



## About YouVision Arabia Academy

YouVision Arabia Academy provides a wide range of online courses in several fields of personal and professional development as part of the services offered by the international coaching platform, YouVision.

If you are currently reading this, we extend our gratitude for your decision to take this step to be part of the coaching and mentoring team at YouVision Arabia Academy. By doing so, you are actively contributing to the delivery of courses and playing a significant role in fostering personal development, continuous growth, and transformation.

## Introduction

In this PDF, we will present to you few guidelines & suggestions in terms of producing the online courses. Undoubtedly, production quality holds great significance. In essence, individuals who participate in your course will evaluate its quality by considering its production value. Hence, it is crucial to approach it with the utmost seriousness since the production value serves as a mirror of the worth and quality of your course and services.

### **Course Production Stages:**

1. Pre-production Stage
2. Production Stage
3. Post-Production Stage



## 1. Preproduction :

### a. Concept

- i. Choose and select a topic of interest for your targeted audience.
- ii. Articulate the desired outcomes and *goals* for prospective participants in your course.
- iii. Submit it to the YouVision team for validation. After YouVision validation, carefully strategize your plan, breaking it down into sections.
- iv. You will be required to share the objective & outcome of your course while submitting for pre-recording approval.
- v. If you have any assignments or exercises, create a separate file; the YouVision team will append the file to the *course's assignment section*.
- vi. All courses on YouVision Arabia shall be in the Arabic language.

### b. Researching and Exploring Your Course Content:

- i. *Quality over Quantity*: Conduct thorough research on the topic selected to ensure that it is the most up-to-date and valuable information for the members. At Youvision, our goal is to consistently distinguish ourselves through the quality of information and resources we offer.

### c. Planning & Preparing the Course Material:

- i. *Create a comprehensive script* that outlines the topic of your course and presentation video through Canva website; [www.canva.com](http://www.canva.com). , a training video will be shared to showcase how to use canva for creating your presentation and your course recording.
- ii. Make sure that the content of the presentation is not overloaded with writing/ words in order to keep the coachees interested.
- iii. Utilise Canva's vast bank of pictures, icons, and graphics to elevate the quality of your course presentation.

## 2. Production:

### a. **Content:**

#### i. **Course Duration:**

1. The course duration should be minimum of 2 hours in total with you deciding how much more you need.
2. Each course lesson duration should be minimum of 10 minutes and maximum of 20 minutes per lesson. This is to keep the concentration of audience at its peak.

ii. Every course should include an introductory video about the course of 3- 5 min maximum to talk about the course topic, its importance objective, outcome, and may include a story telling to catch attention , outline of the course .... etc.

iii. Every lesson should start with an introduction and end with a summary about the lesson.

iv. At the end of the lesson its important to share what to expect in the next video to keep the coachees engaged and excited to start the next lesson.

v. **Course Assignments:** Whenever needed include a small and simple assignments to practice between the lessons. And you may remind the coachees in every video if they skipped a lesson or assignment , its fine, as the lessons are recorded and they may assign an additional day may be during the weekend to review what was missed.



b. **Lighting:**

- i. Lighting plays a crucial role as it enhances the quality of the media and ensures better color accuracy. Nevertheless, it is worth noting that while utilizing Canva for presentation recording, there is a high likelihood that your face will be only displayed.
  - the sun should never be behind you as you will have issues with exposure. Ideally, you want the sun to be behind the camera so your face is fully visible
  - take advantage of the "golden hour" (the period shortly after the sunrise and before the sunset) as the light is softer.
  - Acquiring a ring light is an excellent opportunity for those on a limited budget, particularly when filming in close proximity to your camera. This is particularly useful when capturing footage primarily focused on your face during a screencast. The primary advantage lies in their exceptional ease and efficiency of use. Thanks to their ring design, they are able to evenly distribute light in all directions, effectively removing any potential shadows. You have the convenient option of effortlessly modifying the intensity with the remote control. On the whole, there is a commendable balance between quality and affordability, especially for those who are embarking on a limited budget. You can find the product you're looking for at this link: <https://amzn.to/3MEOcjn>.
  - The three-point lighting system will make your videos look more professional, and is especially useful if you plan to record more than just your face. It is more expensive than ring lamps, yet still affordable. Here's an example: <https://amzn.to/3t7BIsN> or <https://www.amazon.com/dp/B0CC1M41T5?th=1> (choosing between 80-90 cm) .



**c. Sound:**

- i. It is crucial to ensure that your audio is crystal clear and free from any background noise.
- ii. We recommend that you record your video indoors to avoid any noise interference and you need to keep a few rules in mind.

d. **Camera-** To create a recording of your Canva presentation, it is essential to utilize your laptop's camera to capture the course content with utmost clarity.

e. **Voice-** A video's success is heavily dependent on its voice. Even if the video has great visuals, a poor voiceover can discourage the audience from watching.

