
USD iTunes U Departmental Up-Loader's Guide



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Supported Formats/Browsers

iTunes U supports the distribution of compressed audio and video files. Apple recommends using the following formats for your iTunes U audio and video content:

Audio files (AAC, MP3) with appropriate file extensions (.m4a, .mp3). For best results during playback, Apple recommends converting MP3 files greater than 32 megabytes (MB) to AAC format. For AAC audio files, Apple recommends the following specifications.

- Audio Format: Baseline Low-Complexity Profile with AAC-LC (Music)
- Data Rate: Up to 160 Kbps
- Channels: Stereo in .m4v, .mp4, and .mov formats
- Output Sample Rate: 48 kHz
- Encoding Quality: Better

Video files (MPEG-4 with H.264 compression) with appropriate file extensions (.mp4, .m4v, .mov). For best results with iPod, Apple recommends using MPEG-4 with H.264 compression with the following specifications:

- Video Format: MPEG-4 with H.264
- Data Rate:
 - Up to 1.5 Mbps
 - Image Size: 640 x 480 pixels
 - Frame Rate: 30 frames per second
 - Key Frame: Every 24 f
- Audio Tracks: Baseline Low-Complexity Profile with AAC-LC audio up to 160 Kbps

* If you are using QuickTime to create and edit video content, it is recommended that you export your videos by choosing "**Movie to iPod**" from the Export pop-up menu in QuickTime Pro.

(PDF) files

You can also use iTunes U to distribute Portable Document Format (PDF) files. Like for the use in any web application, it is best for end users if you optimize the pdf prior to upload.

iTunes U Terminology

Home Page

The first page you see in USD iTunes U.

Welcome Page:

An index page where *Sections* can be created. The USD iTunes U entry page is a welcome page as are most of the descendant pages linked from it. For example: Arts and Sciences, School of Business etc. are welcome pages.

Section:

An area within a welcome page representing one large idea, such as an academic department like 'Accounting' that can house *Course Pages*. For example, you could have a welcome page for the School of Business. Within that page, you could have several sections relating to the School of Business such as Accounting, Marketing, Management etc.

Course Page (Album)

An album or course page is a single page where *tracks* related to a single idea are located. For example, a professor could have all of her recorder lectures for a course in one album (course page), which would likely be titled after the course name and number. Within a single course page, *Tabs* can be used to further segment content. A course page would be located in a section on a welcome page.

Tab:

A division within a single Course Page. This is the most granular you can get within iTunes. Tabs are the ONLY area where content can be moved around after it has been uploaded.

Metadata:

Information relating to an uploaded file such as: Artist, Title, Description, Album, Category.

Artist:

This refers to the main speaker/presenter in the recoding. It may include more than one name.

Description:

The main ideas of what a specific album/course is about. The more you say about the album, the more compelling it will be for users to click on the track within.

Categories

The subject matter area associated with a track to assist in user searches. Examples are: Business, History, Economics etc., and are preloaded into iTunes, though they must be manually assigned to an area, section or track.

Track(s)

Any uploaded file to iTunes, whether it be a pdf (text), Mp3 (audio) or Mp4 (video)

Planning Your Layout

It is strongly recommended that you plan the layout of your Welcome Page(s) carefully as content cannot be moved around once uploaded. It is not possible to move content from one album to another or to move albums to different sections.

NOTE: At this time, it is not possible to move content from one album to another or to move albums to different sections. You must delete the files, create the new area where you want them, re-upload them all and re-enter all of the meta data information for each file.

However, if you plan to have the files in 2 locations in your area, (such as a temporary 'Featured' section) then upload the content to the 'permanent' location first and use a feed group for the second, temporary location. See *Feed Groups*, page 32.

It is recommended that you speak with as many decision-makers as possible within an area to best determine the layout structure that will meet the needs of the area.

Remember, it is possible for you to have **Public** (available to the world at large) or **USD-Only** (any **USD** log-in can view) content in iTunes U.

The Illustration below is a recommendation. Your needs may be different.

Examples:

Scenario 1

- First section: Public and you can place promotional features of Entire College
- Second section: Public: place course page each for department's promotional materials
- Subsequent sections: Private sections (USD Only): 1 for each department within college
 - Course pages are USD only Academic materials

Scenario 2

- Any other way that makes sense from an information design point of view

Chart Key:

