



Apple Education

# iTunes U User's Guide

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Apple Computer, Inc.

## Welcome to iTunes U

In today's world, students, as well as instructors and staff, expect an environment that accommodates their digital lifestyle, adapts to their individual learning and teaching needs, and encourages collaboration and teamwork. To meet these expectations, Apple introduces iTunes U.

Links provide easy access to campus-related events and information.

A list of courses and other content appears. What you can do with the courses listed depends on your access rights.



iTunes U uses the iTunes Music Store infrastructure and is specifically designed as a service for institutions to manage a broad range of audio, video, and PDF content, and make it available quickly and easily to students, instructors, staff, alumni, and, optionally, the public.

iTunes U offers an experience similar to using the iTunes Music Store. In fact, because iTunes U pages are displayed within the iTunes application itself, just like iTunes Music Store pages, navigating within iTunes U is much like navigating within the iTunes Music Store. For information on how to use iTunes or the iTunes Music Store, in iTunes, choose Help > iTunes and Music Store Help.

With iTunes U, users can access educational content, including lectures and interviews, 24 hours a day, 7 days a week. Users can browse content and download it to their Mac computers or PCs, regardless of their location. They can then listen to and view content on their computers or transfer the content to iPod for listening or viewing on the go.

Instructors and staff can easily post and change content on their own. Using the Drop Box and Shared tabs, instructors can allow students to upload their own content for review or to share with other students in the class.

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## System Requirements

iTunes U requires iTunes version 6.0 or later for Mac and Windows. To guarantee a consistent user experience, always use the latest version of iTunes.

iTunes U works with most modern, standards-compliant browsers. Apple recommends using one of the following browsers:

- Safari 2.0 or later on Mac
- Firefox 1.5 or later on Mac or Windows
- Internet Explorer 6.0 or later on Windows

**Note:** Internet Explorer on Windows may have performance limitations when uploading files. For more information, see the Microsoft Help and Support Site at <http://support.microsoft.com/default.aspx?scid=kb;en-us;329781>.

iTunes U supports the distribution of compressed audio and video files. Apple recommends using the following formats for your iTunes U audio and video content:

- Audio files (AAC, MP3) with appropriate file extensions (.m4a, .mp3)
- Video files (MPEG-4, H.264) with appropriate file extensions (.mp4, .m4v, .mov). For best results with iPod, Apple recommends using H.264.

See the section "Uploading Content to the Course Page" later in this guide for detailed specifications on audio and video formats.

You can also use iTunes U to distribute Portable Document Format (PDF) files.

## Preparing a Course for iTunes U

The iTunes U site is designed to provide students and instructors easy access to course content. It can also provide access to institutional information such as upcoming events, sports news, or a message from the institution president. The instructor or course manager creates the content for the course and then uploads the content to the site on a page specific to the course. Each course has its own Course page.

A site administrator initially creates the pages for each of the courses. An instructor or course manager prepares the content (recording lectures, assignments, creating videos). Then the course manager organizes the Course page by creating tabs for the content for students to download and upload assignments and for students to share their work.

## Organizing Course Content

How a course is organized depends on the course manager's preferences. Each Course page consists of various tabs used to organize the contents. Courses can be organized by subject matter or by media type. For example, a course covering the life and works of F. Scott Fitzgerald could have tabs by subject matter (life and works), or by type of work (novels and short stories).

Alternatively, the course could be organized by media type, for example, one tab for audio content, another tab for video content, and another tab for PDF content.

Other tabs might include a Drop Box for student assignments and a Shared tab for students to share their work with others.

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## Providing Links to Other Information

In addition to tabs, course managers can add links to point students to more information. For example, the course manager could add a link to a website that discusses all the films made from F. Scott Fitzgerald's works.

## Preparing Content

After creating the tabs, content can be uploaded into the tab. Apple recommends using an AAC format for audio or H.264 format for video for content that gets uploaded into the course tabs.

