



Policy for E-Content Development

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(Accredited A++ by NAAC)



The Context

University of Lucknow proposes to encourage development of e-content to facilitate enhanced learning environment. It is proposed to harness the Information and Communication Technology (ICT) in University's learning ecosystem. The 'Teaching - Learning - Knowledge Triad' will be further facilitated and empowered by these e-content guidelines. This will also feed into and become an integral part of the University's Learning Management System (LMS). E-contents (as is well known) are Electronic Content or Digital Content. These are produced and stored electronically rather than in print and are the result of electronic publishing (e-publishing). These are viewed on screen and not on paper and these can be transmitted over a computer network such as Internet. These guidelines outline the contours of e-content development and transmission/dissemination these are expected to bring a new dimension of creativity in University's learning ecosystem.

General Guidelines to Authors

1. A covering page should describe the Name, Designation, Address of the Organization, Topic of the content, and a Declaration.
2. An author can submit any number of e-learning materials preferably on the subject(s) they are teaching/experts.
3. Each e-learning material should cover one topic related to the unit/syllabus.
4. The e-learning materials can be submitted either in English or Hindi version.
5. It is advised to provide the content with examples rather than merely reproducing the bookish information.
6. At the end of each content, a summary should be given.
7. The content should be grammatically and typographically error free.
8. Plagiarism of the content/material should be self-checked as per the UGC norms.
9. The pdf content should be in 1.5 line spacing, 12 font size, and in Times New Roman font.

Types of E-Content Encouraged By University:

- Digital Textbooks
- Workbooks
- Articles
- Videos
- Audios
- Textual and Pictorial Presentation
- Multimedia Presentations



Expected Features of E-Content

E-content is expected to focus on the following features:

- E-content should investigate the implications of new forms of social networking, knowledge sharing and knowledge building.
- E-content should encourage the learner in an effective manner.
- E-content should attract the attention of the learners.
- E-content should eliminate the inconsistency among the learners through effective material.
- E-content should enhance the knowledge level of learners in which it leads to creative thinking
- E-content should include web links so that it gives the future ideas on the basis of given links and references.

(List is suggestive. Departments may make relevant additions)

Permitted Forms of e-Content

- Assembled form,
- Created form.

Assembled E-content:

Assembled E-content constitutes compiled and assembled contents from several resources and books with due care taken for Copy Right & Intellectual Property Rights (IPR). Here the author will be main content provider. Content assembled will be given credit as compiled by and edited by (as applicable).

Created e-content

Content developed by the author using various resources, as well as his/her own work. Here the authorship will be of the content creator. The content developer has to provide the written material in standard module format.

Preservation of e-content

Preservation of e-content is as important as developing them. University will provide storage space:-

- Online preservation
 - Cloud storage space
 - University Website



- Offline preservation
 - Compact disks
 - Digital Video disks
 - Memory sticks (used in digital camera)
 - USB Flash Drives
 - Smart cards
 - University Server

Important features for preparing e-content

E-content should be developed considering following approaches:

Annotation

Annotation means (ranging from 200-300 words) brief description of the e- Content.

E-Text/E-Tutorial

Content Writer is expected to write detailed write-up on the topic of module as per content structure in a simple language enriched with multimedia supplements, wherever applicable. Topic should be presented in systematic and logical manner for independent learning consisting of:

- Self-check exercises
- Examples & Applications from day to day life, if needed
- Illustrations (Images, Maps, Graphics)
- Appropriate web links wherever required
- Summary

(These are only suggestive and are some of the possible options)

Generally Expected Format

- Title
- Name of the E-Content Writer
- Objectives
- Learning Outcomes
- Subject Mapping/Structure
- Subject Content (Typed in text format for download)
- Summary
- Text Case studies (if Applicable)
- Frequently asked questions (FAQ's) with regard to content of the module.
- Video and audio (if needed)
- Assignments



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- Assessment/Evaluation
 - References
 - Suggested Readings
 - Glossary of terms used in the E-Content
 - Web Links
 - Contact details

(List is suggestive. Departments may make relevant additions)

Where ever necessary or useful chunking of content may be resorted to i.e. content may be divided into module, unit, and granule.

Training and Orientation

The development of e-content requires the fundamental knowledge. Some of the faculty may not be adequately oriented for development of e-content. University will organize necessary training/ orientation programs for the same. These programs will attempt at addressing the following:

- Basic computer skills (Offline e-content)
- Web skills (Online e-content) and so on.

e-Classes

Faculty is holding online Classes. They are encouraged to convert these lectures into e-content. These can subsequently be made available online and hosted like other e-content.

MOOCs

Faculty is encouraged to create MOOCs. Such content creation should strictly comply with norms laid down by UGC.

Necessary Clearances

Wherever necessary UGCs approval (or approval of any relevant body) will be obtained and pending necessary approval no e-content will be shared or disseminated.

Copy Right/ Intellectual Property Right on Created e-content

Copy Right/ Intellectual Property Right on e-Content shall belong to the Author/ Creator. However, university along with Author will have the unrestricted right of sharing it.



Royalty

If some royalty/or revenue is generated by sharing of e-content then the earnings will be shared in following manner:

- (a) Author/ creator will receive 60% of the earnings
- (b) University of Lucknow will receive 40% of the earnings

Copy Right/ IPR Violation

If there are any copy right or IPR violations than Author/ creator will be fully responsible for any such violations. University of Lucknow will remain INDEMNIFIED FROM ANY CIVIL OR CRIMINAL LIABILITY

Approval of e-Content

Only those e-content which are approved by the ‘Proposing Committee’ and the ‘Empowered Committee’ will be included in University’s repository of e-content.

Proposing Committee

1. Head of Department/ Director/ Coordinator of the Institute(Chairperson)
2. Two Senior Most Professors/Associate Professors of the concerned Department/Institute or Expert of ICT field from the same department
3. Hon. VC’s Nominee
4. Wherever necessary expert of specific super specialization may be included

Empowered Committee

1. Dean Academics (Chairperson)
2. Dean Research
3. Dean of Concerned Faculty
4. Hon. VCs Nominee
5. Hon. VC’s Nominee

Proposing Committee will identify and approve the e-content and send the same for final approval of the Empowered Committee.
