

End-to-end Learning Solutions

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Overview

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- Our Process
- Open edX
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 - Architecture
 - Learning Experience
 - Content Creation
 - Analytics

About Perpetual Learning

- Perpetual Learning provides end-to-end cross-industry learning solutions
- Experience delivering learning solutions for small businesses and startups
- Advanced instructional design leveraging tested pedagogical principles
- Advanced technical implementation applying the most cuttingedge technologies
- Iterative, product and learning focused process



Our Process

Phase 1: Setup & Prep

- Install white-labeled based Open edX solution
- Survey learning needs and conduct instructional design

Phase 2: Course Creation

- Create course-ware on content studio
- Create course video (full video production capability in-house)
- Spec platform customizations

Phase 3: Customization

- Implement customizations in agile development sprints
- Conduct learning pilots and finalize course material

Phase 4: Launch

Launch product to market

Phase 5: Support

 Managed support and monitoring, or training and hand-off depending on client capabilities and needs



Open edX Overview

Open edX Based Learning Platform



- Open edX is Perpetual's recommended learning platform
- The fastest growing open-source learning platform founded by MIT and Harvard
- Unlike others like Moodle, it is not tied to academic environments
- It is flexible, can be white-labeled and can be highly customized for any industry use-case



Open edX Overview

Open edX: Your own learning management platform

- Create multimedia course content
- Allow learners to take advanced course content
- Monitor learner progress
- Leverage a full-suite learning framework including online course material (text, video, interactive), advanced assessments, discussions, wikis, metrics and more
- Customize edX for your needs depending on your specific use-case



Feature Overview

1. Registration and Login management

Learners, Instructors, Staff, Admins



2. Rich Courseware

- -Content Creation
- -Learner Experience

Core course material

Assessments

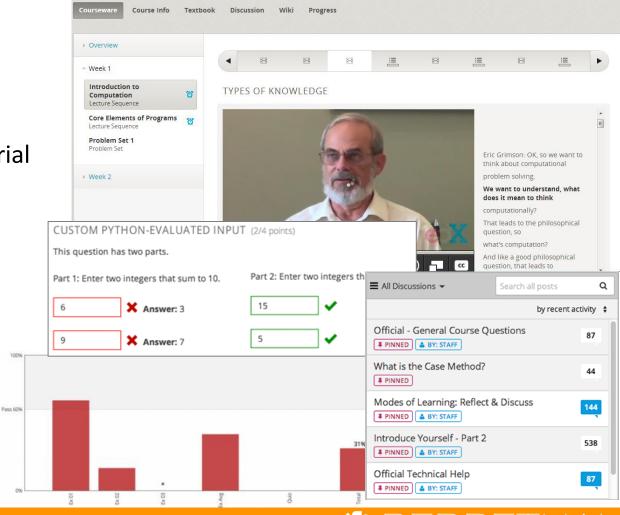
Discussion boards

Wiki pages

Certification

3. Learning Analytics

- -Enrollment stats
- -Performance breakdown
- -Grading





1. Signup/Registration

Different user types with different roles are supported on the edX default platform.

Course Student (Student)

Course Staff (Admin)
Instructors (Admin)

Pota Tostors (Admin)

Beta Testers (Admin)

Discussion Admins (Admin)
Discussion Moderators (Admin)

Discussion Community TAs (Admin)

2. Content Management

edX Content Management Studio Central authoring tool with advanced course content creation and management features

3. Reporting and Analytics

User Info
Level of Education

Overall Grade Distribution

Instructor dashboard Student Gradebook

Student Profile information

Lesson Grade Distribution

User progress page (access from

instructor dashboard)

Site Tracking Session Data

Google analytics

Pageviews

Region/Location

Video Tracking

Region

Total video clicks

4. Courseware

Support and annotations to existing text Discussion Board

Content types:

HTML

Text

Announcement

Full Screen Image

Iframe

Raw HTML

Zooming Image

5. Problems basic

Blank Common Problem

Checkboxes Dropdown

Multiple Choice

Text Input

6. Problem advanced

Blank advanced problem Circuit Schematic Builder

Custom JS Display and Grading

Custom Python Evaluated Input Drag and Drop

Image Mapped Input

Math Expression Input

Molecular Structure
Peer Assessment

Video player support

7. Open Source xBlocks

Mentoring Image explore

Simulation Polls & Surveys Google Docs



8. Misc. Features Requiring Customization

Branding
Theming
Custom Homepage

SEO

Teaching and Learning Tools
Course UI Customization

Course Certification
Custom exercises (xblocks)

