



Apple Education

iTunes U Administrator's Guide

Chapter 3

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Chapter 3

Customizing Your iTunes U Site

Your initial iTunes U site uses default page designs and layouts for your Welcome and Course pages. This chapter describes how you can change the default look and feel to use your institution's colors, logos, and photography to make iTunes U familiar to instructors, staff, students, and alumni. Additionally, this chapter describes how to edit iTunes U pages and define track preferences for your iTunes U content.

This chapter covers the following topics:

- Changing Your iTunes U Look and Feel
- Editing Your Welcome Page
- Defining Track Preferences

Changing Your iTunes U Look and Feel

Apple creates your iTunes U site using a predefined design and layout as a starting point, with default colors, fonts, links, and so on, and a common color scheme throughout your entire site.



As the site administrator, you can edit these pages and customize your iTunes U site. For example, you can change banner images and text, text colors, line colors, and Links box colors.

To change your iTunes U default look and feel and customize your iTunes U site:

- 1 Log in to iTunes U as the site administrator.
- 2 Click Edit Appearance in the Welcome page.
- 3 Choose a theme to apply to your entire iTunes U site. You can apply the theme as is or edit the theme to customize your iTunes U site.
- 4 Edit the selected theme. You can change the following elements of your Welcome and Course pages:
 - Background color
 - Text color (including title and regular text)
 - Line color
 - Links box colors (including background, title background, title text, and content text and arrows)
 - Date and time formats

Note: You must enter RGB values for the colors you want to use.

iTunes U creates a new theme for your site, named "Custom."

- 5 Click Preview to view your changes before you save them to your iTunes U site.
- 6 Click Save.

iTunes U immediately updates all Welcome and Course pages throughout your site.

- 7 Click Logout.

Note: When creating a webpage with content about iTunes U, always use layouts, formats, type, and colors that are consistent with your institution's website. Do not mimic a webpage from Apple, and never use images or copy from Apple's website, ads, or other marketing communications. It is acceptable to show an image of your institution's iTunes U home page. Do not animate or distort any graphics related to iTunes U. Do not use Apple product images including iPod in your website art, promotions, or communications.

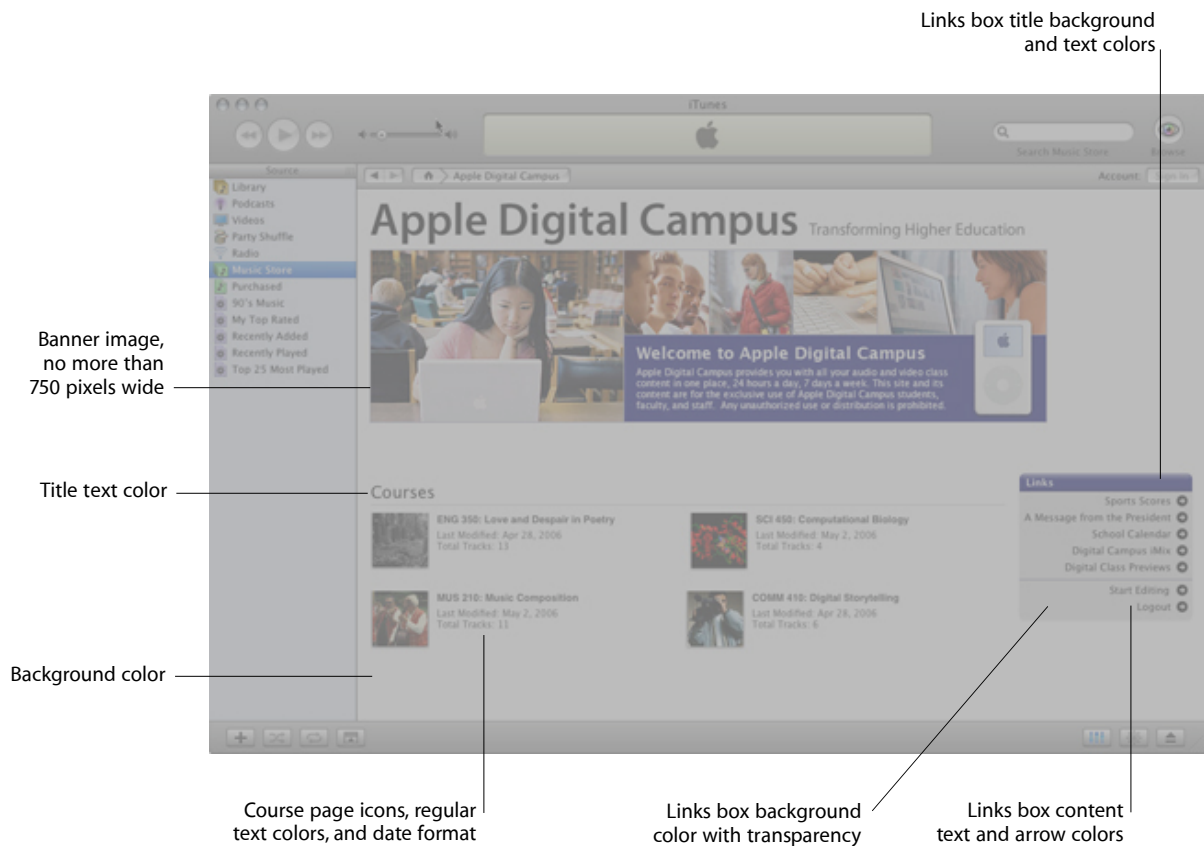
Understanding iTunes U Page Design and Layout

