Instructor Handbook

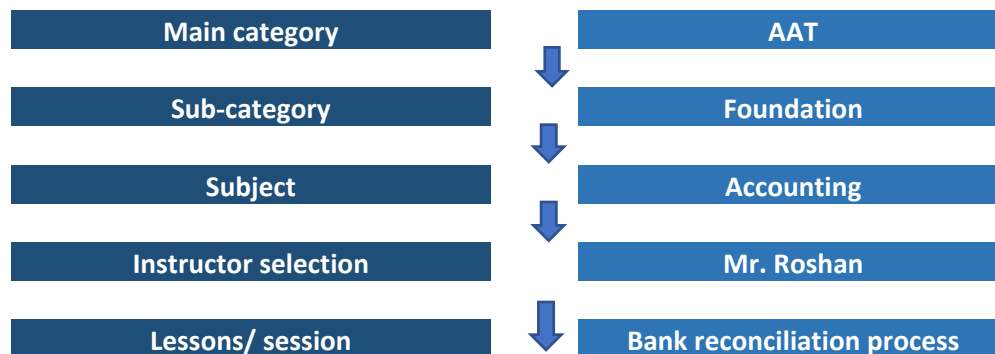## Getting Started

Welcome to the instructor handbook

This resource is designed to help you translate your passion into an engaging, comprehensive, and high-quality Eduemore educational lesson. Eduemore Instructors are everyday creators, scholars, and professionals — people like you.

How Eduemore lessons work

Our Educational lessons are designed to help students by delivering what they want to learn. On Eduemore, students watch lessons at their own pace, practice what they've learned, and interact with each other from all around. As an Instructor, you get to facilitate this unique learning experience, and that all starts with understanding the 3 pillars of Eduemore's pedagogy.

Focused and engaged

First, we have identified major categories for our lessons such as Advanced level, Ordinary level, AAT, CIMA etc. Under each major category, there are subcategories and under sub-categories, you can see the subjects. The lessons are created based on the syllabus of each subject after breaking down into sub-topics. You can refer to below example for further understanding of lesson creation process on our platform.

Main category	AAT
Sub-category	Foundation
Subject	Accounting
Instructor selection	Mr. Roshan
Lessons/ session	Bank reconciliation process

* Lesson- if it is video content
* Session- if it is lesson with specific time and date

Eduemore lessons, on average, include 20-45 minutes of pre-recorded video content. You must decide the number of videos per lessons considering the above 20-45 minutes criteria. This concise and digestible format allows for focused and engaged learning.

Feedback

Students have the ability and opportunity to rate the quality of educational content. You're also responsible for giving continuous feedback to your students. We strongly believe that giving and

receiving feedback, are the heart and soul of engaged learning. For many students, receiving Instructor's feedback is their favorite part of Eduemore life. And for many Instructors, seeing their students' growth and success is one of the most rewarding parts of teaching.

We act open and honest

Eduemore is different from other tuition communities. We work hard and make every effort to cultivate trust in our community. It is reflected in everything we do and in terms and conditions with respect to our lesson guidelines and other various guidelines introduced by us. Therefore, it should be reflected in everything you do also through the educational lessons by determining the best way of communicating with your students.

Becoming a successful Eduemore instructor

This handbook will take you through the full production process of a lesson. Below are the basic steps of becoming an instructor.

Plan: Choose your subject and outline your video lessons.
Produce: You can create your lessons using our resources or you can use the tools and equipment we recommend in this Handbook.
Publish: Upload your video lessons to our platform.
Promote: Inform followers to check out your educational content and enroll in.

Quality guidelines for lessons

We always strive to deliver every student a delightful learning experience, every time they visit Eduemore. We believe that when students love what they see and learn, they come back for more.

Why lesson quality matters

Instructors earn money when students enroll in their lessons: the more lessons students enroll in; the more revenue Instructors earn. It simply means that the better your lessons are, the more income you will earn each month.

Creating high-quality lessons takes time and effort. With Eduemore, you will learn how to produce quality and valuable video content, especially when you have passion to share your knowledge and experience with the world. These skills will serve you well, on and off the Eduemore. We are here to help you every step of the way to your success.

All learning lessons on Eduemore need to meet the following quality standards before making a request to upload to our platform.

Authentic and inspired learning

We always expect authentic and inspired learning. All lessons on Eduemore shall be, first and foremost, educational. Your lessons must help students to expand their knowledge and always guarantee a specific learning outcome.