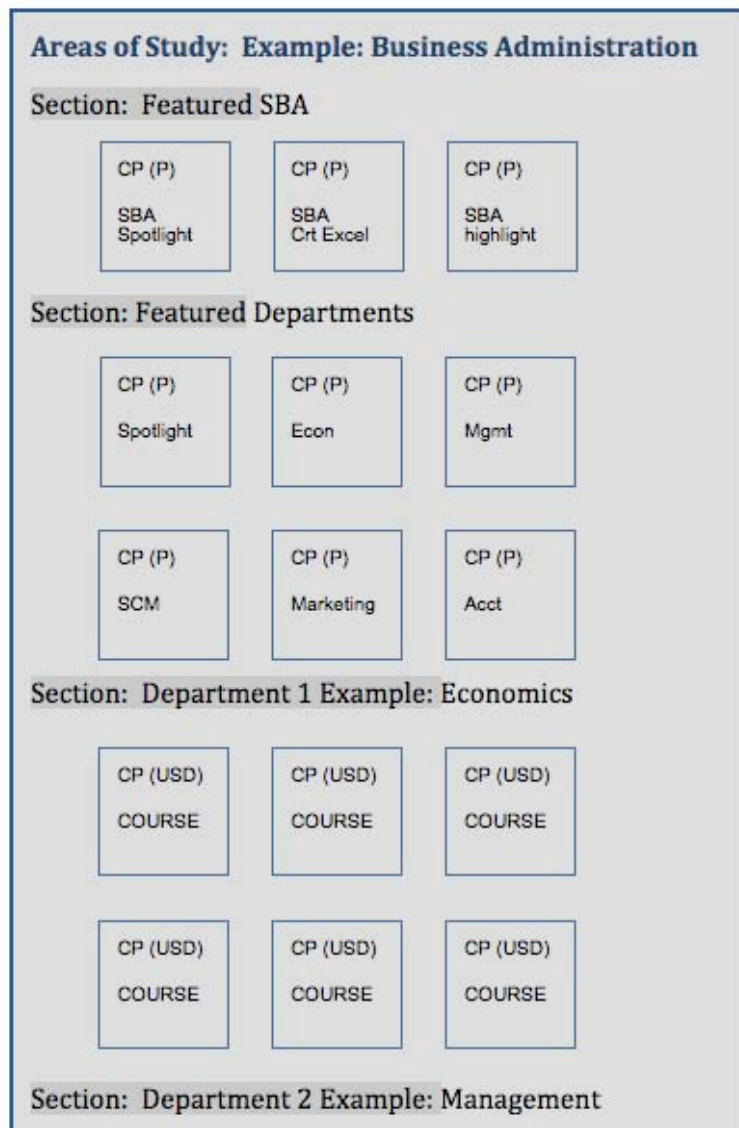
WP= Welcome Page

CP= Course Page

P= Public

USD= Viewable with USD Log-in Only

Scenario 1



Working with IMS as Your Uploader

If you are using Instructional Media Services to produce some or all of your video (or audio) files, it may be more efficient to have a the technician responsible for the production/editing to upload them directly to iTunes U for you.

However, you must have the layout structure in place PRIOR to any uploads, as files cannot be moved from album to album or section-to-section. A blank example appears below. IMS is NOT authorized to enter album/track information. This avoids any errors or other potential problems down the road.

All of the steps listed below are explained in subsequent pages in this manual.

Procedure for working with IMS as your Uploader:

1. Create structure ahead of time (sections and album place holders)
2. Title the albums appropriately
3. Enter descriptions as per recommendations
4. Create appropriate graphics for the album covers
5. Provide IMS locations for your content to uploaded
6. Wait for email from IMS informing you that content is uploaded
 - a. It will be set to be invisible to public by IMS
7. Enter all desired meta-data for the track (files)
8. Edit access to allow desired users to view content

Example of blank layout

The screenshot shows a course page layout with three main sections: **FEATURED**, **EXAMPLE SECTION 1**, and **EXAMPLE SECTION 2**. Each section contains three placeholder cards. Each card has a 'Course Image' box on the left and text on the right: 'Course' or 'Course Page', 'Last Modified: Aug 10, 2009', and 'Total Tracks: 0'. A callout box labeled 'Enter album titles' points to the 'Course' text in the first card of the 'FEATURED' section. Another callout box labeled 'Enter section titles' points to the 'EXAMPLE SECTION 2' header.

Logging in to iTunes U

In order to edit pages and upload files, you have installed iTunes and must **login** to iTunes U through the web interface.

You can do both at the following location.

[<http://www.sandiego.edu/podcasting>]

Login Required

You must have iTunes installed on your computer to log in to iTunes U

Please log in to USD iTunes U:

User:

Password:

Please logout when done

Please remember to log out when you are finished, especially if you are on a public terminal.

Forgot your password?















You may reset your password with our [online password reset tool](#). If you have questions or need technical support, please contact the ITS Help Desk (formerly the Tech Support Center). Contact us 24 hours/day at (619) 260-7900 or at help@sandiego.edu. Walk-in support is also available weekdays in UC 117, near One Stop Services. Visit our website for our current hours!

Anyone wishing to access USD-Only content (not public) will go through this interface.

You will have admin rights to certain pages depending on your role.

The Editing Icons in iTunes U

Before you get started in creating sections, courses, uploading and arranging files, you should familiarize yourself with the following set of icons.

Icon	Description	Used To
	Add icon	Create a new group, add a new Links box, define new permissions and credentials, and so on
	Save icon	Save changes during an editing session
	Edit icon	Edit text, group types and access, Links boxes, permissions and credentials, and so on
	Up Triangle icon	Move objects up one level
	Down Triangle icon	Move objects down one level
	Right Triangle icon	Move objects right one position
	Left Triangle icon	Move objects left one position
	Delete icon	Delete an object
	See All icon	Display additional items contained in the section, Links box, and so on
	Cancel icon	Cancel the current action
	Upload icon	Upload a new file
	Replace icon	Replace a file in the Upload and Manage Files webpage
	Explicit icon	Indicate explicit content
	Clean icon	Indicate clean content

The Interface

Before you get started creating sections, courses (albums) and uploading and arranging files, you should familiarize yourself the interface.

Our **Home Page** (welcome page) shown in Edit Mode

The screenshot shows the iTunes U interface in Edit Mode. At the top left is the University of San Diego logo and a banner image with the text "USD on the go. Link. Learn. Live.". On the right side, there is an "EDITING MENU" with options: EDIT PAGE, EDIT ACCESS, EDIT TRACK PREFERENCES, EDIT SITE SETTINGS, EDIT THEMES, CATEGORIZE TRACKS, ITUNES U SUPPORT, and LOGOUT. Below this menu are sections for "TOP DOWNLOADS" (listing various programs and their track counts) and "LINKS" (listing University of San Diego, About USD, Programs Offered, Colleges and Schools, and Today's). The main content area is divided into "FEATURED PODCASTS" and "AREAS OF STUDY". The "FEATURED PODCASTS" section includes "Experience USD", "Lessons and Carols", and "Guest Lectures and Events". The "AREAS OF STUDY" section includes "College of Arts and Sciences", "School of Business Administration", "Engineering", "School of Leadership & Education Sciences", "School of Law", and "Joan B. Kroc School of Peace Studies". Callouts on the right side of the image point to the "Editing menu", "Populates automatically" (referring to the Top Downloads section), "Created by administrator" (referring to the Links section), and "Welcome Pages" created by Administrator (referring to the Areas of Study section).