For details on file formats, see *Creating Content for iPod + iTunes* located at [http://www.apple.com/support/itunes\\_u/](http://www.apple.com/support/itunes_u/).

## Logging In to Your iTunes U Site

To prepare a course, a course manager needs to log in to the iTunes U site. The site administrator should give you the correct login information.

## About the Course Page

After logging in, the Welcome page for your institution's iTunes U site appears. The Welcome page displays a collection of courses and general site pages. What you can do with those pages depends on your access privileges. For example, a course manager might have permission to edit and manage a course, but a student might only have permission to access the course.

When you click a course, the Course page opens. The Course page organizes content (for example, audio tracks and video tracks) into tabs to help manage course information.

Click Home to go to the iTunes Music Store.

Use the navigation bar to keep track of where you are and to navigate to other areas.



List of files (tracks) in the Videos tab

Name	Time	Artist	Album	Price
1 Green Screen	2:51	SFETT	Digital Storytelling	GET
2 Filmatics	2:21	SFETT	Digital Storytelling	GET
3 Asylum	1:32	SFETT	Digital Storytelling	GET

## About Tabs

On a Course page, you see a series of tabs and tracks on each tab. Course managers have editing tools on the Course page to create tabs used to organize the content. A course manager can assign permissions to each tab to control access to the content.

In addition to the tabs for course content, the course manager might create tabs for students to upload their assignments and other work. You can create a tab where students can upload their assignments (called a Drop Box tab). Only the course manager can view the contents of this tab. You can also create a tab for students to share their work with others (called a Shared tab). Both students and course managers can view and download the content from the Shared tab.

First, create the tabs and then assign access privileges to them. See the section "Assigning Access Privileges to Tabs" later in this guide.



When you upload content, you upload into a specific tab. Apple recommends that you think about how you want to organize content in the course before uploading any content. This includes determining the number and names of tabs that you want to use to organize the course.

## Editing a Course Page

### To edit a Course page:

- 1 In the iTunes U Welcome page, click the course to open the Course page.
- 2 Click Start Editing in the Links box.

Click Start Editing.



3 Use the following table as a quick reference for editing the Course page.

To take this action	Do this
Add or change the instructor name	<p><b>COMM 410: Digital Storytelling</b>            Maria Torres  </p> <p>1 Click Edit below Instructor.</p> <p></p> <p>2 Type a new name and then click OK.</p>
Add or change a course description	<p>Learn the process of storyboarding, production, and editing to communicate effectively in various digital mediums.  </p> <p>1 Click Edit below Description.</p> <p>2 Type the new description and then click OK.</p>
Add or change a tab name	<p></p> <p>1 Click  on the tab you want to change.</p> <p>2 Type a new tab name and then click .</p>
Add a new tab	<p></p> <p>1 Click  to the right of the Trash tab.</p> <p>2 Type a name for the tab and then click .</p>
Delete a tab	<p>Click the tab you want to delete and click . When you delete a tab, iTunes U moves any items in the tab to the Trash tab for you to permanently delete later.</p>
Change the order of tabs	<p>Click the tab you want to move and click  to move it to the left or click  to move it to the right.</p>

4 Click End Editing if you are finished, or continue with the following sections to assign access privileges and upload content.

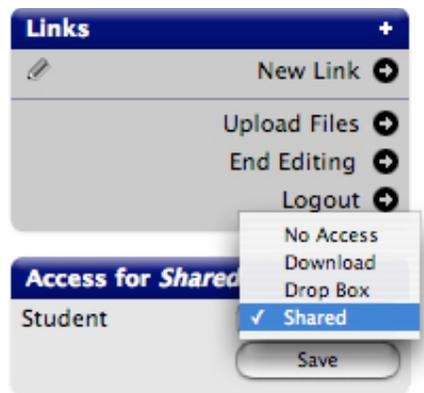
## Assigning Access Privileges to Tabs

Tabs on a Course page can be assigned permissions that determine the users who have access to the tab and the kind of activities the users can perform.