Standards for audio and video quality

The video must be steady and high resolution. The audio also in your lesson must be clear and easy to understand. It should not have distracting background noises.

Meet minimum standards for length
Lessons must be between 20-45 minutes long.

Adhere to our community guidelines
We consider the safety of our community as our utmost priority, which means all lessons must meet our Community Guidelines.

Include introduction videos
Students need to understand why they should trust you and whether you can deliver what they want. So, introduction videos allow the student to know what they are about to learn and provide you with an opportunity to share your experience and background.

Include well-organized content
Great learning content requires a great structure. The lessons must be based upon a lesson plan or lesson outline. The lesson plan must always be in line with the syllabus of any subject.

Visual presentation
Your lessons need to be well-structured and visually appealing. You may include varied visuals throughout such as on-screen text and example images, or switch between talking headshots and slides. You must make sure that headshots are adequately lit with professional backdrops. You must avoid ums, rambling, or excessive pauses.

Share value
We believe that your experience and insight are the most valuable things you possess to share with your students. Therefore, you should impart expertise through concepts, theory, tips, best practices, and comprehensible examples.

Teach clearly
Your teaching should be authentic, clear, professional, and engaging.

Planning Your Lesson

Planning your lesson
Planning is the first and most important part of creating your Eduemore lesson. First, you must decide on your subject/ topic and get your thoughts organized. Great planning makes production much easier and faster. If you put the time into planning at the start, the lesson creation process will be smoother.

Choosing your subject

You can teach any subject you are passionate about and our students are always eager to learn from new Instructors who bring a unique style and perspective. You are always advised to keep your lesson focused on a specific subject that you know well. Along with specificity, you must keep your lessons short, focused, and manageable. We typically recommend between 20-45 minutes for a lesson.

Drafting your lesson outline

You can ensure your video lessons are well-organized and engaging by outlining your lessons. As a first step, start thinking about how you can break up your subject into short lessons (20-45 minutes per lesson) and what filming style might work best for your content.

Next, create a list of sections and sketch out your main talking points for each. You may write out a full script for each video. Or else, you can create bullet points for each section and will talk through it organically. Whichever method you choose, you may follow these best practices to ensure your video lessons are well structured and engaging.

Producing Your Lesson

Getting started

If you have not produced video content before, this experience might feel unfamiliar. But many successful Eduemore Instructors have been where you are right now and have gone on to create stunning content, at home, all on their own.

Teaching with confidence

The most important part of producing a great educational content is teaching with confidence. Having solid equipment may be important, but ultimately the thing that matters most is the way of delivering the lesson by the instructor.

Our most successful Instructors are confident, clear, and relaxed in front of the camera. Students may love seeing the instructor have fun or your lesson feel more engaging. Therefore, you should not be afraid to smile, speak casually, and show your personality.

Appearing comfortable may not come easily and here are some tips and tricks for bringing a comfortable atmosphere to your lesson.

- Use your hands as you would when talking to a friend and think of it as a conversation rather than an educational lesson.
- Look directly into the camera as you would if you were speaking to a friend.
- Speak clearly and naturally. Allow your tone to go up and down by keeping your pace moderate. Don't be afraid to show enthusiasm and excitement.
- Avoid distracting "ums" and "ahs." These often sneak in inadvertently. So, you must do a quick retake if you notice them or edit them out later.

- Continually refer back to your outline to ensure you're sticking to talking points.
- Don't forget to smile since it is one of the easiest and fastest ways to set a comfortable, friendly and relaxed atmosphere for your lesson.

Equipment

Having the right equipment is critical for producing quality video content. You have the ability to film your lesson in our studios if you do not have enough resources.

Teaching approaches

There is no one ideal approach for teaching and the best approach would depend on your subject and the style that you think will best serve your video content and audience. However, instructors may use a mixture of approaches in a single lesson as per the suitability.

Physical Demonstration

If you want to physically demonstrate any process or technique for students, you may need to think about the best way to capture your demonstration. In these cases, you may use a drafting table to raise your work surface or use a tripod to position your camera overhead.

Talking Head

A "talking-head" style video works well for introductory and explanatory videos to keep your videos personal and engaging. Sometimes you may mix talking head with a screencast to keep your lesson visually compelling. In addition to the microphone, you will also need a camera and good lighting to shoot talking head videos.

Screencast

Screencasting is a great way to share slides or demonstrate your workflow. If your entire lesson is a screencast, you should mostly pay attention to the quality of your voiceover and the visual quality to keep your audience engaging and interesting throughout.