A descendant **welcome page** for a School accessed from the home page

A descendant **course page** (album) accessed from the section in the descendant welcome page in shown Edit Mode

Name	Time	Artist	Album
5 9th Annual Stockdale Symposium-Full Program	0:00	Virginia Senator Jame...	Virginia Senator James Webb
4 9th Annual Stockdale Symposium-Part Four	0:13	Virginia Senator Jame...	Virginia Senator James Webb
1 9th Annual Stockdale Symposium-Part One	0:18	Virginia Senator Jame...	Virginia Senator James Webb
3 9th Annual Stockdale Symposium-Part Three	0:18	Virginia Senator Jame...	Virginia Senator James Webb
2 9th Annual Stockdale Symposium-Part Two	0:18	Virginia Senator Jame...	Virginia Senator James Webb

Our path to get to this course page was:

(welcome page) Home Page >> (section) "Areas of Study" Ethics >> (section) James Bond Stockdale Symposium >> (course page) Virginia Senator James Webb

Editing Rights and Responsibilities

As editors you must request the following from the Administrator:

- An *Area Welcome Page* created and linked from the Home Page for your area of responsibility
- A template created for your subsequent course pages you will create
 - Provide the Administrator with the links you wish to appear on the course pages

As Editors, you will to need do the following:

- Change the image on the Area Welcome Page
- Change the description on the Area Welcome Page
- Change the links on the Area Welcome Page
- Create Sections on the Area Welcome Page
- Create Course Pages (albums) in the sections
- Add Course Descriptions to the course pages
- Edit and Upload images to the course pages
- Create and label Tabs within course pages
- Upload and arrange files (tracks) course pages
- Enter meta-data for tracks
- Categorize tracks after uploading

Requests to the iTunes Administrator

Only the iTunes U administrator has editing access to the Home Page.

Send an email to itunesu@sandiego.edu and include the following information:

- Your Area Welcome Page name
 - Administrator will create image to be linked on home page

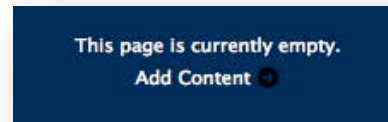
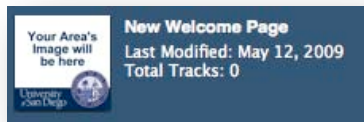
Templates save a lot of time. You can have the iTunes administrator create templates for you.

- *Template Request: one for each section within your area
 - Include the links you would like to appear on the course pages

You can choose not to have a template for course pages created, but would then need to add links to all pages manually.

Editable Areas of Your Welcome Page

After you have requested welcome (section) page has be created, you will be sent an email letting you know. When you log into iTunes U, you will see your new welcome page. Click on it to access the page for editing. After click, you will see a mostly blank screen. Click on 'Add Content'.



A page similar to the one below will appear. Let's overview these editable areas before going into details.

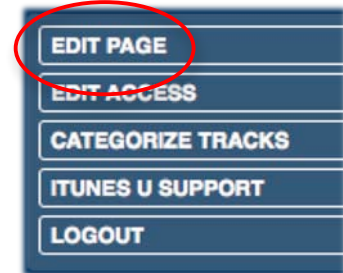
The screenshot shows the iTunes U editing interface. At the top left is the University of San Diego logo and the text 'School / Area of Study Name'. A large blue banner area contains the text 'place image behind'. Below this is a section for 'DESCRIPTION' with options like 'END EDITING', 'EDIT ACCESS', 'CATEGORIZE TRACKS', 'SECTION LAYOUT', 'THEME', 'ITUNES U SUPPORT', and 'LOGOUT'. To the right of the description are 'LINKS' and 'EDIT PAGE THUMBNAIL'. At the bottom, there is a 'Section' area with the text 'Empty sections only appear when editing the page.' and a 'Create Page...' button. Several callout boxes are present: one pointing to the 'DESCRIPTION' section with the text 'Add/edit area description'; one pointing to the 'CATEGORIZE TRACKS' and 'EDIT ACCESS' options with the text 'Manage tracks/access. Do not change page appearance!'; one pointing to the 'LINKS' section with the text 'Edit page links'; one pointing to the 'EDIT PAGE THUMBNAIL' section with the text 'Create albums/courses'; one pointing to the main content area with the text 'Place departmental or area image here.'; and one pointing to the 'Section' area with the text 'Create/Edit sections on page'.

Editing Your New Welcome Page

You may wish to review the Editing Icons in iTunes U section on page 7 before continuing.

Adding or Editing the Description

- Click on Edit Page to begin
- As with all editable areas of iTunes, click on the pencil to begin editing
- Enter your description. Apple recommends you enter clear, compelling information here. We recommend soliciting this information from the highest authority in your department. Barring that, look at the departmental web site to gather pertinent information.
- Click the **save** icon when finished.

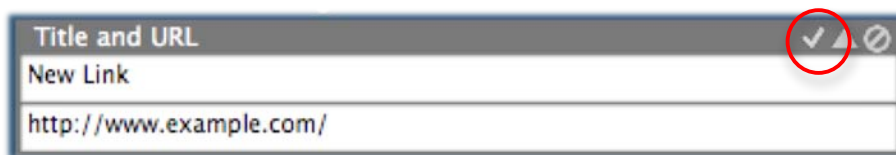


Adding or Editing the Links to Web Sites

Note: The first three links must remain!