Integration

External LMS Integration SSO (Single SignOn)

LTI

9. Mobile (Needs customization)

Native Mobile App Responsive UI

Mobile ata and Analytics

Mobil Insights (edX Reporting Dashboard) Advanced Reporting Dashboard

10. Social

User Profiles

Social Integration (Linkedin/fb/twitter)

Badging

Course User Map

Extending Platform - CMS System
Custom metadata Integration with LMS

Custom User Registration

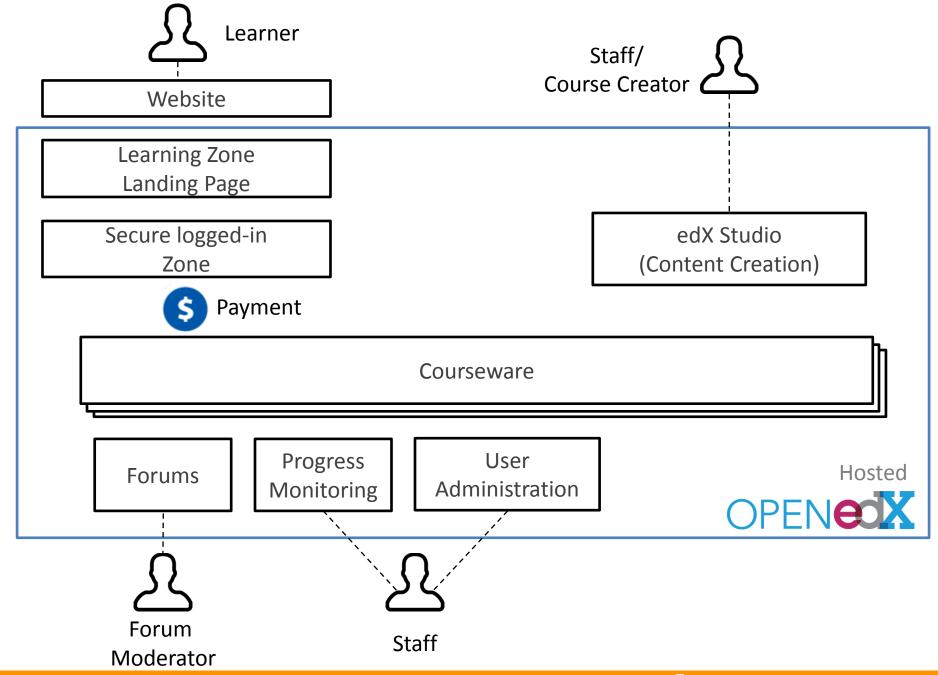
11. E-commerce

Paid Course

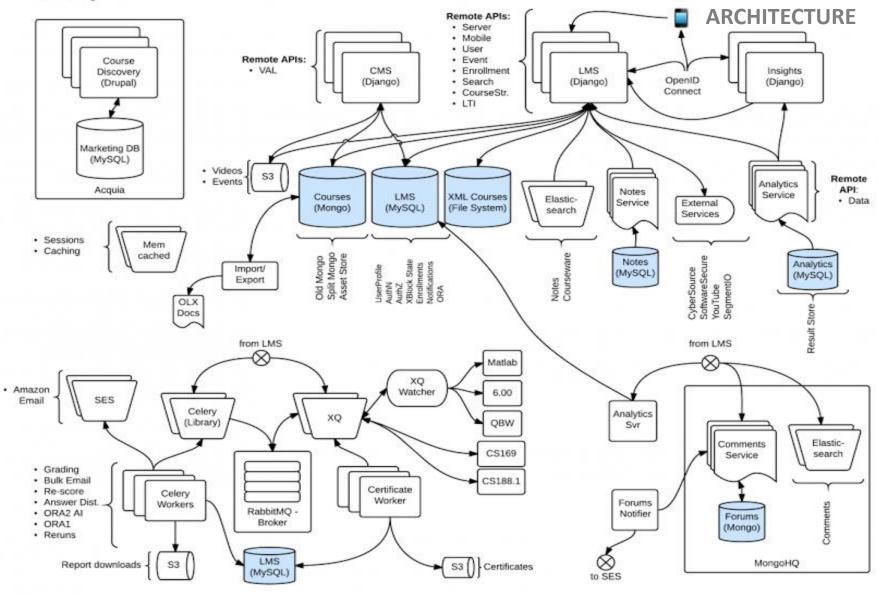
Paid Certificate Course

Video

Third Party Video Integration





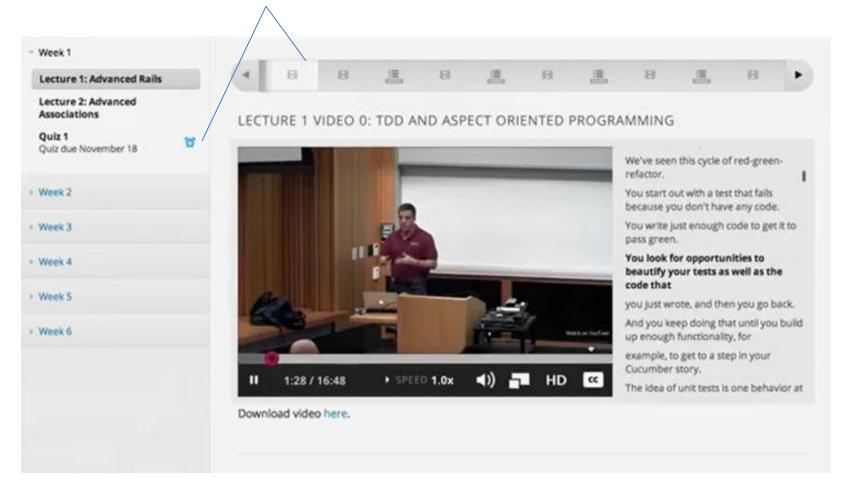


Open edX Learning Experiences

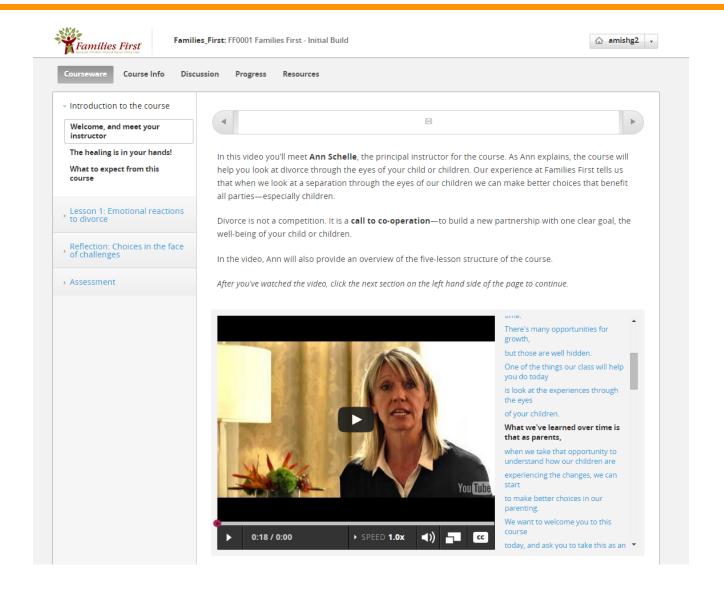


Learning Experience

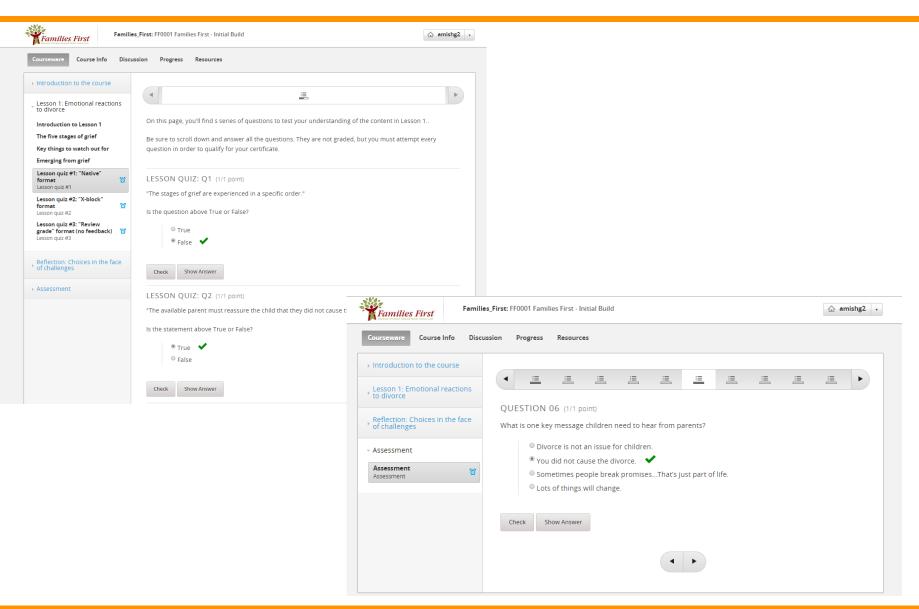
Progress oriented, keep track of where you are navigation and workflow



