

# FIVE WAYS TO OVERCOME Challenges in MOOC Creation

## Identify Gaps in the MOOC Market

1.
  - Find a niche in the MOOC market
  - Align to local and global demands
  - Differentiate from existing topics covered by related MOOCs

## Conform to Platform Requirements

2.
  - Structure course within the limitations of the specific MOOC platform
  - Partner with instructional technology and pedagogy experts e.g. CIT and CDTL

## Produce High Quality Videos

3.
  - A good storyboard and script
  - Good video resolution and audio quality
  - Knowledge of video creation and editing tools

## Copyright Considerations

4.
  - Use creative commons or open licensed materials
  - Seek permissions early
  - Create your own materials
  - Attribute where required

## Publicity and Promotion

5.
  - Pre-launch and post-launch publicity
  - Reach out to audiences both within and outside the institution
  - Use multimodal approach including social media, email blasts, videos, professional networks