Adding a New Link:

- While in the edit mode, click on the (+) sign under the last link
- Enter the desired link name
- Paste in the link from a browser
- Click the check mark when finished



Creating New Sections of Links to Web Sites

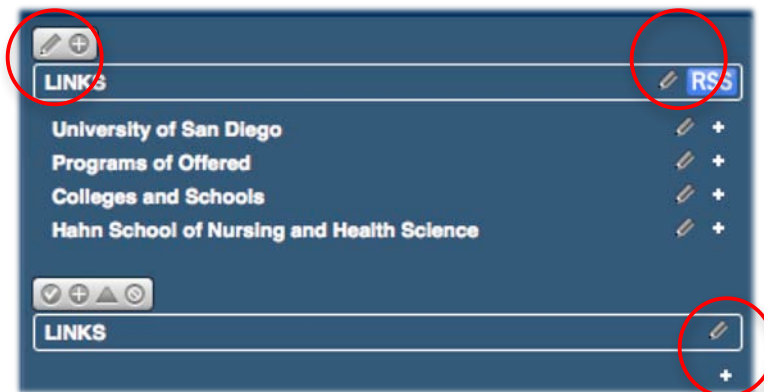
There may be times when you wish to segment sections of links. For example, you may want to have the first set of links be for the School at large, with another section of links to Institutes that are affiliated with the School.

Keep in mind, you would want to keep the overall number of links to only what is important. This will keep the reader from getting distracted away from you content and elongating the page.

- 1. University of San Diego must appear as the first link on all pages**
- 2. Programs Offered must remain link 2**
- 3. The School or College within the University must appear as the third link on all Course/Department related pages and link to the appropriate page of the USD web site**
- 4. The relevant link to the College/Area of Study/Department and link to the appropriate page of the USD web site**

Adding a New Links Section:

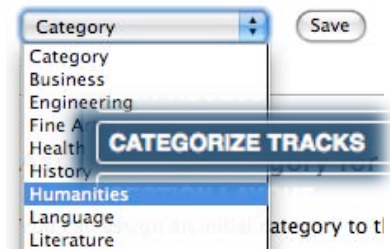
- While in the edit mode, click on the (+) sign above the word Links
- A new Links section appears below the first
- Edit the Links Section titles using the pencil icon
- Click the check mark when finished



Categorizing Content

Categorizing your content in iTunes U is important, as users will often use an academic category to search for material. Apple has a pre-defined set of categories. Categorizing your content at the Welcome Page is a good approach if you are uploading different sections, albums and tracks all in one sitting, as it provides you with the opportunity to categorize each section at the same time.

Most often, you will be Categorizing at the album level. Therefore, we will save Categorizing for that section of the guide.



Changing the main image to your departmental/area image

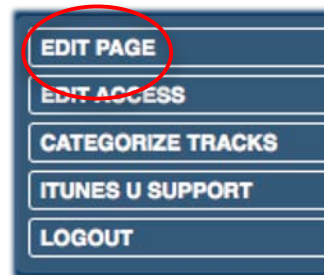
Where do I get my departmental/area image?

A Photoshop file can be found on the Podcasting web site. From the Home page, click on the left navigation list "Uploaders".

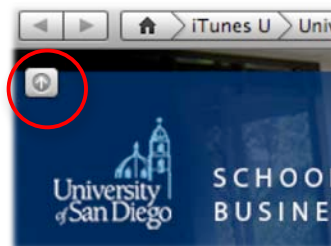
(<http://www.sandiego.edu/podcasting/uploaders/index.php>)

- Download the file and edit it in Photoshop or other photo editing software that accepts the .psd format
- Keep the same size (600x300)
- Keep the same lettering
- Choose an image of your own for the background

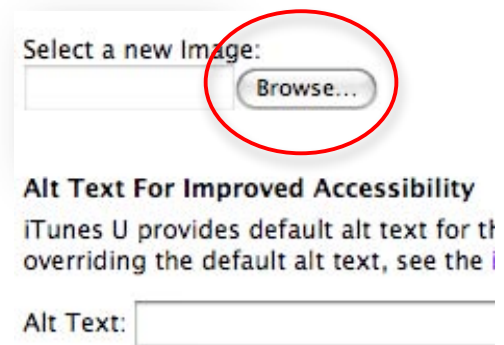
- Click on Edit Page to begin



- Click on the arrow in the image upper left corner

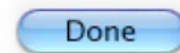


- Click on Browse, locate the image on your computer, click Open
- Enter the Alt text (2 word description)
- After the file is uploaded and you have received the 'Finished' message, click 'Done'



NOTE: You should wait for the message 'Finished' before clicking 'Done' even if the file appears completely uploaded!

- At this point, the new main image for your area has changed. You may have noticed that the thumbnail image on the home page has changed to your new image.



- This will happen every time you change the main image
- To replace the thumbnail so that it appears correctly on the Home page, click in the arrow over the EDIT PAGE THUMBNAIL under the links section and follow the same procedure you used to upload the other image.



Where is my Thumbnail image?

<http://www.sandiego.edu/podcasting/uploaders/index.php>

You must replace the thumbnail with the original thumbnail!

The University of San Diego iTunes University home page has been designed to have areas of study be the building of the college and other approved images. To maintain consistency of the site we require that you replace the thumbnail with the original, which can be found on the web site at the above address.

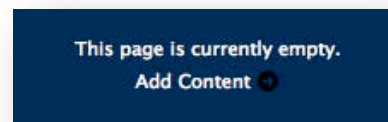
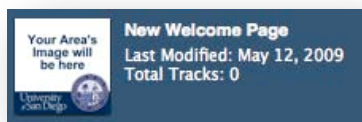
Creating Sections in Your Welcome Page

iTunes University allows you to create sections within your welcome page. Each section should contain related albums. It is strongly recommended that you plan your area prior to creating sections and upload content.

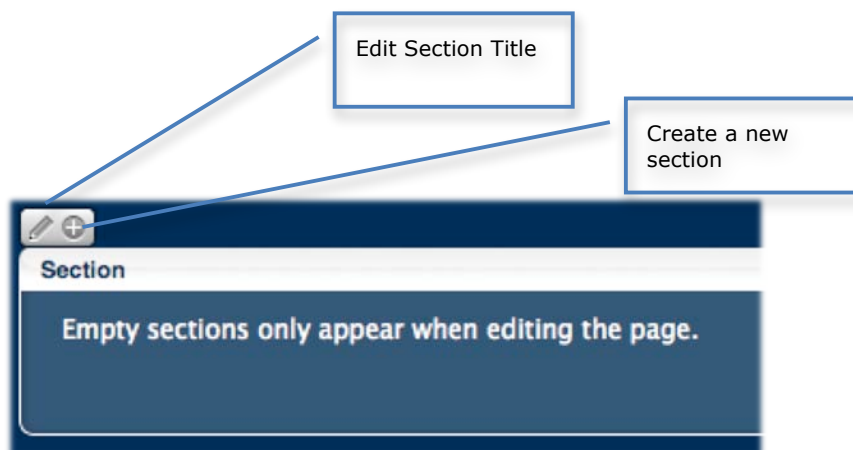
For further information see page 6 of this guide. For assistance, contact the iTeam at 619.260.7400 or email itunes@sandieg.edu.