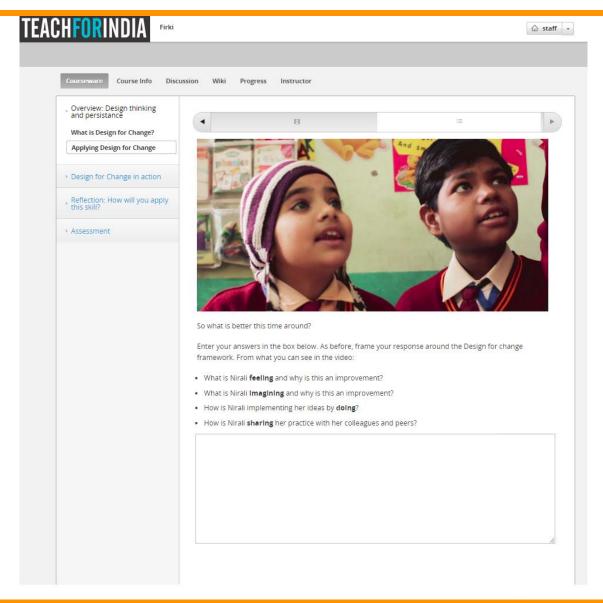
Captioned Video within Workflow



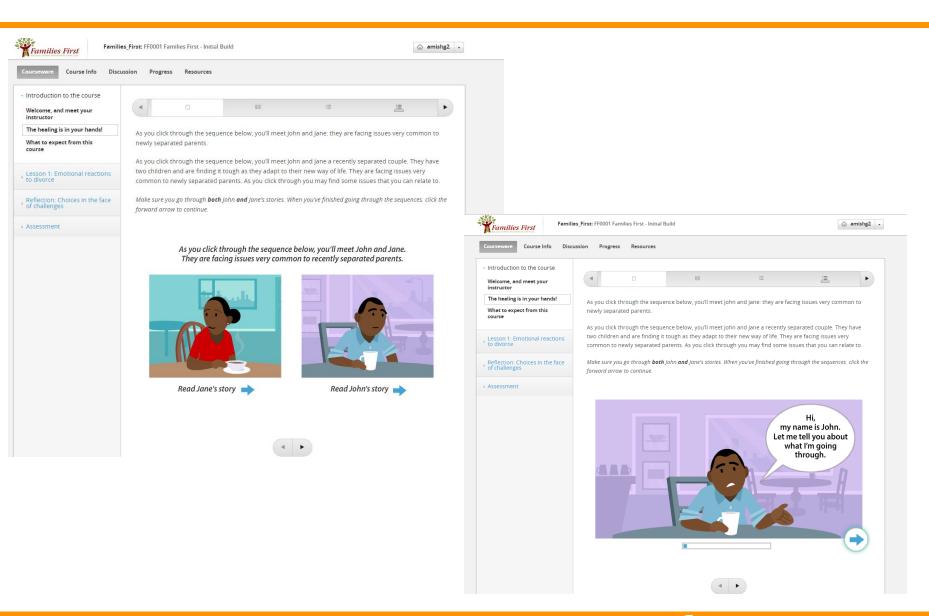
Assessments



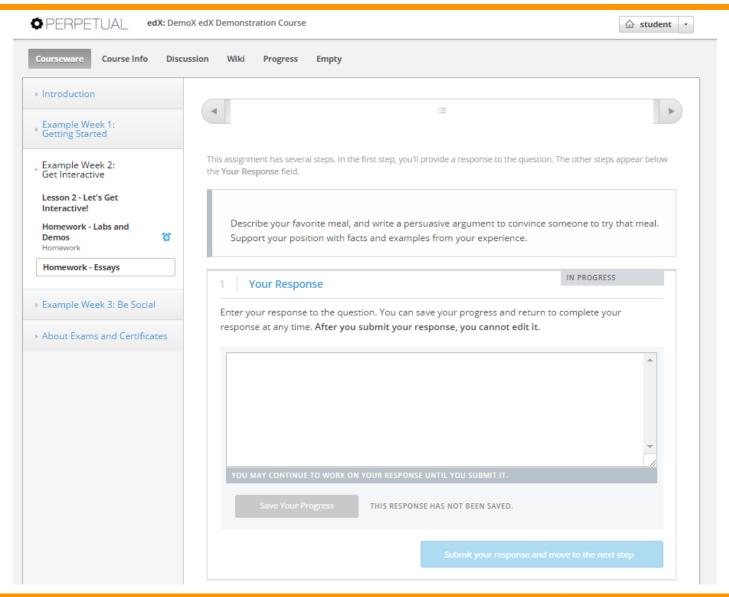
Multimedia with Q&A



Interactive Animations

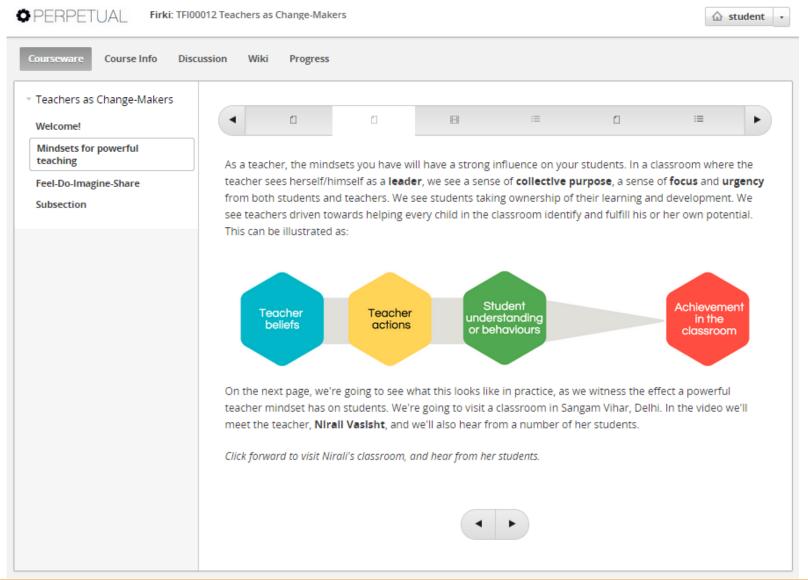


Essays



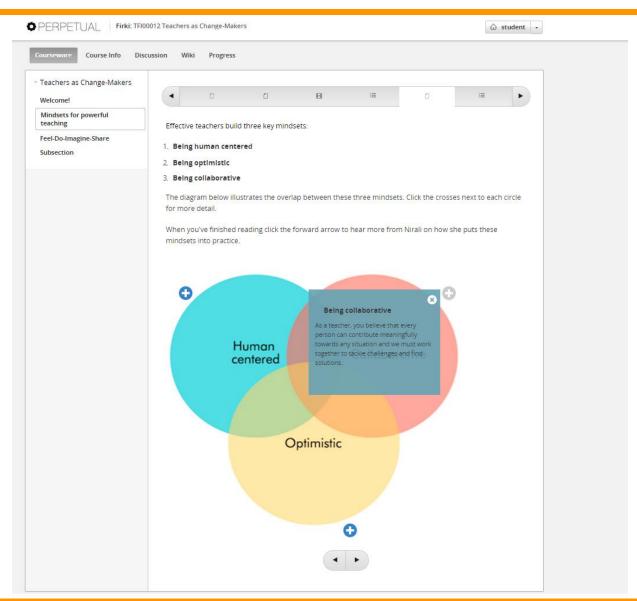


Infographics

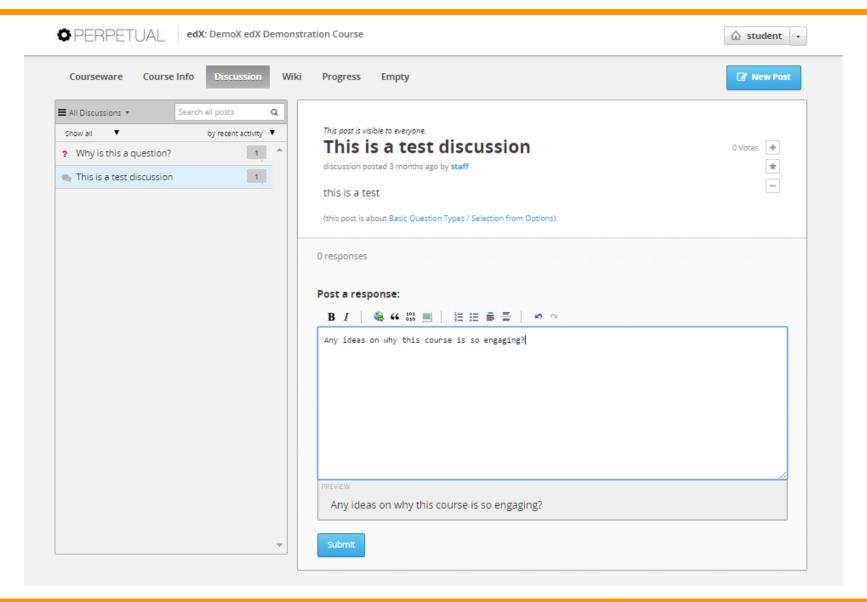




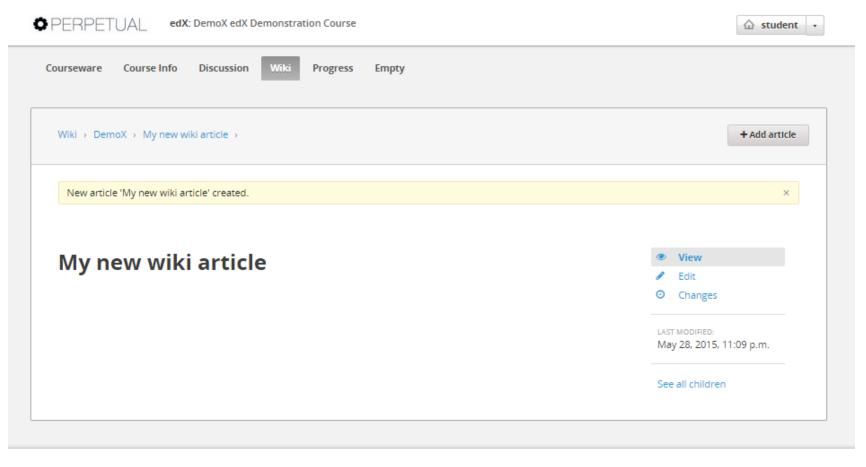
