of participants	If applicable	
Frequently Asked Questions (FAQ)	<2500 characters	
Categories (ONLY for courses on edX)	For courses on edX please **select one** of the categories. You can select up to two subjects in addition to the primary subject. Only the primary subject appears on the About Page. The others appear in Search.	(category table below)

Architecture	Biology & Life Sciences	Business & Management
Chemistry	Computer Science	Data Analysis & Statistics
Design	Economics & Finance	Energy & Earth Sciences
Electronics	Engineering	Environmental Studies
Ethics	Medicine	Health & Safety
Math	Physics	Social Sciences
Science		

Run Information:

(*Required)	Specs	Your input
Start Date*	Month, Day, Year and Time in UTC	
End Date*	Month, Day, Year and Time in UTC	
Estimated Effort*	The number of hours per week or module the learner should expect to spend on the course. Make sure it's a range (i.e. 4 – 6 hours)	
Length*	Length of the course (if it runs over several consecutive days, replace "weeks" with "days")	_ hours * _ weeks
Format / Type of delivery*	Please select (highlight) an option	- **Online course** (MOOC, Professional Education, etc.)

		- **In-person course**, in-person workshop, etc. - **Hybrid** (the synchronous delivery of in-person & online simultaneously; e.g.: a live lecture given in-class and online). - **Blended** (a mix of asynchronous & synchronous elements. E.g. online lecture videos & in-person workshops).
Content Language*	English, Dutch, Spanish, etc.	

Instructors:

(*Required)		
Instructors*	List instructors in the order you want them to appear on the About Page. Limited to the primary instructors a learner will encounter in videos.	

Please include the following information for each course instructor – see <u>*instructor page example*</u>.

First Name*	Required	
Last Name*	Required	
Position*	E.g. Associate Professor	
Organization/Institution*	Required	
Email*	Required for internal use only. Institution email highly preferred. This will NOT display on the site	
Bio*	2- 3 paragraphs	
Areas of expertise and/or research interests	3-5 bulleted items	

Photo(s)

Instructor(s) photo(s)	Please send a professional photo of each instructor to: ES-contentmanagement-UD@tudelft.nl – **do not add to this template**. You can find an example here. Before submitting your photo (as an image file), ensure it meets the following requirements: ● Landscape-oriented, showing you from the torso up (arms crossed is preferred), with a smooth background. ● Do not pose exactly in the center. Position yourself slightly to the left or right. Adopt a relaxed pose and turn one shoulder slightly toward the camera to create depth. Look directly into the camera lens. ● Submit the original photo straight from your camera or smartphone via an email app or similar. **Do not** resize, downsample, or copy-paste from Word, a webpage, WhatsApp, or similar. Need more guidance or tips? Follow these additional instructions.

Program Information: *If your course is part of a program (series of courses), provide the following details only once, in the first course of the series.*

(*Required)	Specs	Your Text
Program Title*	<70 characters, <50 recommended	
Short description*	<255 characters	
Long description*	<400 words	
What You'll Learn* **Learning Outcomes**	<5 bullets, <255 characters per bullet	
Job Outlook	3-5 bullet, <255 characters per bullet detailing the career outlook. Should relate to the job title your program is geared towards. For example: *Computer and IT occupations are projected to grow…*	
List of courses*	List the courses that are part of this program. If they need to be followed in certain order please	

use numbering (bullets).		

- **Course image: our visual designer will contact the course team to discuss and design the course image.**
- **For onsite/F2F courses: our product manager will coordinate delivery services (e.g. room booking, catering). You can use the FAQ section to share relevant details with participants (e.g. parking, location, hotels).**
- **Template review and feedback: the choice of words for your course title and description are very important to help deliver better and relevant information to search engines. To ensure that search engines properly index and display your course and content within relevant search results, the marketing team (at TU Delft and/or edX) will advise and make the final decision on these matters to make sure that your content is SEO-optimized.**

For Extension School Product Manager to complete:

(*Required)	Specs	Your Text
CEUs	Calculated as 1 CEU per 10 hours	
Price*		
Type of certificate*	Profed, Edx, Certificate of Attendance, none	
Theme*	Please bold an option (can be more than one)	- AI, Data and Digitalization - Energy Transition - Future of Transport - Medical Technology - Quantum Technology - Skills for Engineers - Sustainable Cities
KIVI competences	Please add an option from your spreadsheet (can be more than one)	
Additional comments		