NOTE: By default, welcome pages, sections and course **pages with no content are invisible** to all but content uploaders with access to the pages in question. Once a piece of content is uploaded, the page is PUBLIC by default. You can deny access manually until you are ready.

When you log into iTunes U, you will see your new welcome page. Click on it to access the page for editing. After clicking, you will see a mostly blank screen. Click on 'Add Content'.



You'll notice the first section has been created for you and is blank.



- Create as many sections as you will need
- Label each section appropriately
- After you label a section and are satisfied with it, click on the check mark to save it

* Section title must be in all CAPITAL letters



Creating Albums (courses) in Your Sections

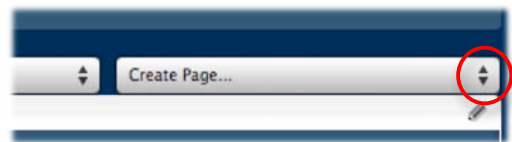
Now that you have some sections created, you are ready to create some albums where the tracks will be housed. The album title, description and links should be considered carefully.

* Time Saver

After you have decided on what links you would like to appear on all of the albums in a given section, request the administrator create a Template for you and you can create many pages without having to retype links.

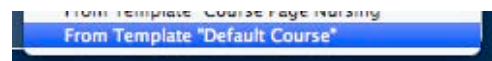
To create a new course page (album)

- Make sure you are in the Edit Page mode
- Click on Create Page
- Select the page type you want
- In this example we used Default



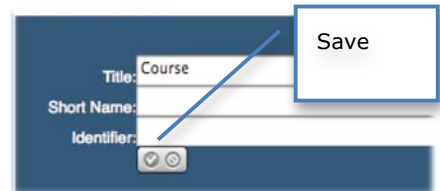
Enter the appropriate information

- 'Title' becomes the album name
- The *Identifier* field format should look like this:



Courses: usd:course:number
example: usd:mepn:559

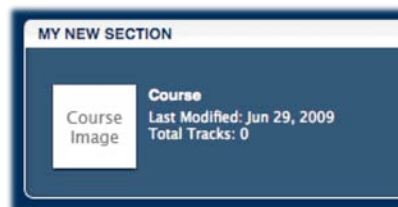
Featured: usd:description example:
usd:about:soles



- The 'short name' refers to how the name of the album will appear in the breadcrumb navigation at the top, like this example from Soles



- Click the Save icon
- Your course appears only those with editing rights to the page until content is placed in the album



Modifying Albums (courses) in Your Sections

Now that you have some albums (Courses) created, you are ready to modify the appearance. The album title, description and links should be considered carefully.

In this section you will learn how to modify:

- Page links
- Course Description
- Author
- Groups (tabs)
- Course Image



The area for links on your course pages allows you to highlight USD web pages that relate to the content, such as the College or area of study. Additional links can be added manually, but it is a good idea to request a course page template to make sure you have the top tier links and to save yourself time.

- ***Template Request:** one for each section within your area
 - The template would come with the first two links as described below

You can choose not to have a template for course pages created, but would then need to ALL add links to all pages manually

About Course Page Links:

- University of San Diego **must** appear as the first link on all pages
- Colleges and Schools **must** appear as the second link
- The School or College within the University **must** appear as the third link on all Course/Department related pages and link to the appropriate page of the USD web site

Subsequent links should be relevant to the content and link to USD web pages only

Adding/Editing Links

- While in the edit mode, click on the (+) sign above the word Links
- A new Link space appears
- Edit the Links Section titles using the pencil icon
- Click the check mark when finished

Description:

Let's go on to the Description.

- As with all editing, start by clicking on the pencil under Description
- Type or paste in the desired information
- When finished, click the checkmark



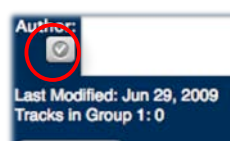
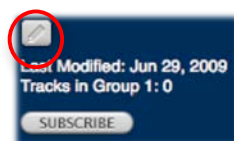
NOTE:

Apple and the University of San Diego recommend that descriptions be one to two paragraphs and be truly descriptive of the overall content, providing users with enough information to generate interest in the tracks of the album.

Author:

Author is used when there is only one 'Artist' responsible for the content such as a single professor, or an institute within a school.

- As always, click on the pencil to add an author
- Click the check mark to save



Adding/Deleting/Editing Group Tabs

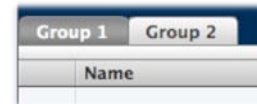
Apple does not recommend the use of groups as users subscribing to an album, will need to subscribe to each group (tab) within the album to receive updates. However, there are times when using the tabs are recommended. Such as when the same album topic, Such as the Annual Whatnot Conference is held, tabs (groups) can be created to house e tracks divided by year. You may also have an album with mixed files types. For example, you may group all of your audio tracks in one group with the video in another group within the same album.

Groups are the only content container that can is transferable in iTunes. That is to say, you can merge groups, but not albums or sections. You can also specify different access for groups within an album.

