

BENNETT UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION
(BU-CDOE)

Content Development Process for
E-Tutorials and
E-Learning Materials

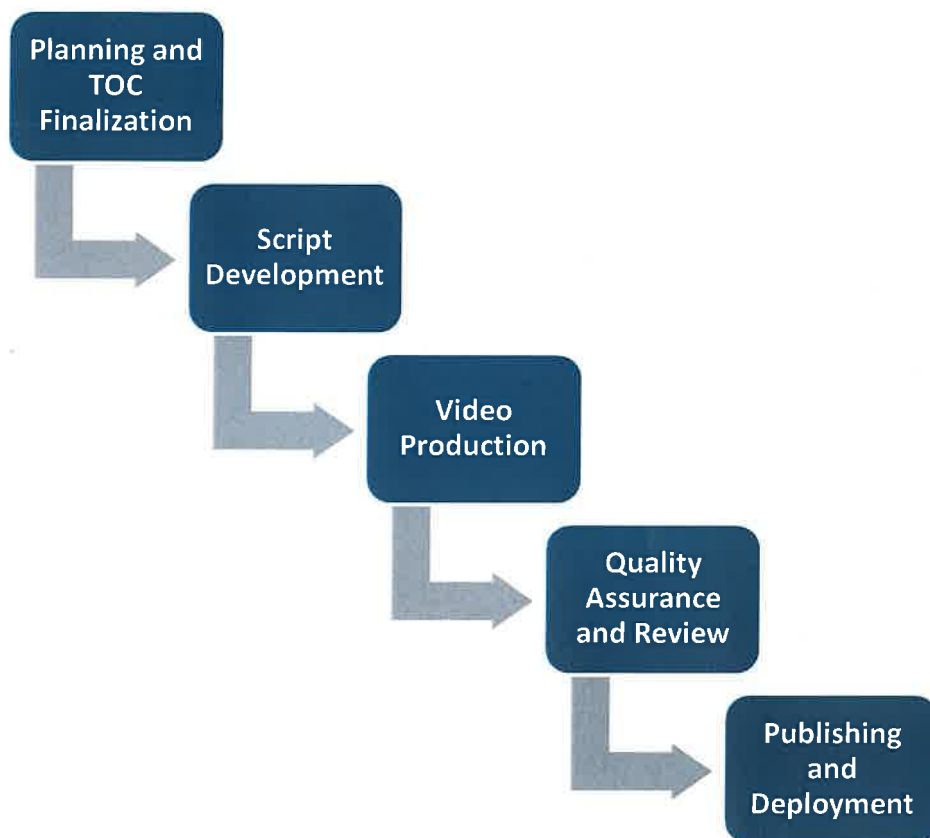


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The content development process is divided into two major components to ensure structured creation and delivery of high-quality educational resources:

Part A: e-Tutorials Development

This part focuses on the creation of digital video-based learning modules designed to enhance conceptual understanding and learner engagement.



1. Planning and TOC Finalization

- A detailed Table of Contents (TOC) is prepared based on the curriculum, which is then approved by academic experts.
- The TOC serves as the foundational blueprint for all subsequent content creation, ensuring alignment with curriculum objectives and learning outcomes.


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Quality check for TOC:

Criteria	Description	Comments
Accuracy	Align content with curriculum or academic standards	
Language	Accurate and consistent terminology	
Structure	Confirm logical flow of chapters and sections	
Layout	Include common opening and closing topics for chapters	
Formatting	Set correct numbers to chapters, topics and subtopics	

2. Recording Script Development

- Subject Matter Experts (SMEs) draft recording scripts for each topic and sub-topic listed in the TOC.
- Scripts include:
 - Learning objectives
 - Concept explanations
 - Examples and case studies
 - Visual cues and narration guidelines

Quality check for recording script:

Criteria	Description	Comments
Content Accuracy	Key messages align with the video's purpose and audience	
Structure & Flow	Script has a clear beginning, middle, and end	
Tone & Style	Language is engaging and conversational, Avoids jargon or overly complex phrasing	
Audience Engagement	Includes hooks, questions, or storytelling elements to retain viewer interest	
Visual Integration	References to visuals (e.g., slides, graphics) are clear and well-timed	

3. Video Production

- Shoot schedule is prepared as per the subject requirement and faculty availability.
 - Faculty is briefed on the output required from recording; quantity and quality both


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- They are also trained and made camera-ready.
- Faculty books the slots on the app and adds relevant details.
- Professional recording is conducted in a studio environment using:
 - High-definition video equipment
 - Teleprompter for easy recording
 - Screen capture tools for demonstrations
- Editing includes:
 - Integration of visuals and graphics
 - Branding and formatting

4. Quality Assurance and Review

- Each video undergoes a **multi-tiered review**:
 - **Technical Review**: Checks video quality, audio clarity, and formatting
 - **Faculty Review**: Ensures content accuracy and relevance
 - **Academic Review**: Validates alignment with TOC
- Feedback is incorporated, and final approval is obtained before release.

