



Apple Education

iTunes U Administrator's Guide

Chapter 1

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Apple Computer, Inc.

Chapter 1

About iTunes U

This chapter provides an overview of iTunes U, including the system requirements and components that make up an iTunes U site and the steps you must take to initially create and set up your site. Additionally, this chapter provides an example of how you can configure and organize your site and its content to meet your needs.

This chapter covers the following topics:

- Welcome to iTunes U
- System Requirements
- Getting Started

Welcome to iTunes U

In today's world, students, as well as instructors and staff, expect an environment that accommodates their digital lifestyle, adapts to their individual learning and teaching needs, and encourages collaboration and teamwork. To meet these expectations, Apple introduces iTunes U.



iTunes U uses the iTunes Music Store infrastructure and is specifically designed as a service for institutions to manage a broad range of audio, video, and PDF content, and make it available quickly and easily to students, instructors, staff, alumni, and, optionally, the public.

iTunes U offers an experience similar to using the iTunes Music Store. In fact, since iTunes U pages are displayed within the iTunes application itself, just like iTunes Music Store pages, navigating within iTunes U is much like navigating within the iTunes Music Store. For information on how to use iTunes or the iTunes Music Store, in iTunes, choose Help > iTunes and Music Store Help.

Using iTunes U, users can access educational content, including lectures and interviews, 24 hours a day, 7 days a week. Users can browse content and download it to their Mac computers or PCs, regardless of their location. They can then listen to and view content on their computers or transfer the content to iPod for listening or viewing on the go.

Instructors and staff can easily post and change content on their own. Using the Drop Box and Shared tabs, instructors can allow students to upload their own content for review or to share with other students in the class.

System Requirements

iTunes U fits seamlessly into your existing technologies and systems; you use your existing web-based infrastructure to provide access to your iTunes U site.

iTunes U is designed to work with any existing web authentication and authorization system your institution may be using, including LDAP, Kerberos, Shibboleth, and single sign-on systems. You should expect to perform some level of development and system integration work for these systems. For more information, see Chapter 2, "Integrating Authentication and Authorization Services."

iTunes U requires iTunes version 6.0 or later for Mac and Windows. In order to guarantee a consistent user experience, always use the latest version of iTunes.

iTunes U works with most modern, standards-compliant browsers. Apple recommends using one of the following browsers:

- Safari 2.0 or later on Mac
- Firefox 1.5 or later on Mac or Windows
- Internet Explorer 6.0 or later on Windows

Note: Internet Explorer on Windows may have performance limitations when uploading files. For more information, see the Microsoft Help and Support Site at <http://support.microsoft.com/default.aspx?scid=kb;en-us;329781>

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

You can also use iTunes U to distribute Portable Document Format (PDF) files.

Getting Started

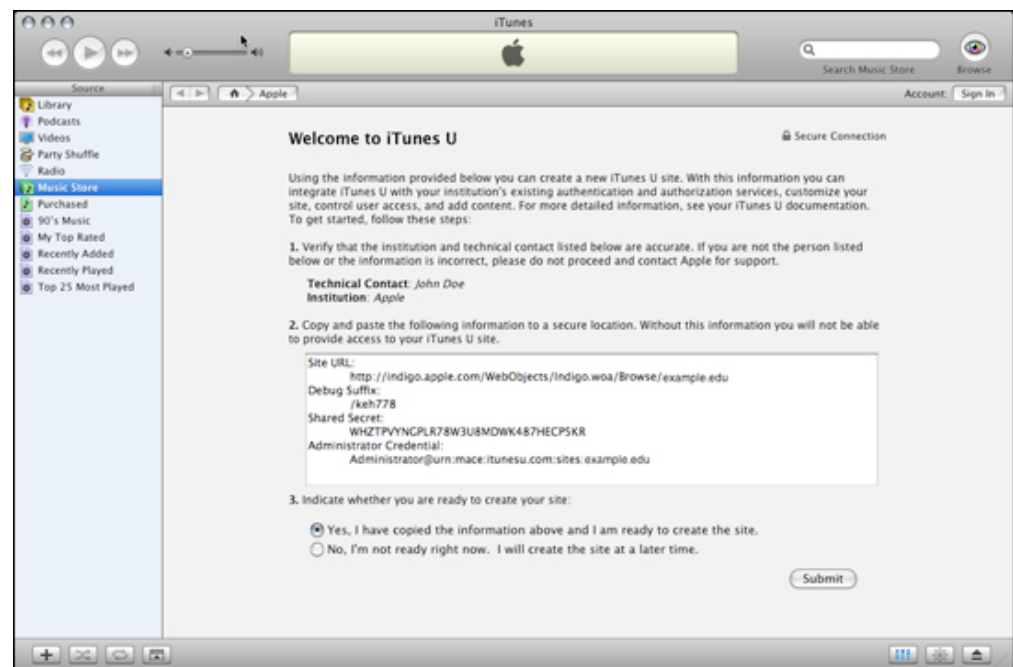
Apple creates your initial iTunes U site using a default page design and layout, hosting all content onsite at Apple. For more information on the default pages, see “Understanding iTunes U Page Design and Layout” in Chapter 3.

