

Adhoc **.Academy** **/ Advertising** **Tech Masters**

Publishing Guide

Plan Your Lesson

Basis

Overview

Mandatory

Structure

- Minimum length: 5 minutes
- Maximum length: 12 minutes
- Video lessons are between 5-9 minutes

YES

YES

Recommended

Content

- Create a free introduction video lesson in order to provide a quick overview of the key concepts and sets expectations.
- Video lessons should include a variety of visuals to illustrate class concepts.

Recommended

Recommended

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Content

- Every lesson is propaedeutic, followed by a quiz.
- Creates minimum 6 questions for each lesson.

YES

YES

Produce Your Lesson

Quality: Video

- Video with high resolution 720p or HD with a steady camera, clear lighting and framing.
- Screencast, images and texts are sharp

YES

YES

Produce Your Lesson

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Quality: Audio

- Audio is clear of distracting noises like cracking and echoes.
- Audio match the video and comes out of both channels.

YES

YES

Publish Your Lesson

Materials

- Class description briefly explains what students will learn.
- Class category accurately reflect the class topic

YES

YES

Publish Your Lesson

Basis

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Mandatory

Materials

- Create quiz categories in order to help yourself in adding the content in the platform.
- Follow up inviting the students to contact you through class projects.
- Check out the publishing rights for every image or any materials you display in your course.
- Resources, image and additional files are added to support students.
- Course title is clear, captivating and relevant to the topic.
- Class cover image is high-quality: 1280x720.

Recommended

Recommended

YES

Recommended

Recommended

Recommended

Publish Your Lesson

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Engagement

- Add lecture notes to each video lesson.
- Simulation, showing platform or methods and use real example.

Recommended

Recommended

Lecturer

- Teacher name is your name, not the name of your company or brand.
- Add a brief bio, explaining your background, and a clear photo.

YES

YES