Quality check of E-Tutorials:

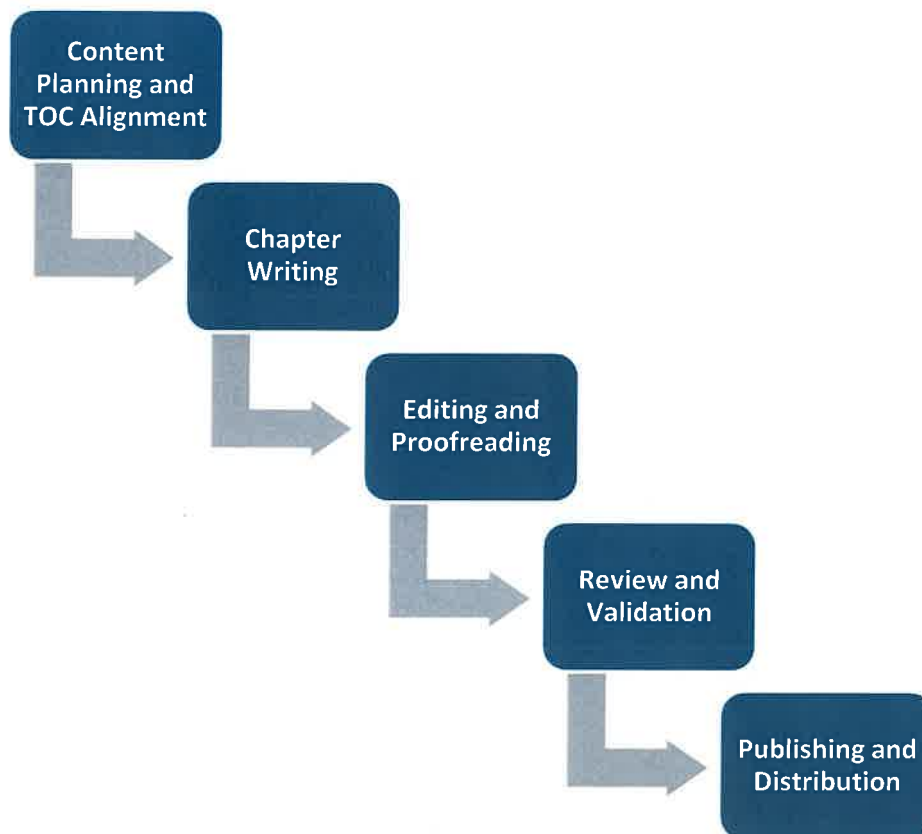
Criteria	Description	Comments
Video Quality	Video resolution is high	
Audio Quality	Audio is clear, consistent, and free of distractions	
Infographics Accuracy	Information displayed is correct and aligns with video	
Technical Execution	No glitches, lags, or broken links	
Accessibility	Subtitles or captions are accurate and synchronized	

5. Publishing and Deployment

- Finalized videos are uploaded to the designated **Learning Management System (LMS)**.
- Metadata (title, description, tags) is added for easy search and categorization.
- Access controls and user tracking features are configured as needed.

Part B: E-Learning Material (ELM) Development

This part involves the creation of structured, text-based learning resources designed for independent study and reference.



1. Content Planning and TOC Alignment

- The same TOC used for e-Tutorials guides the structure of the SLM.
- Chapters and subtopics are outlined to ensure logical progression and comprehensive coverage.

2. Chapter Writing

- SMEs develop detailed Content for each chapter, including:
 - Concept explanations
 - Case-Studies
 - Illustrations, tables, and charts
 - Summaries and review questions
- Language is tailored for self-paced learners, emphasizing clarity and accessibility.

Quality check for chapters:

Criteria	Description	Comments
Content Alignment	Ensures the textbook content matches curriculum standards and learning objectives	
Relevant Illustration	Checks that diagrams, images, and examples directly support the subject matter	
Latest Information	Verifies that all facts, data, and references are current and reflect recent development	
Pedagogically sound	Assesses whether the content follows effective teaching principles and supports learner development	
Flow of Content	Evaluates the logical progression and organization of ideas, making it easy to follow and comprehend	
Referencing & Citation	Checks that all sources are properly cited and a bibliography or reference section is included	

3. Editing and Proofreading

- Editorial teams perform:
- **Technical Editing:** Ensures factual accuracy and consistency
- **Language Editing:** Improves grammar, readability, and flow
- **Formatting:** Applies standardized styles for headings, fonts, and layout

Quality check for formatting:

Criteria	Description	Comments
Font Consistency	Ensures uniform font type, size, and style across headings, body text, and captions	
Heading Hierarchy	Checks that headings and subheadings follow a clear and logical structure	
Table of Contents	Ensures TOC matches actual content structure and page references	
Bullet & Number Lists	Ensures list formatting is uniform and visually clear	
Footnotes & References	Verifies consistent formatting and placement of footnotes, citations, and bibliography	


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4. Review and Validation

- Manuscripts are reviewed by academic panels or external reviewers for:
 - Curriculum alignment
 - Depth and breadth of coverage
 - Cultural and contextual appropriateness
- Feedback log sheet is followed to maintain the review shared.
- Revisions are made based on feedback.
- Revised manuscripts are again reviewed by the academic panels before approving.

5. Publishing and Distribution

- Finalized SLMs are published in the required format:
 - **Digital:** PDF, ePub, or LMS-integrated formats
 - **Print:** Hard copies for distribution in classroom or training settings (if required)


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