When your site is ready, Apple sends your site administrator a welcome email with a link to an iTunes U page containing all the information you need to create, test, and set up your new iTunes U site, including your site URL, debug suffix, shared secret key, and site administrator's credentials.

After you receive the email from Apple, you can start to create and set up your iTunes U site:

- 1 Click the link in the iTunes U site setup email you received.

iTunes U displays a page containing all the information you need to create, test, and set up your new iTunes U site:

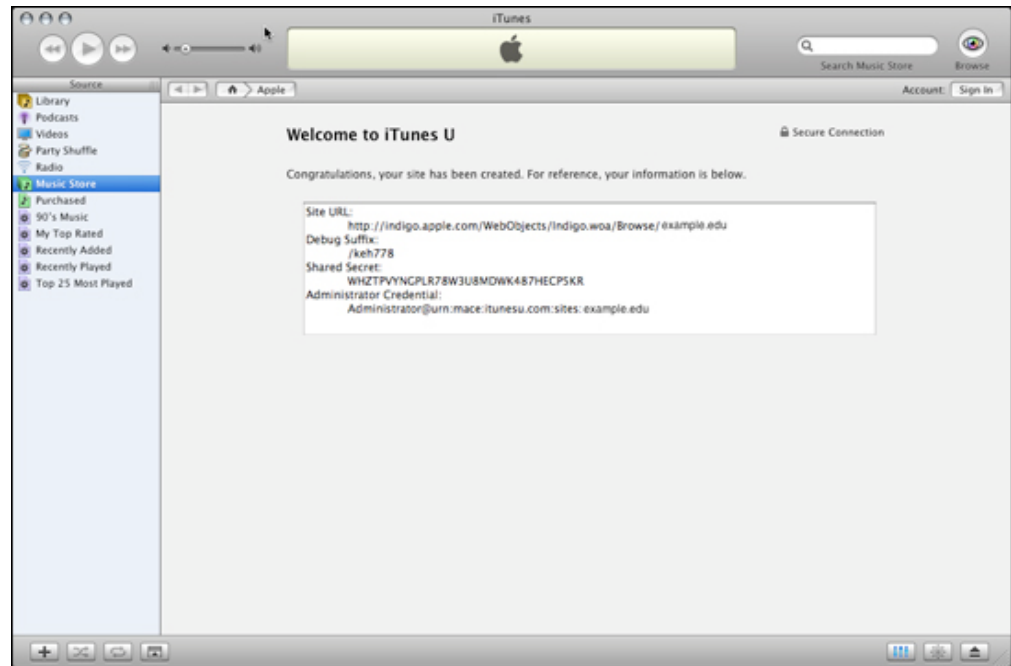


- 2 Copy and paste the transfer information to a secure location. You will need this information later to access your iTunes U site.

Note: To ensure only you and Apple have access to the shared secret key, be sure to store the key in a secure location. For example, store the key in a secure transfer script or in a secure configuration file.

- 3 Click "Yes, I have copied the information above and I am ready to create the site," and then click Submit to test and set up your iTunes U site.

iTunes U displays a confirmation page re-displaying your transfer information:



If you do not want to continue, click "No, I'm not ready right now. I will create the site at a later time," and then click Submit.