- i. We suggest considering a lavalier-style microphone (for example: <https://amzn.to/3pYATjO>) as it allows for convenient placement in close proximity to your mouth (usually attached around your chest area), which allows it to pick up a crisp sound without the background noise. Make sure you choose a mic that is compatible with your desktop.

f. **Designing the presentation:** Utilize Canva to design visual elements such as slides, infographics, and animations for your video. Please note that only the YouVision logo is allowed in the presentation.

- i. Please make the slides very easy and simple for the coachee by adding visuals and avoiding making all the slides just sentences.



- g. **Content Recording:** While video recording your presentation slide, it's better to have your script in front of you through teleprompter or a document that you can read through. Usually Canva provides a note section where you can keep your script and read it while recording.
  - i. For videos featuring only the face without a presentation, it is advisable to use a consistent background, preferably in shades of gray or white.

### Post-Production:

- h. **Editing:** Compile and edit your recorded content using Canva's video editing features. Please note that also YouVision will be editing your videos for branding purposes.
- i. **Enhancements:** Add visual effects, transitions, and audio enhancements using Canva's editing tools.
- j. **Exporting:** Save and download your final video in its best format.

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### How do you include AI in content generation using Canva?

By integrating AI tools within Canva, you can streamline the course creation processes, improve visuals, and potentially enhance the overall learning experience for your customers.

- **Content Generation:** Consider using AI-powered content generation tools to assist with writing course descriptions, creating engaging headlines, or even generating initial drafts for course content. While these drafts should include human refinement, they can serve as helpful starting points.



- **Image Enhancement:** Use AI-powered image enhancement tools to improve the quality of visuals used in your course materials. These tools can help enhance the clarity, color, and overall appeal of images.
- **Design Assistance:** Leverage AI-powered design tools within Canva to receive design suggestions, layout recommendations, or color palette ideas. These tools can help ensure that your course materials are visually engaging and professional.
- **Data Visualization:** Utilize AI-powered data visualization tools to create interactive and engaging visual representations of data, statistics, or complex concepts within your course content.

## Other AI tools that can assist you!

Creating a course involves several steps, from planning and content creation to design and delivery. AI can assist in various aspects of this process. Here are some AI tools that can help at different stages of course creation:

- **Unsplash:** While not an AI tool, Unsplash offers a vast library of high-quality images. You can use AI-powered image enhancement tools to improve the quality of these images before integrating them into Canva.
- **Remove.bg:** This AI tool automatically removes the background from images. You can use it to create transparent images that seamlessly integrate with your Canva designs.

## Content Planning:

AI Writing Assistants: Tools like Grammarly, ProWritingAid, or Hemingway Editor can help improve the quality of your writing by suggesting grammar corrections, style improvements, and readability enhancements. (This may not apply for arabic language.)



Outlining Tools: AI can help generate outlines based on topic inputs, saving time in organizing your content, such as microsoft onenote, Checkvist, Toodledo, Workflowy.

### **Content Creation:**

AI Writers: Advanced AI writing platforms like Jasper (formerly known as Jarvis) or Copy.ai can generate entire articles or pieces of content that can be used as a starting point for your course materials.

Data Visualisation Tools: AI-driven data visualization platforms like Datawrapper or Tableau can help create engaging charts and graphs to illustrate complex concepts.

### **Content Review:**

Plagiarism Checkers: AI-based plagiarism detection tools like Turnitin or Grammarly's plagiarism checker can ensure that your content is original and properly cited.

Accessibility Checkers: Tools like UserWay or AChecker can help ensure that your content is accessible to all learners, including those with disabilities.

### **Course Design:**

Design Assistants: AI can provide design suggestions, layout recommendations, and even color palettes to enhance the visual appeal of your course materials.

Automated Design Tools: Platforms like Adobe Sensei or Canva's own AI design features can automate certain design tasks.



#### Other Tools:

- OpenAI's GPT-3: This powerful language model can generate human-like text and assist in creating initial drafts for course content, writing prompts, or even providing explanations for complex concepts.
- Quillionz: An AI-powered platform that can analyze text and automatically generate quiz questions, aiding in the creation of interactive assessments for course materials.
- Articulate Rise: This tool offers AI-driven features for course authoring, allowing for responsive, multi-device courses that dynamically adapt to learners' needs.
- Cognii: Utilizes AI to provide automatic assessment and feedback, particularly in the context of e-learning and online education.
- Smart Sparrow: This platform uses AI to personalize course content, creating adaptive learning experiences tailored to individual learners.

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Sincerely, our team stands ready to provide assistance and guidance, should you require it throughout the duration of the course.

Best wishes for your success!