Use this permission	For this result
No Access	Only you as the course manager have access. Visitors to the Course page will not see the tab.
Download	Visitors to the Course page can download content from the tab. Only the course manager can upload content to the tab.
Drop Box	Students can upload content to the tab. Students see only those items they have uploaded, not those of other students. Only the course manager can see all of the contents.
Shared	Students and course managers can upload, download, and delete content in the tab.

### To assign access privileges to a tab:

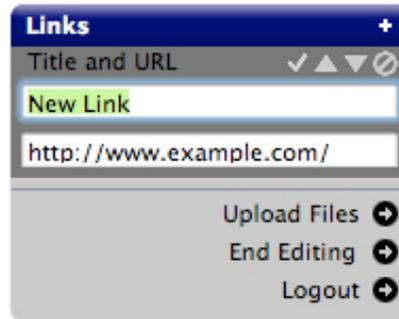
- 1 Make sure you are editing the Course page (click Start Editing in the Links box).
- 2 Click the tab to select it.
- 3 From the Access for [Tab Name] menu, choose the privileges to assign to the tab.



- 4 Repeat steps 2 and 3 for each tab you created.
- 5 Click OK.
- 6 Click End Editing if you are finished, or continue with the following sections to add links and upload content to the page.

## Adding Links to the Course Page

Add links to the Course page that point to useful information for students, such as department events, lecture series by visiting professors, pointers to reference information that pertains to the course, or the institution website. You use the Links box to create and edit links.



The following table describes how to add and change links. Make sure you are editing the Course page first (click Start Editing in the Links box).

To take this action	Do this
Add a link to the Links box	<ol style="list-style-type: none"> <li>1 Click  in the Links box.</li> <li>2 Type a title for the link.</li> <li>3 In the second line, type the URL for the link.</li> <li>4 Click  to save the new link.</li> </ol>
Edit an existing link	<ol style="list-style-type: none"> <li>1 Click  next to the link name.</li> <li>2 Make the changes and click  to save them.</li> </ol>
Change the order of a link	Click  next to the link name and then click  to move it up, or click  to move it down.
Delete a link	Click  next to the link name and then click  .
Add a file to the Links box (for example, a presentation or interview)	<ol style="list-style-type: none"> <li>1 Click  in the Links box.</li> <li>2 Click  in the Title and URL edit box.</li> <li>3 Click Choose File, and then select the file you want to add to the Links box.</li> </ol>

## Uploading Content to the Course Page

After creating the tabs for the Course page, you are ready to upload audio, video, and PDF files. Audio files can be in AAC or MP3 format with the appropriate file extension (.m4a or .mp3). Video files can be in MPEG-4 or H.264 format with the appropriate file extension (.mp4, .m4v, or .mov). PDF booklets must have the .pdf extension.

For audio files, Apple recommends the following:

- Audio Format: AAC-LC (Music)
- Data Rate: 128 kbits/sec
- Channels: Stereo
- Output Sample Rate: 44.100 kHz
- Encoding Quality: Better

For video files, Apple recommends the following:

- Video Format: H.264
- Data Rate: 256 kbits/sec
- Image Size: 320 x 240
- Frame Rate: 30
- Key Frame: Every 24 frames

For details on preparing content, see *Creating Content for iPod + iTunes* located at [http://www.apple.com/support/itunes\\_u](http://www.apple.com/support/itunes_u).

**Note:** Internet Explorer on Windows may have performance limitations when uploading files. For more information, see the Microsoft Help and Support Site at <http://support.microsoft.com/default.aspx?scid=kb;en-us;329781>.

### To upload content files:

- 1 Make sure you are editing the Course page (click Start Editing in the Links box).
- 2 In the Course page, click the Upload Files link in the Links box.

