



Design to Share

Developing Open Resources



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Open Education Resources (OER)

MEAS Principle:

“We design all that we do to be shared and we make it discoverable by everyone everywhere.”

By utilizing open practices, resources are accessible and adaptable for everyone to use and share. The process of developing open resources will be outlined in the following slides.

The Process



Develop Content

- Create, clear, or capture content



License Content

- Choose Creative Commons license



Publish & Distribute Content

- Choose format(s)
- Choose platform and add metadata



Developing Content

CREATE

Develop new content utilizing open practices

CLEAR

Clear existing content of 3rd-party objects utilizing open practices

CAPTURE

Video record lectures and presentations utilizing open practices



Developing Content

Open best practices

- **No 3rd-party objects.** These are objects you have not created yourself (e.g. images, diagrams, videos, graphs, animations, scans, etc.)
- **Forms.** When applicable, appropriate release/permission forms to openly share the work are signed by the owner of the work
- **Open formats.** The work is made available in a format that allows others to easily use and make derivative works
 - For example, presentation slides are made available as PowerPoint and OpenOffice slides instead of just as a PDF
 - For video recorded lectures, video and audio files are made available (e.g. - *.mp4, *.m4v, *.avi, *.mp3, etc.)
- **Licensing.** Licensing language is clearly visible on the work



Developing Content

More on 3rd-party objects

If you have objects in your work that you have not created yourself, you have the following options:

1. **Replace** the object with a similar one that is openly licensed.
2. **Recreate** the object with a different expression but the same meaning as the original object.
3. **Remove and annotate** the object if it is too difficult to replace but is useful for the presentation.



Developing Content

Search for openly licensed resources

- OER Commons

<http://oercommons.org>

- Creative Commons Search

<http://search.creativecommons.org>

- Flickr Creative Commons

<http://flickr.com/creativecommons>





- OpenCourseWare Search

<http://ocwsearch.com>



Licensing Content

Select the desired conditions to apply to the work

-  **Attribution (by)**: You let others copy, distribute, display, and perform your copyrighted work — and derivative works based upon it — but only if they give credit the way you request.
-  **Share Alike (sa)**: You allow others to distribute derivative works only under a license identical to the license that governs your work.
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Licensing Content

Create the appropriate license

<http://creativecommons.org/choose/>



Most Open



Attribution



Attribution Share Alike



Attribution No Derivatives



Attribution Non-Commercial



Attribution Non-Commercial Share Alike



Attribution Non-Commercial No Derivatives

Least Open

Allow commercial uses of your work?

Yes ⓘ
 No ⓘ

Allow modifications of your work?

Yes ⓘ
 Yes, as long as others share alike ⓘ
 No ⓘ

Jurisdiction of your license ⓘ
International

Additional Information
The additional fields are **optional**, but will be embedded in the HTML generated for your license. This allows users of your work to determine how to attribute it or where to go for more information about the work. ⓘ

Tell us the format of your work: Other

Title of work ⓘ

Attribute work to name ⓘ

Attribute work to URL ⓘ

Source work URL ⓘ

More permissions URL ⓘ

Select a License



Licensing Content

Apply licensing language to work

For example:

- on the header/footer
- on separate slide
- on video title page
- on webpage where work is uploaded



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Applications of Social Media for Health Emergencies in the Americas

Presenter: Theresa Bernardo, Michigan State University

This presentation is available in the following formats to view/download:

- Multimedia Module
- Video MP4
- Audio MP3

About the Presenter:

Theresa Bernardo is the Director of Information Technology and Associate professor of Epidemiology in the Michigan State University College of Veterinary Medicine.

Presented on: December 01, 2010
Language: English
Collection: Fall 2010 Seminar Series



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Publishing & Distributing Content

Choose format(s)

Make work available in editable formats:

- Microsoft Word or PowerPoint
- OpenOffice Writer or Impress
- HTML
- Movie/Audio files
(* .mp4, * .m4v, * .mov, * .avi, * .mp3, etc.)



Publishing & Distributing Content

Choose platform to publish work

- Own website/webpage
- OER Repositories:
 - Connexions (<http://cnx.org>)
 - WikiEducator (<http://wikieducator.org>)
 - Curriki (<http://curriki.org>)
- 3rd-party sites that allow Creative Commons designations:
 - YouTube (<http://youtube.com>)
 - Vimeo (<http://vimeo.com>)
 - blip.tv (<http://blip.tv>)
 - SlideShare (<http://slideshare.net>)
 - Scribd (<http://scribd.com>)



Publishing & Distributing Content

Add metadata

Based on the platform you choose, be sure to include appropriate metadata including:

- Attribution language
- Rights/License
- Keywords/Tags
- Source URL

Questions?

Please contact

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