New Short Course Template 2024 – ONLINE Courses

1. PROPOSED COURSE TITLE

Insert proposed course title here (max 70 characters). This will be reviewed by the UAL Short Course team.

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Why are you proposing this course?

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| Eg Gap in the market? Learner request? |

1. SHORT COURSE DESCRIPTION

Insert an informative, long paragraph explaining what will be covered during this course. Some prompts are provided below – note that you should provide your own description of the course and add relevant information.

This section is the opening ‘sales pitch’ to your course on the website. Consider the main benefits of the course / why someone would want to participate.

Aim for a minimum of 150 words (example: <https://www.arts.ac.uk/subjects/fashion-design/short-courses/3D-design/creative-clo3d-for-absolute-beginners-online-short-course-csm> - ‘All our online short course include’ section is standard copy that appears on all online course pages).

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| Example sentences:   * ‘Taught through a combination of lectures, practical exercises etc, this course will… ‘ * ‘This is a 20-week course…’ * ‘You will be expected to work X hours outside of class…’ * ‘During the course students gain an insight into...’ * ‘The courses aims to...’ |

1. WHO SHOULD ATTEND THIS SESSION?

Describe who the audience of the course would be. An example is provided below – note that you should provide your own description of the audience, the copy below is only a prompt.

This section is very useful for students when browsing courses for suitability. We receive a high number of enquires requesting this information if not available on the website.

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| E.g. ‘This course is aimed at designers, creatives, managers, and entrepreneurs in the creative industries interested in...It is also an excellent fit for individuals who are new to the creative sector or who aspire to work in it, and want to learn more about...’  Level of experience: specify if level is beginners/intermediate/advanced  Necessary experience: e.g. you will need to be comfortable using a sewing machine / have experience of drawing |

1. OUTCOMES

The course outcomes depend on what the course will cover. Please insert outcomes as bullet points. Some examples are listed below as a prompt however you should come up with your own outcomes. Please ensure the outcomes are realistic given the duration of the course. Only list things everyone doing the course will be able to do, consider the wording to make sure it is realistic. E.g., not everyone will make a bag, but everyone will know how to.

This section is very helpful especially when students are comparing courses. It also supports our Customer Service Team when making recommendations and answering queries.

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| E.g. By the end of the course, students should be able to:   * Identify the practical aspects of running their own business * Understand industry critical paths * Create a manageable product offering * Create a tech sheet * Understand a customer * Develop a range plan and price offer…   Make sure this is what EVERYONE will do |

1. MATERIALS
2. Essential materials (no need to edit this part)

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| **To take part in this online course you will need:**   * An up-to-date web browser (we recommend Chrome) * Microphone and headphones (a headset with a microphone function is recommended. The built-in microphone in your device would also be fine) * Webcam * Strong Internet connection - we recommend a minimum of 2 Mbps download, and 1 Mbps upload, faster if possible. You can test your network speed here - [https://www.speedtest.net](https://www.speedtest.net/) |

1. Recommended materials

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| A notebook  A pen  A mobile phone with camera  etc |

1. DETAILS

Please list 4-5 bullet points that summarise the topic covered. This will show as quick summary on the course webpage.

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| Topics to be covered:  1 Business Foundations  2 Product Development and Marketing  3 Commercial  4 Production and Logistics  5 Finance |

SOW

Please provide a basic session by session plan for the course

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| Eg: session 1 – induction to the online classroom and its interactive features. Basic structure creation |
| Session 2 developing structures using darts |
| Session 3: exploring other artists methods |
| Session 4- experimenting with pattern (121 feedback) |
| Session 5- final presentation and plenary activity |
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OTHER STAFFING REQUIREMENTS

In TERMS OF HOURS E.G. Life model, Guest Speaker etc.

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| Eg 2 hours guest speaker during session 3 |

FORMAT OF COURSE

What format can this course be?

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| E.g. Does it need to be sequential days? Or can it be one day a week over a term? |

1. MEET THE TUTOR(S)

Please insert the biography of each tutor

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| … |

PROMOTIONAL IMAGES

If you have any images that you can share with us to promote the course, please get in touch. Images must be high-resolution (ideally landscape). Please provide written confirmation that you have copyright permission for the images to be used for promotional purposes.