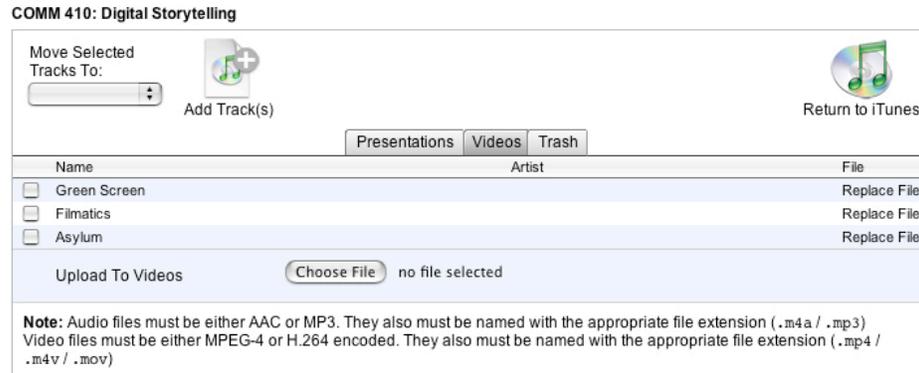
iTunes U displays an upload page where you can select the tracks to upload, as well as the location where you want to upload the tracks.

#### COMM 410: Digital Storytelling

Name	Artist	File
<input type="checkbox"/> Air Jesse		Replace File
<input type="checkbox"/> Pleasantville		Replace File
<input type="checkbox"/> DOF		Replace File

- 3 In the Upload page, click the tab name to indicate where you want to upload the file.

#### 4 Click Add Track(s).



#### 5 Click Choose File, then browse for the file and select it.

iTunes U displays a status indicator and begins uploading the track you selected.

Repeat steps 4 and 5 for each track you want to add to the selected tab.

#### 6 Repeat steps 3, 4, and 5 for each tab on the Course page.

#### 7 Click Return to iTunes when you are finished using the Upload page.

iTunes U displays the new content in the Course page tabs and updates the track or podcast information (for example, the number of tracks per tab).

#### To move a file to another tab:

##### 1 Make sure you are editing the Course page (click Start Editing in the Links box).

##### 2 In the Course page, click the Upload Files link in the Links box.

##### 3 Select the checkbox next to the file or files you want to move.

##### 4 Choose the destination tab from the Move Selected Tracks To menu.

**Note:** To delete a file, select the checkbox next to the file and move it to the Trash tab.

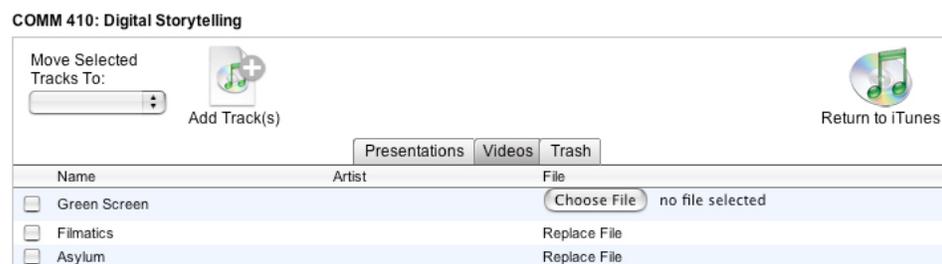
##### 5 Click Return to iTunes when you are finished using the Upload page.

#### To replace a file:

##### 1 Make sure you are editing the Course page (click Start Editing in the Links box).

##### 2 In the Course page, click the Upload Files link in the Links box.

##### 3 To update a file you previously added to the course, click Replace File in the File column for the track you want to replace.



- 4 Click Choose File, then browse and select the file.
- 5 Click Return to iTunes when you are finished using the Upload page.

#### To empty the trash:

- 1 Make sure you are editing the Course page (click Start Editing in the Links box).
- 2 In the Course page, click the Upload Files link in the Links box.
- 3 Click the Trash tab.
- 4 Click Empty Trash.

When you click Empty Trash, iTunes U deletes all tracks in the Trash tab, whether or not the tracks are selected. A Trash tab exists for every Course page, but is only visible in the Course page when you are editing the page.

- 5 Click Return to iTunes when you are finished using the Upload page.