Interactive Graphics Powered Tutorials



Discussions for Collaborative Learning



Wikis for Collaborative Learning

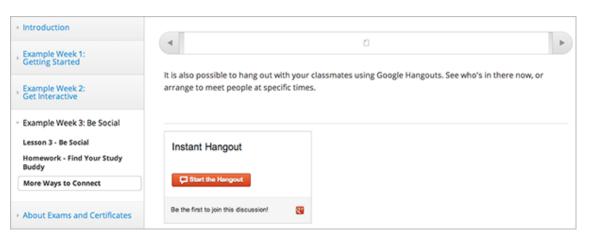


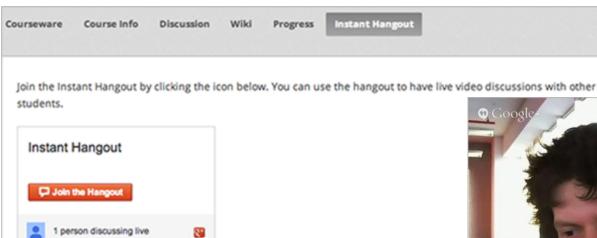
About FAQ Contact

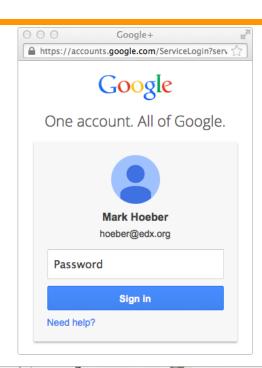




Google Hangouts for Collaborative Learning



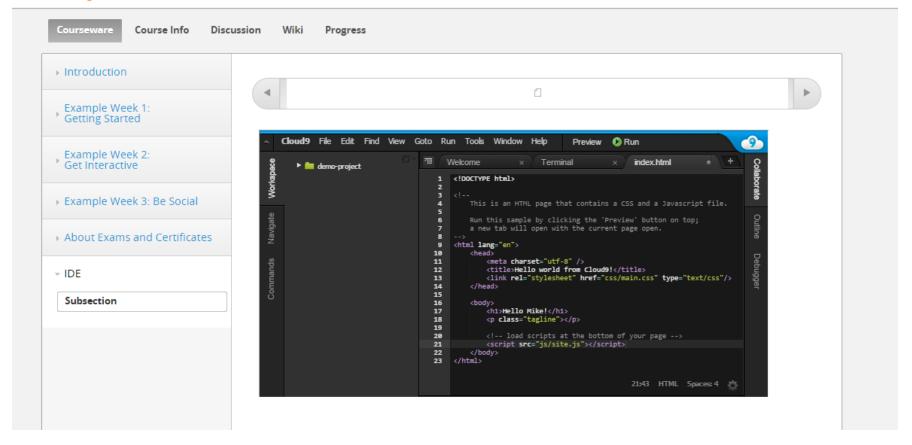




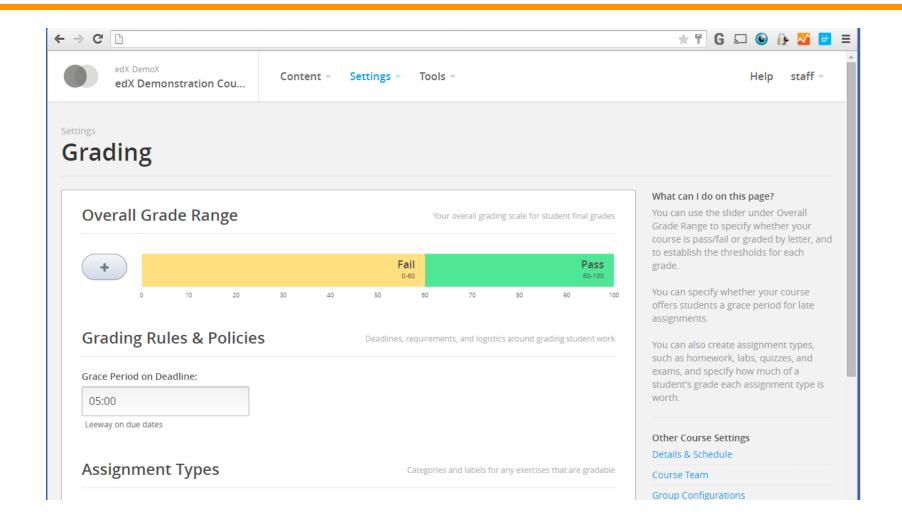


Advanced Integrations: Software Development Environment within Courseware

CAMP/INTERACTIVE



Grading



Certification

User Profile Page



edX

Course Completed - Mar 12, 2015 at 11:00 UTC

DemoX edX Demonstration Course

Your final grade: 0%.

Your Certificate is Generating



Unenroll



edX

Course Completed - Apr 17, 2014

DemoX edX Demonstration Course

Your final grade: 0%.

Download Your Certificate (PDF)