There are different types of groups. See the on-line help reference materials at: <http://www.sandiego.edu/podcasting/uploaders/index.php>

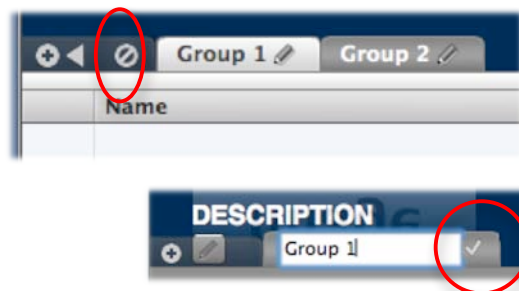
Each album you create has two groups by default: Group 1 and Group 2.

Most often, you are likely to just delete group 2 and change the name of group 1.



How to delete and edit groups:

- While in the edit mode, click on the delete icon to remove group 2
- Click on the pencil to rename group 1 to something appropriate
- Click the check mark to save



Course Album/ Image:

Where is my Course/Album image? How do I modify it?

<http://www.sandiego.edu/podcasting/uploaders/index.php>

There are two course/album images types:

1. For Public, non-academic course albums
2. For Private, USD only course albums: two styles

**For Public, non-academic course albums**

- Go to the URL above
- Download the Public Album/Course file and edit it in Photoshop or other photo editing software that accepts the .psd format
- Maintain the size (300x300)
- Maintain the brand: blue bottom banner, lettering and seal
- Choose an image of your own for the background

A note about images:

Images used should have 'impact', that is to say should attract and entice users to click on them. Remember that images as thumbnails will be very small. Even when they are clicked and become 'album covers' they have limited viewable space. Often, an enlarged section/piece of an image that is readily identifiable has greater impact than making the entire image so small, trying to capture all.

Choose your backgrounds carefully, with a promotional/marketing mindset.

For Private, USD course albums

- Go to the URL above
- Download either USD course image edit it in Photoshop or other photo editing software that accepts the .psd format
- Change ONLY the wording to the course abbreviation and number
- Maintain the same font type, color and size

Preparing Your Files for Upload

USD files on iTunes U are hosted on Apple's servers indefinitely. However, this does not mean that file sizes are not important. We would do well to remember that downloading large files takes time.

More importantly, we should keep in mind that many students have not just large capacity iPods, but small capacity iPods and iPhones, which may only be 8 GB and cannot house as many files as they might like. As well, users may simply not want to store many, large files on their computers.

Most importantly, note that iTunes U only accepts files for upload that are less than 500 megabytes (MB). To create smaller files, try editing down information within the file or using high quality compressed file formats, such as AAC and H.264.

iPod does not support WMA, MPEG Layer 1, or MPEG Layer 2 audio files, or audible.com format 1.

USD Instructional Media Services can advise on this section should you have any questions.

<http://www.sandiego.edu/its/ims>

619.260.7400 ext. 4567

File Formats:

To create and distribute materials for playback on iPod and in iTunes, you need to get the materials (primarily audio or video) into compatible file formats.

Apple recommends using the following file formats for iPod and iTunes content:

- AAC (Advanced Audio Coding) for audio content. AAC is a state-of-the-art, open (not proprietary) format. It is the audio format of choice for Internet, wireless, and digital broadcast arenas. AAC provides audio encoding that compresses much more efficiently than older formats.
- H.264 for video content. H.264 uses the latest innovations in video compression technology to provide good video quality from the smallest amount of video data.

One of the factors to keep in mind when preparing your materials is file size. Using high-quality compressed formats, such as AAC and H.264, allows files to download faster and take up less space on a hard disk.

NOTE: iPod and iTunes support many other formats, including MP3, MP3 VBR, AIFF, Apple Lossless, MPEG-4, and PDF (iTunes only).

USD recommends Mp3 format for audio files. Check with IMS if you are unsure about your files or have questions.

Podcasting File Types Setting from IMS

Audio

Podcast	File Type	Bit Rate	Output
Spoken Audio Podcast	Mp3	48-96 kbs	Mono
Spoken Audio/Music	Mp4	96-128 kbs	Stereo

Video

Podcast	File Type	Format	Data Rate	Frame Rate	Image Size
Video: Streaming and Podcasting Servers					
<i>Large</i>	Mp4	H.264	350	30	480x360
<i>*Medium</i>	Mp4	H.264	300	30	320x240
Slide Presentation w/Audio	Mp4	H.264	350	30	480x360
Video: iPod/iTunes					
<i>Large</i>		H.264	350	30	640x480
<i>**Medium</i>		H.264	300	30	320x240

* Recommended for USD Streaming and Podcasting servers

** Recommended for iPod and iTunes U

Metadata

Meta data is descriptive information about a track, which can include the year it was created, copyright information, length and other information. Meta data is important as it makes searching for content more efficient.

For example, an audio file contains audio information. The name of the person that created the file, the length of the file, the title of the file, description, and so on, are all examples of metadata a file might contain. Metadata is useful for several reasons:

- The iTunes and iPod user interface is built from the metadata. For example, clicking the Artist category would yield useless results if you didn't enter information for the artist metadata.
- It makes browsing and searching in the iTunes Store much more efficient and helpful to your audience. Listeners can search by the information in the Artist field, search by your groupings, or any other category.

In iTunes, metadata appears when you select a file and choose File > Get Info. The Get Info window can contain the following panes: Summary, Info, Video, Sorting, Options, Lyrics, and Artwork.

While you can enter some metadata when you publish your files to the server, it is helpful to include some embedded metadata in the file itself, if possible. (see page 25 for more information) Again, IMS at USD can advise on this.

iTunes and many other applications can display and use this metadata for cataloging as well as search and retrieval functions. If you add metadata to file formats that support metadata in iTunes, the metadata stays with the content even if it is moved.