- 4 Test your site's URL by typing the URL, with the debug suffix appended to the end, into a web browser.

iTunes U displays a confirmation page indicating whether your site's URL is working properly. The confirmation page contains information about the transfer identity and credentials received, the validity of the signature received, and the access provided to the specified URL destination.

- 5 Test your site administrator's credentials by integrating iTunes U with your institution's authentication and authorization services and transferring the site administrator's credentials to iTunes U.

For more information on how to integrate iTunes U with your institution's authentication and authorization services, see Chapter 2, "Integrating Authentication and Authorization Services."

6 Test your new iTunes U site and integration by logging in as the site administrator.

When you have established a successful login, iTunes U displays your site's Welcome page:

The navigation bar displays where you are in relation to the site's hierarchy.

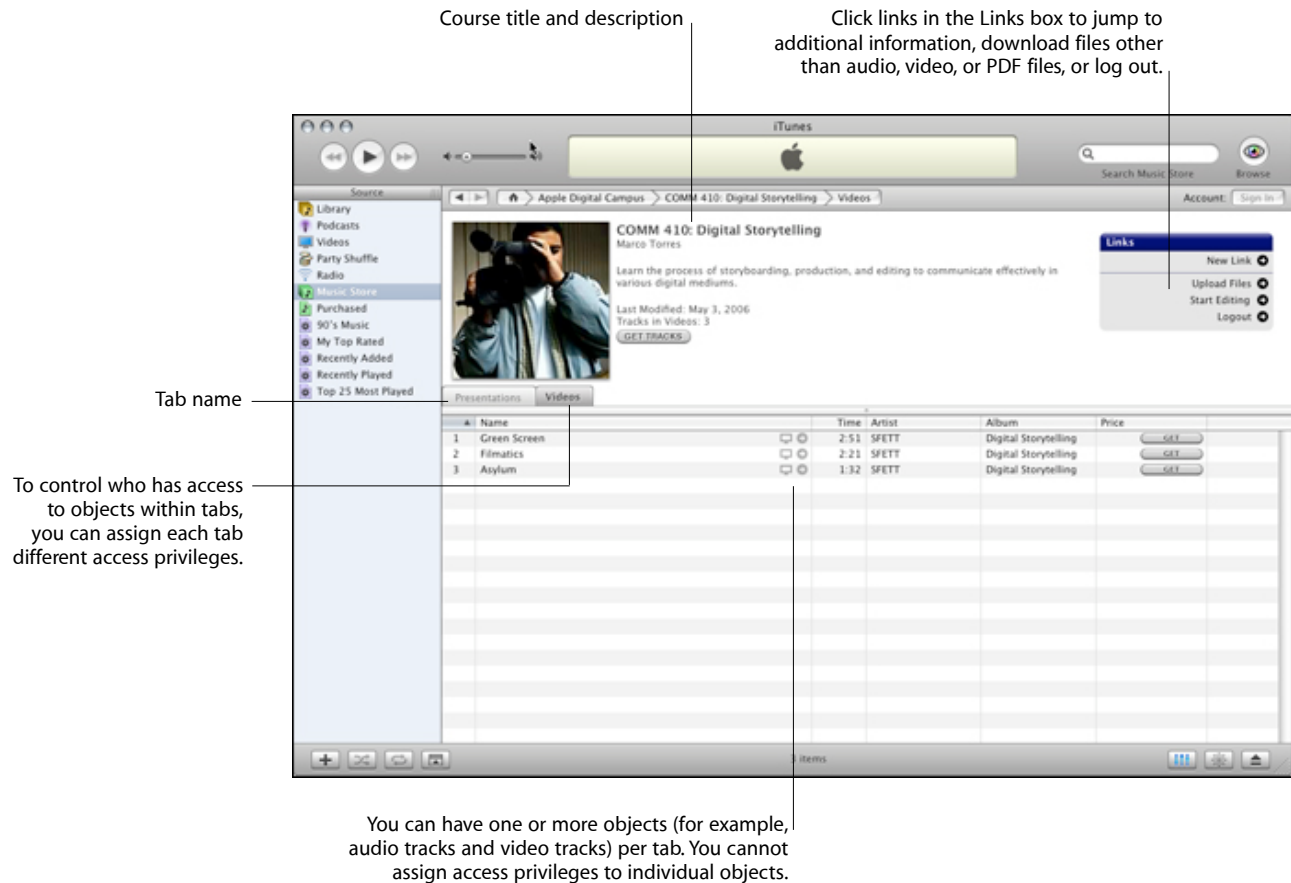
Click links in the Links box to jump to or download additional information.