Unregister

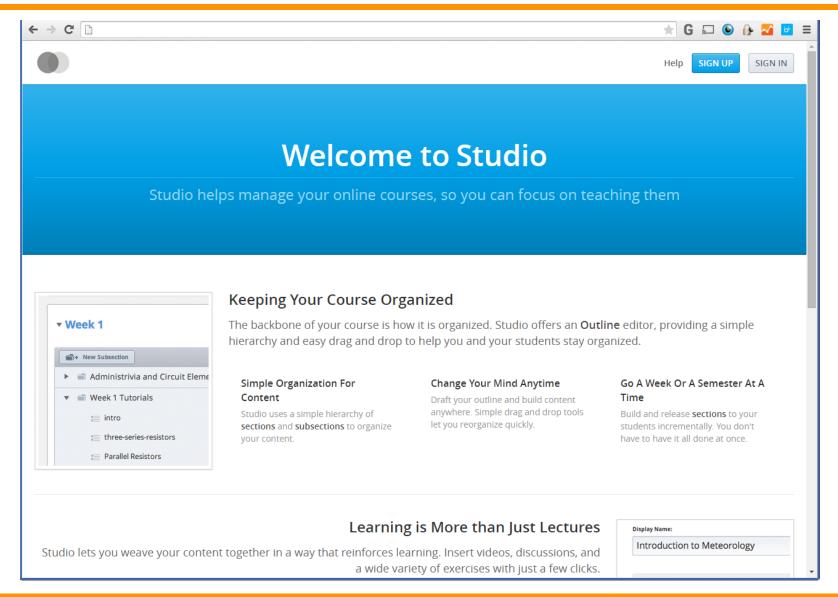


Certification



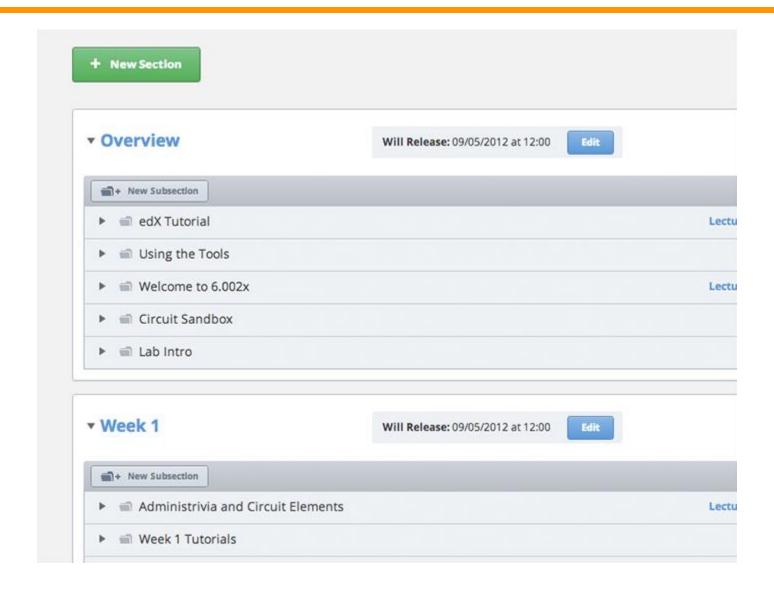
Content Creation

edX Studio Authoring Tool





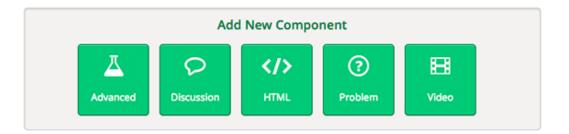
Modular Course Creation





Variety of Content and Assessment Types

Basic Components



Advanced Components

1. Courseware

Support and annotations to existing text

Discussion Board

Content types:

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Iframe

Raw HTML

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4. Open Source xBlocks

Mentoring

Image explore

Simulation

Polls & Surveys

Google Docs

Learning Analytics

Instructor Dashboard

Instructor Dashboard

COURSE INFO MEMBERSHIP STUDENT ADMIN DATA DOWNLOAD ANALYTICS

ENROLLMENT INFORMATION

Number of enrollees (instructors, staff members, and students) by track

