AI Campus

10 Minimum Standards for AI Campus Originals

1. Don't reinvent the wheel

Use AI Campus as an ecosystem!
Look at existing learning opportunities on the platform and build on them instead of reproducing the same content. The learning opportunities should refer to each other where appropriate.

2. Come up with a common thread

Create an overview of course content and learning objectives. **Develop storyboards to structure the course appropriately beforehand.**
In order to publish it on the LMS, we need complete information about your learning opportunity.

3. Keep it simple

Make sure that the course structure doesn't seem overwhelming or demotivating. **Courses should not contain more than 10 modules and a module should not consist of more than 15 elements.** (Too much content? Then create a nicely made continuation course!)

4. Keep an eye on the learning objectives

Both for the course and for the individual modules, you need to define **specific learning objectives** first (see examples from the HRK). **The module structure should be oriented towards the learning objectives** so that content, tests and exercises can be matched with the relevant learning objectives and support the acquisition of skills.

5. Opt for functionality instead of buzzword bingo

Ensure the **correctness of your content** and **consistent use of terms**. Before starting to create your media or material, do fact, consistency and spell checks. Keep a consistent level of formality or informality.

6. It's all about the media mix

A picture sometimes says more than a thousand words. Use videos, images, audio and text in an even balance that supports the learning process. Links can be provided to more detailed materials. Advertise the course with a teaser video.

7. Quality over quantity

If you make something on the cheap, you'll end up having to make it again. Only develop **high-quality media** that your learners enjoy using, watching and listening to!
Also note: **videos should not be longer than ten minutes!**

8. Don't settle for a multiple-choice monoculture

Use different types of exercises – variety supports the learning process. Here, too, the rule is that **you don't have to reinvent the wheel in order to create an innovative learning opportunity.** Get inspiration, for example, from the variety of possibilities in H5P.

9. Practise diversity in language and media

You want to reach a diverse audience with your learning opportunity – represent **society's diversity** in examples and illustrations. Our guidelines contain advice for **using gender-inclusive language**.

10. Who invented it?

The learning opportunities offered by AI Campus are published as OER under a CC-BY-SA 4.0 licence. Accordingly, check that all materials you use have an open licence.

Version 1.1

Citation advice: AI Campus (2022). 10 Minimum Standards for AI Campus Originals. Version 1.1. Berlin: AI Campus.

CONTACT US
AI Campus | Stifterverband
Tempelhofer Ufer 11
10963 Berlin, Germany

info@ki-campus.org
www.ki-campus.org

@KICampus | #KICampus