Preparing to Record a Screencast

Set your resolution: Eduemore's video player uses a 16:9 aspect ratio, and you must make sure your recording is matching the same ratio.

Make your slides: If you are using slides, you must ensure to add lots of high-resolution images to keep students engaged.

Set up your audio: We recommend using a suitable microphone to record the audio for your screencasts. Also, you must make sure to keep the mic as close to your mouth as possible and record in a quiet space.

Preparing to film

If you have decided the teaching style of your lesson (physical demonstration, screencasting, sharing slides, talking head, or a combination); you have all equipment (camera, audio, and lighting set up) ready; and you are feeling confident, you must be well prepared and organized before you press "record."

Practicing will help you relax and get more familiar with your content. If you want to make your practice round a little more advanced, you may grab a friend for observation.

If you have photos, slides, physical materials, or anything else you need for your lesson, you must gather those before start filming.

There should not be any distracting visuals or sounds in the background. If you are using a screencast, you may clean up your computer's desktop and turn off any notifications before you start recording. If you are using a talking head, you may present it in a peaceful atmosphere.

Editing your lesson

If you have the right tools, editing your lesson video footage is straightforward. For this purpose, you may use user-friendly editing software such as Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro, Filmora, etc.

Exporting and uploading

You must adhere to these basic video specifications for filming and video exporting specifications from your editing software.

Video Specifications

- 16:9 Aspect Ratio for slides + video format
- Videos must include an audio track
- Videos should be recorded at a minimum resolution of 1920x1080
- Frame rate should be either 24 or 30 fps
- If you're filming with a handheld device, always go for the highest quality available

Video Exporting Specifications

- Use .mp4 when exporting your video files
- Video bit rate of at least 300 kbits/second (3000-5000 kbits/second is ideal)
- Video compression format: H.264
- Videos should not be greater than 2GB in size
- Audio codec: AAC-LC

Merchandising

Lesson packaging

Lesson packaging includes information such as your subject title, lesson title, cover image, lesson description and tags. These are publicly visible to students and used by search engines to surface your lesson. Since Eduemore contains information about you and your experience, your Eduemore profile is also part of your lesson merchandising.

Subject title
Your subject title should help both students and search engines understand exactly what your subject is about. It may go beyond just the general name and may include skills students will learn.

Lesson title
On Eduemore, every subject is broken up into multiple short lessons based on the syllabus to keep the lesson more engaging and easier to follow. Video lesson titles shall communicate what students are about to learn following your lesson.

Cover image
Your cover image, together with your subject title and lesson title, should provide a clear illustration of your lesson. This image is the thumbnail that is visible in search results and on your instructor profile. For this purpose, you must select a visually compelling and high-quality image that will help your lesson stand out.

Lesson description
Potential students will go through your lesson description, if they are impressed with your subject title, lesson title and cover image. In this area, you can explain the topic, set expectations, and make students feel enthusiastic to take your lesson.

Here are some best practices for lesson description:

- Start with the most important information

The first three sentences would be the ones that are most likely to appear in Google searches and social media. Therefore, you should make those sentences especially informative and engaging.

- Use formatting

You may make the description easy to read by using numbered or bulleted lists and bold or italicized when appropriate.

- Keep paragraphs short

You must limit paragraphs to several sentences. If there are long paragraphs in your description, you may split those into two.

- Make sure your description answers the following questions:
  i. What is your lesson about?
  ii. What will students learn from your lesson?
  iii. Who are you?
  iv. Who is your lesson for?
  v. Why should students take your lesson and what will they gain?

Knowledge tests

All Eduemore lesson must have a "Knowledge tests" component. This can motivate students to practice learned skills and identify further improvement areas. Under knowledge tests, you should give MCQ (approximately 100 per lesson), past years examination questions and rehearsal exams (minimum 5 papers) for any exam-based subjects (for instance, Ordinary level exam or advanced level exam).

Instructor profile

Your Eduemore profile is your own page on Eduemore. Designing your profile is an important step towards building credibility as an Instructor, and it gives students a way to contact you directly.

Earning Revenue

Students have the ability to purchase your full subject or part it (called "Lessons"), which is valid for a specific time period (6 months or 12 months). Students can use those learning videos for maximum of 5 times during such period.

You are paid monthly based on the number of students enrolled in your subject or lessons. Fees are upfront agreed with us and for more details, you can refer to our Instructor Terms.