Steps in Preparing Your Files

- Record and edit the audio or video content you want to create
- Compress the files for distribution
- Apple recommends using AAC for audio (Mp3 is fine) and H.264 for video
- If the application you are using allows export settings for iTunes: Apple recommends using iTunes > Advanced > "Convert Selection to AAC" for audio files or iTunes > Advanced > "Convert Selection for iPod"
- Once the file is compressed, add embedded metadata. iTunes itself can be used to add metadata to files that accept metadata
- Distribute the content through iTunes U or by other means
Your audience can access the content through the Internet and download it to iTunes where they can sync the content to iPod or listen to it on their computers using iTunes

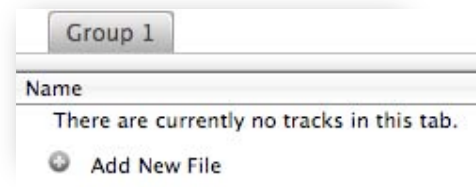
***NOTE:** iTunes U only accepts files for upload that are fewer than 500 megabytes (MB). To create smaller files, try editing down information within the file or using high quality compressed file formats, such as AAC and H.264.

Uploading Files (Tracks) to Albums (courses)

Now that you have some albums created, you are ready to upload and manage files (tracks).

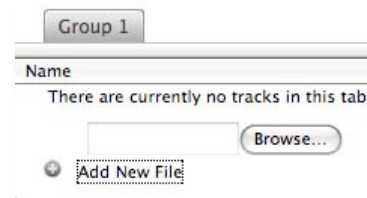
- While in edit mode, Click **Upload And Manage Files** in the Tools area

iTunes U displays the Upload and Manage Files webpage in your default browser so you can select the files to upload as well as the location where you want to upload the files.



- Click a tab to indicate the group where you want to upload the files
- Click Add New File, click Choose File, and then select the file you want to add from your computer

iTunes U displays a status indicator and begins uploading the file you selected. To cancel the upload, click the Cancel icon



- Repeat this step for each file you want to add to the group
- Click Done
- iTunes U displays the new content in the Course page groups and updates track or podcast information (for example, the number of tracks per group) and controls.



* A note about Uploading

iTunes may time-out without warning after a period of time. You may not want to upload too many files in any given session. We recommend no more than 4 uploads before saving.

Managing Files in Albums/Courses

Post Uploading Tasks



- To reorder files within a group, click the tab for the group where you want to reorder files, and then click the file's Up or Down Triangle icon to move the file up or down one position in the list
- Move, reorder, replace, or delete files, or add/edit metadata for files you previously added: track title and artist
- To move a file to another group, click the tab for the group where the file currently exists, select the file's checkbox, choose Move Selected Files To from the Choose Action pop-up menu, and then choose the destination group from the pop-up menu
- To replace a file, click the tab for the group where the file currently exists, click the Replace icon for the file you want to replace, click Choose File, and then select the new file. iTunes U displays a status indicator and begins uploading the file you selected. To cancel the upload, click the Cancel icon.
- Replacing a file rather than deleting and uploading a new file is important if you want to save previously defined bookmarks and iTunes U popularity index entries associated with a file.
- To delete a file, click the tab for the group where the file currently exists, and then click the file's Delete icon. To delete multiple files at once, select the files' checkboxes, and then choose Delete Files from the Choose Action pop-up menu.
- To edit file metadata, click the file's Edit icon, type a new file Name or Artist, and then click the Save icon to save your metadata changes.

*A note about Post-Upload Meta Data

Much of the meta-data discussed here must be embedded in the track at the time of publication.

As uploaders, you only have access to the title of the track and the artist once a track has been published and uploaded to iTunes U.

Some things to consider for meta-data:

- Choose a descriptive and enticing title for the track
- The artist should be the main speaker/contributor of the track
- The album title is inherited automatically from the title you gave to the album when you first created it

Remember, the title of a track may appear elsewhere in iTunes U, outside of the content of the album, such as in the top-download section or in search results. Poorly titled tracks are likely to be ignored!

Poor track name examples:

Part 1, Introduction, Overview

Better track example:

Education Policy, A look Ahead, Part 3

Best track example:

Education Policy, A look Ahead: The Techno Future



Categorizing Your Tracks

Much of the meta data discussed here must be embedded in the track at the time of publication.

To categorize your site's content using the Categorize Tracks webpage:

- Log in to iTunes U as the site administrator or another user with edit access
- Navigate to the Course page where you want to categorize content
- Click Categorize Tracks in the Tools area

CATEGORIZE TRACKS

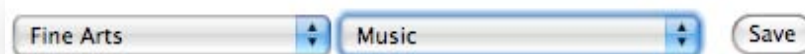
iTunes U displays the Category Summary webpage in your default web browser so you can view total tracks within a group, total categorized tracks within a group, and select the Course page groups where you want to categorize tracks.

The Category Summary webpage displays a hierarchical structure of your site, beginning with the currently selected page. You can categorize content starting from any iTunes U Welcome page, Public Feature page, or Course page.

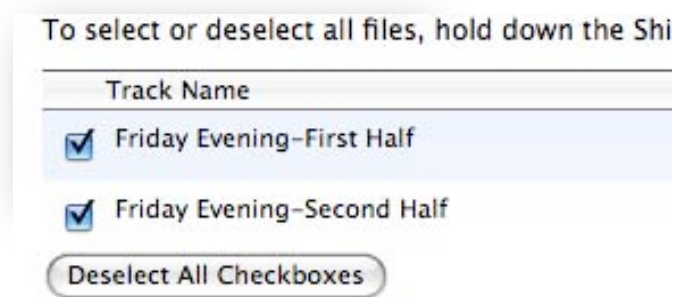
- Click Categorize for the group whose tracks you want to categorize

iTunes U displays the Categorize Tracks webpage in your default web browser so you can select tracks and categorize your iTunes U content.

- Select the checkbox for the file or files you want to categorize, select a category from the Category pop-up menu, and then click Save.
- You can also select a subcategory from the Optional Subcategory pop-up menu, and then click Save.



While multiple categories may apply to your content, select the most relevant category. If the content of your track does not match any of the categories, you should not select a category.