Verified 1 Audit 1 Honor 5

Total 7

BASIC COURSE INFORMATION

• Organization: edX

• Course Number: DemoX

Course Name: Demo_Course

• Course Display Name: edX Demonstration Course

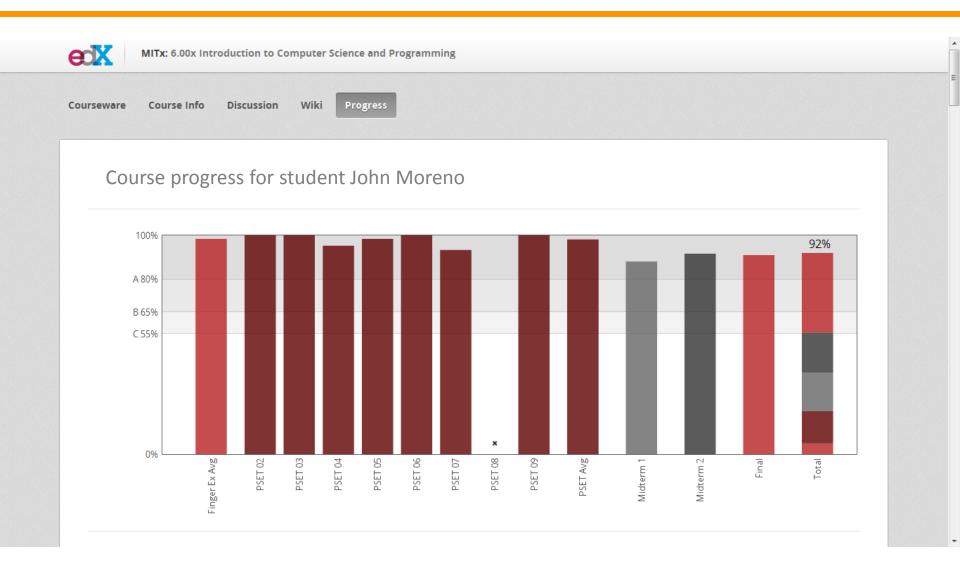
• Has the course started? Yes

Has the course ended? No

• Grade Cutoffs: Pass: 0.6



Course Progress



edX Insights

- EdX Insights provides data about student activity, background, and performance throughout the course.
- Using edX Insights can help you monitor how students are doing, and validate the choices you made in designing your course.
 - Course enrollment analytics
 - Student engagement analytics
 - Student performance
 - Several other customizable reports from extensive captured learning data



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