## Understanding How Metadata Works

The content you upload into iTunes U can include information fields, for example, name or artist. The information in these fields is called metadata. (For details on editing metadata, see *Creating Content for iPod + iTunes*.) The metadata helps students locate and organize their iTunes U content after they download it to their computers.

If you enter useful and specific metadata, students can find the content more quickly and easily. iTunes U can display the following metadata fields for each track:

Field	Use
Name	Track title, for example, Lecture 1 or Shakespeare's Sonnets
Artist	Instructor name
Album	Course title
Genre	Broad category, for example, by subject, by organization (such as a university name), or by type (such as podcast)
Artwork	Add an illustration to the track. The illustration appears in the "Now Playing" area in iTunes, or on the iPod during playback
Comments	Additional information, such as assignment details
Year	Publication date

The metadata for each track appears in a column. You can change which columns iTunes U displays. Choose Edit > View Options and select the columns you want to appear.

When students download a track, a copy is placed in their iTunes Library and all the metadata for the track is displayed. In iTunes U, depending on how the site has been set up, a copy of the track would also appear in a playlist, in addition to the Library.

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## About Metadata Substitution and Download Rules

iTunes U allows the site administrator to control the metadata of all content distributed through your institution's iTunes U site. By controlling the metadata, the site administrator can ensure that the metadata is used consistently for all the content. The site administrator can also specify the location where tracks are downloaded.

For example, the site administrator could specify that the Album field always contains the course title and that the Genre field always contains the institution name. The site administrator can also set up iTunes U so that all content from your institution's iTunes U site appears in an institution playlist.

If the site administrator does specify the metadata, that metadata overwrites any information you put in the fields for the content. The site administrator can overwrite the Album, Artist, Genre, Artwork, and Comments metadata fields. To see if your site administrator has specified the metadata, upload a file to iTunes U and then download that same file. In iTunes, locate the file and see if the information in the fields has changed. If a site administrator has created a rule to download content to a specific playlist, that playlist appears in the Source view of iTunes when you download content from iTunes U.

**Note:** If the site administrator specifies metadata for the Comments field, instructors cannot use the Comments field to communicate with their students. Any comments the instructor or student might write about content they have uploaded will be lost.

## Adding a Course Image to the Course Page

The Course page includes an image that represents the course. The site administrator might have added a default image. You can change the default image to an image specific for the course. The image acts as an icon for the course on the Course page. A smaller version of the image appears on pages used to navigate to the course.

**Note:** Each track can have its own artwork metadata. The artwork is displayed in iTunes in the Now Playing window when the track is selected, or on the iPod during playback. If the site administrator specifies a rule to overwrite the Artwork metadata, the course image replaces the artwork for the track.

Use an image that is 300 x 300 pixels square and in one of the following formats: JPEG, PNG, GIF, or TIFF. The file must have the appropriate file extension: .jpg, .jpeg, .png, .gif, .tif, or .tiff.

### To add a course image to the course:

- 1 While editing the Course page, click  in the lower-right corner of the image.
  - 2 Click Choose File.
  - 3 Browse for a new file and select it.
  - 4 Click Return to iTunes.
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## Podcasting

Podcasting provides a convenient, subscription-based model for distributing course content. Podcasting makes your course content mobile, and supports anywhere, anytime learning. Students can subscribe to the course and have the content automatically downloaded as soon as it is made available by you.

Your site administrator controls whether or not podcasting is a feature available to Course pages at your institution. Since distributing content via podcasting might be a security concern at your institution, it might not be available. If podcasting is available, you can decide if you want to make the course content available via podcasting. While editing the Course page, select the Enable Podcasting checkbox. After turning podcasting on, you and the students will see a Subscribe button on the Course page. Clicking Subscribe allows them to subscribe to the selected podcast and use the podcasting features of iTunes.

## Logging Out of iTunes U

When you have finished making changes to the Course page, click End Editing. Other users of the Course page can see your changes immediately. Click Logout in the Links box to log out of iTunes U.

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