



Authors Guideline Pack

Introduction

Hello, and welcome to our Authors Guideline Pack. You've probably clicked on this link because you feel that you have knowledge and experience that you think can be packaged and shared with the world.

If so, then you've come to the right place...

Below follows a list of FAQs which will outline how the process works and what's involved should you decide to collaborate with us.

FAQ's

Q1 - What types of courses are you looking for?

We're looking for courses specifically associated with the creative and marketing communications industry. Please don't contact us if you're offering health and safety training for the construction industry!

We've conducted research to determine which courses would be popular with our key target audiences so we already have a broad idea of what we require. Please use our **Author Registration** to provide us with your details and your suggestions on developing a course.

Q2 - How do you handle Copyright & Intellectual Property?

Where we produce the course using your initial raw content:

We become the IP and Moral Rights owner of the finished content. This does not affect any current rights you have to your books, courses that you present in person or alternative IP you already have in place. We assume the IP because we take the raw format and develop it significantly to the end product whilst incurring production, design and IP costs along the way.

Where you supply us a finished SCORM 1.2 compliant training package:

If you supply us with a finished SCORM 1.2 compliant online training course then you retain the Copyright, IP and Moral Rights of the training. We earn a commission on each sale and act as resellers for your products. This assumes that there are no production costs incurred on our side and that the training course is 'plug and learn'.



Q3 - What is the typical course duration?

Our minimum course duration is approximately two hours. We try to restrict our courses to no more than 8 hours so they conform to the short online training course format. At the moment we concentrate specifically on developing short online training courses although we might look to offer alternative online training formats in due course.

Q4 - What raw formats do you require?

Once we have agreed the commercial aspects of the agreement, the course topic and contents we will provide a detailed guideline which will allow you to determine the exact format and modules we require. This has been developed by our Instructional Designers and is a document all our 'Authors' use as a framework for their raw content development. This guideline has been developed so that even those who've never designed an online training course before have a framework they can follow.

As a guideline it's worth planning for approx. 7,500 words per training hour plus any associated mind-maps, graphics, animations, illustrations or stock imagery where applicable. This can be provided to us in Word format with a corresponding Excel spreadsheet to keep track of the modules, content and associated graphics.

Bear in mind that our team of Instructional Designers, Producers, Animators and Online Learning Specialists will take the raw formats and structure it pedagogically. All design, production, stock imagery, graphics and illustrations will be developed by our design team.

Q5 - What if I don't want to be on camera and be seen to be presenting the course?

Have no fear... In fact, most 'Authors' aren't keen to present their own courses! If this is the case then we will use an experienced online presenter who will present the course on camera. It's possible to have you present some of the key learning points and insights which will be included as filmed 'snippets' to support the online presenter. We will discuss this with you.

Q6 - What are the likely production formats for the training course?

SOG will determine the final production parameters. We might go full-scale, green-screen HD video with an experienced online trainer, plus voiceovers, animated objectives, quizzes and modules etc.

Or we might go an alternative route dependant on our research... (Our research indicates which courses will be the most popular and which will therefore get the top-end treatment). The top-end production route is expensive so we need to make sure that there's a demand for the course before incurring the hefty production costs.



Q7 – How long does it take?

We require 8 weeks for the end-to-end production of most courses. This would allow the initial course to endure a round of testing with our key target audiences prior to launch.

Q8 – How is remuneration and royalties package?

We generally pay a royalty of between 5 -7% on the sale price of the course (less hard marketing costs) and in certain instances we agree an advance on the royalty. Any advance fees are made up of staged payments triggered by milestone deliverables (e.g. first draft, second draft, complete version).

The cost each course is dependent on a number of variables – typically the costs of producing the course and the costs to market the course. (i.e. PPC costs, commissions to SEO vendors, bandwidth costs etc.)

Q9 - How do I know how many courses have been sold?

Our website features a secure log-in section for ‘Authors’ where they can track, in real-time, how many courses have been sold whilst a revenue calculator automatically presents revenues payable. ‘Authors’ will be paid monthly or quarterly dependant on the final deal agreed with them.

Q10 - Sounds great... how do I get involved?

If this is making sense and you feel you’ve got something to offer, then please register your interest via our **‘Authors’ registration** page. Please answer the questions there and we will get in touch. Assuming we like what you’re proposing and the commercial aspects have been loosely agreed we will require a sample module to be provided so that we can determine that you can indeed follow our guidelines. Unfortunately, not every ‘Author’ is capable of doing this properly and the test allows us to determine how much work is required at either end.

Q11 - Assuming we agree a deal, what are your responsibilities?

SOG will assume full responsibility for the design, production, marketing and hosting the course within our website. Significant effort and costs are associated with Pay-Per-Click advertising within Yahoo, Google and Facebook as well as natural search engine optimisation across all major search engines.

We also have a presence at the major UK Graduate and Design shows in 2010, such as Free Range, New Blood, ‘Futurising’ and The London Design Festival.

For further details, please email us: authors@skillsonlinegroup.com