Click to view a Course page.

Click links to edit the Welcome page or to log out.

The Welcome page is the first page iTunes U displays when you access your iTunes U site. It provides an overview of the Course pages a user can access as well as any general pages. You click a course icon or title in the Welcome page to display the associated Course page.



You can organize Course page objects (for example, audio tracks and video tracks) into subgroups, or tabs, to help manage course information. You can have one or more Course pages per iTunes U site, and one or more tabs within each Course page.

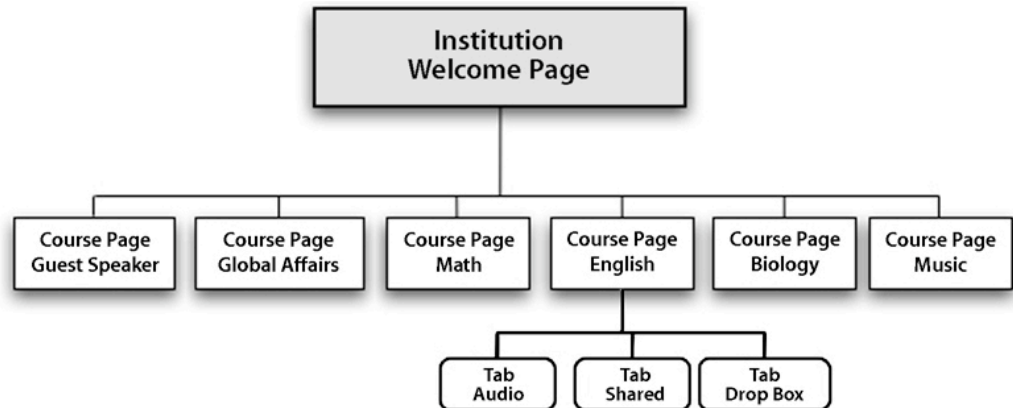
- 7 Plan and organize your iTunes U site. For more information, see “Planning Your iTunes U Site” below.
- 8 Customize your iTunes U site with your institution’s look and feel. For more information, see Chapter 3, “Customizing Your iTunes U Site.”
- 9 Control user access to your iTunes U pages and tabs. For more information, see Chapter 4, “Controlling User Access.”
- 10 Upload content to your iTunes U site. For more information, see Chapter 5, “Adding Content to Your iTunes U Site.”

Planning Your iTunes U Site

Each iTunes U site, and its structure and content, is organized in an easy-to-use hierarchy of folders and files, or pages and objects. Your initial iTunes U site and structure is based on information you provided to Apple. As the site administrator, you can use this structure as a starting point. However, before you start populating your iTunes U site with content, you should take time to further plan your site’s organization, including its structure and user access privileges.

To set up and apply authorization and access privileges properly, you must organize your content into a structure based on the amount of content you will provide and the desired access privileges for each user.

For example, you can use the following structure:



In this example, you can restrict user access to the entire site, to each Course page, or down to the individual tabs in the English Course page.

Note: When you assign a user access privileges to a page or tab, the user automatically receives access privileges to the page's or tab's ancestors, if any exist. For example, in the diagram above, if you assign a user access privileges to the Audio tab, and its ancestors are the English Course page and the Institution Welcome page, the user automatically can access those pages, too.

To restrict user access to specific pages and tabs, you define user groups and then assign each group unique access privileges to the specific pages or tabs. For example, you can define the following user groups:

- **Site administrator.** This group has the most privileges, allowing it to create new Course pages, assign ownership of Course pages to specific instructors, and manage the iTunes U site.
- **Instructor.** This group has privileges constrained to the classes to which they are assigned, allowing it ownership for the particular class and its Course page.
- **Student.** This group has the fewest privileges, constrained to the classes in which the students are registered, allowing the group access to the particular class and its Course page, with specific privileges defined by the instructor who owns the page.

For more information on groups and access privileges, see Chapter 4, "Controlling User Access."