- To assign a category to all tracks, use the Shift-click technique or click Select All Checkboxes to select all tracks and then select the Category from the pop-up menu and click Save
- To remove a category, select the checkbox for the file, select Remove Category from the Category pop-up menu, and then click Save
- To assign an initial category to all new tracks added to the group, select a category from the Initial Category pop-up, "Assign Initial Category for New Content" section, and then click Save.
- You can remove the initial category at any time by selecting Remove Initial Category from the pop-up menu and clicking Save.
- Removing an initial category does not affect any tracks already assigned a category within the group.

Assign Initial Category for New

You can assign an initial category to this group. You can remove the initial category at category within the group.

Initial Category Save

- If you move a track into a group with an initial category setting, the track only inherits the initial category if it is uncategorized.
- If the track was previously categorized, iTunes U does not change the existing category association.

Creating Feed Groups

Scenario:

Imagine that in your Top-Level section you have an area called 'Featured' where you have new files or files that you want to highlight for a period of time.

Image that this section is refreshed with new featured podcasts periodically. Of course you will want to keep the files that previously populated the area as you refresh it, but they need to be placed elsewhere when they are no longer in the featured section.

However, you certainly don't want to upload, title and arrange them all in the featured section, only to have to delete them later and re-upload them elsewhere in a different section. The trick is to upload them in their permanent home first and then *feed* them into a temporary group in the featured section. We can use Feed Groups to do this.

Step 1

- Create an album in a section that will be its **PERMANENT** home.

This is where the files will reside for the duration of their lives on iTunes U, not the ever-changing 'featured' area.

Step 2

- Upload, order, label and categorize the tracks as you normally would.

Step 3

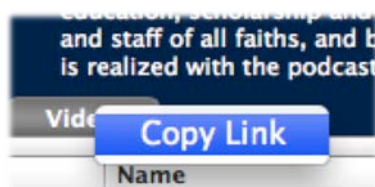
- Create an album called 'Featured' or 'New' (or other desired title) in the Top-Level of your area (if not already done) that you want to be dynamic.

Step 4

- Return to the album you created in Step 2 (or any other album you desire).

Step 5

- Right click on *either* the album, or a group within an album, and select 'Copy Link'.



Group Link



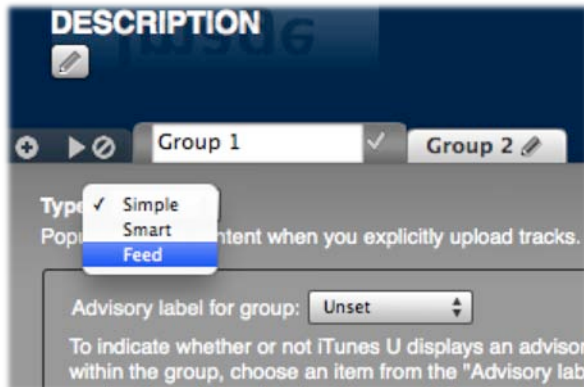
Album Link

Step 6

- Return to the album called 'Featured' (or other desired title) in the Top-Level of your area that you want to be dynamic.

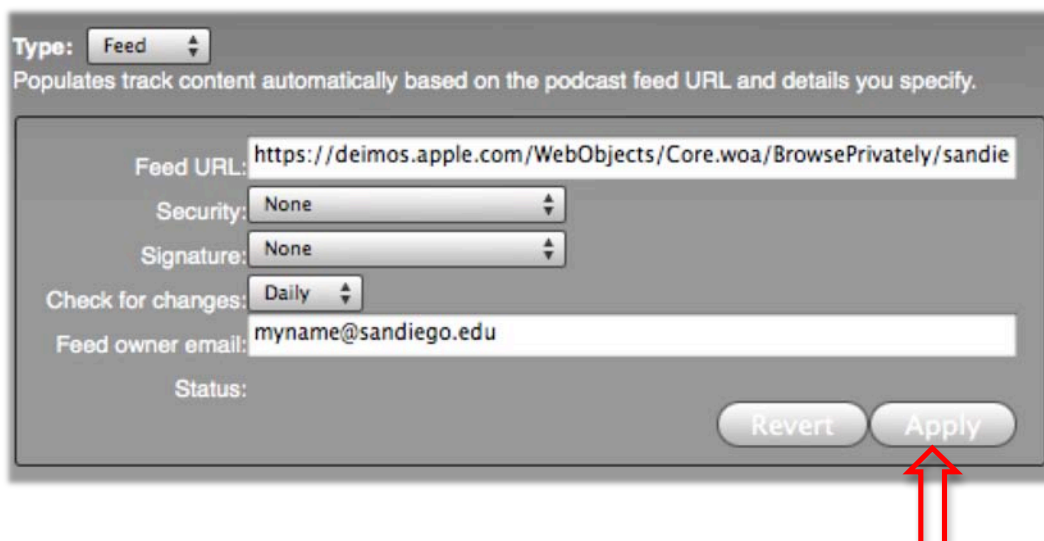
Step 7

- Click to edit the group you want to add tracks to and change it to a *Feed Group*. You can change the name of the group while you're there as well.



Step 8

- Paste the url of the link you copied in Step 5.
- Enter your email address.
- Click 'Apply'.
- You should see the desired files load.



Note:

Because you have already created a permanent home for your files, you may delete the Feed Group you created in the 'Featured' area without affecting the files in the permanent home.

Conclusion and Further Resources

Conclusion

We hope that you have found this pared-down version of the iTunes University manual to be helpful. Please see the links below for further learning resources.

Should you have found errors or areas that were not clear, please feel free to email itunes@sandiego.edu with your comments so that we can make changes to better serve you.

Further Resources

Futher resouces can be found on our podcasting web site.

- The **Uploaders** link has various USD resources, such as the images and psd files you will need as well as resources from Apple, including the on-line, searchable iTunes U guide and the downloadeabe PDF version

<http://www.sandiego.edu/podcasting/uploaders/index.php>

- The **Quick Links and Guides** link has resources for end-user self-training on iTunes, and USD Gernaeral Podcasting information and forms

http://www.sandiego.edu/podcasting/quick_links/index.php