iTunes U provides a predefined Welcome page and Course page for you to use as a starting point when designing your iTunes U site.

The following is an example of the Welcome page design:



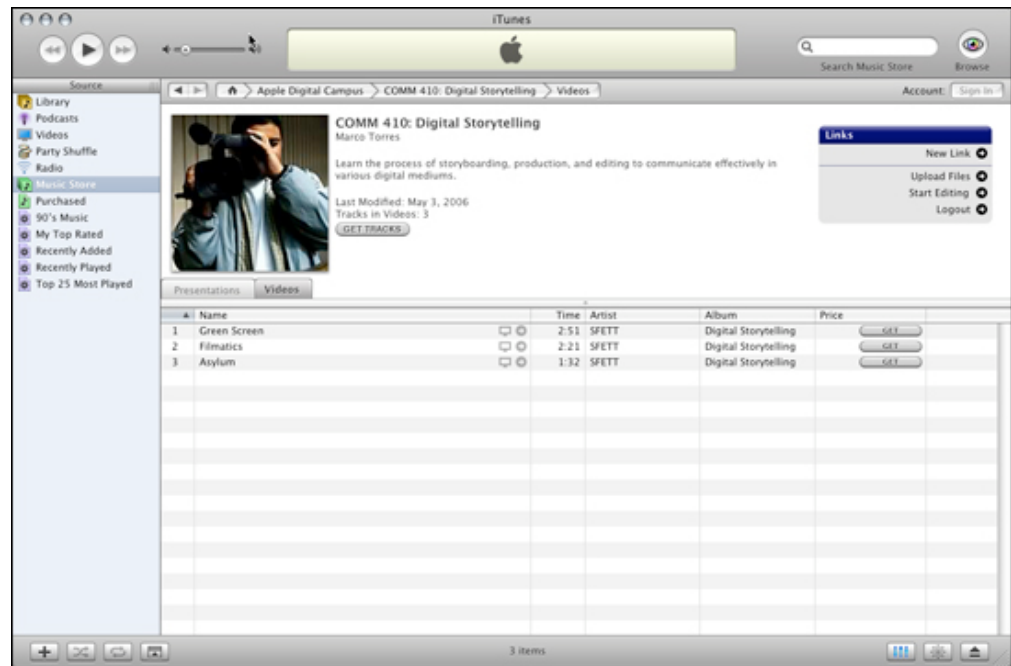
The following illustration shows the layout for the Welcome page design:



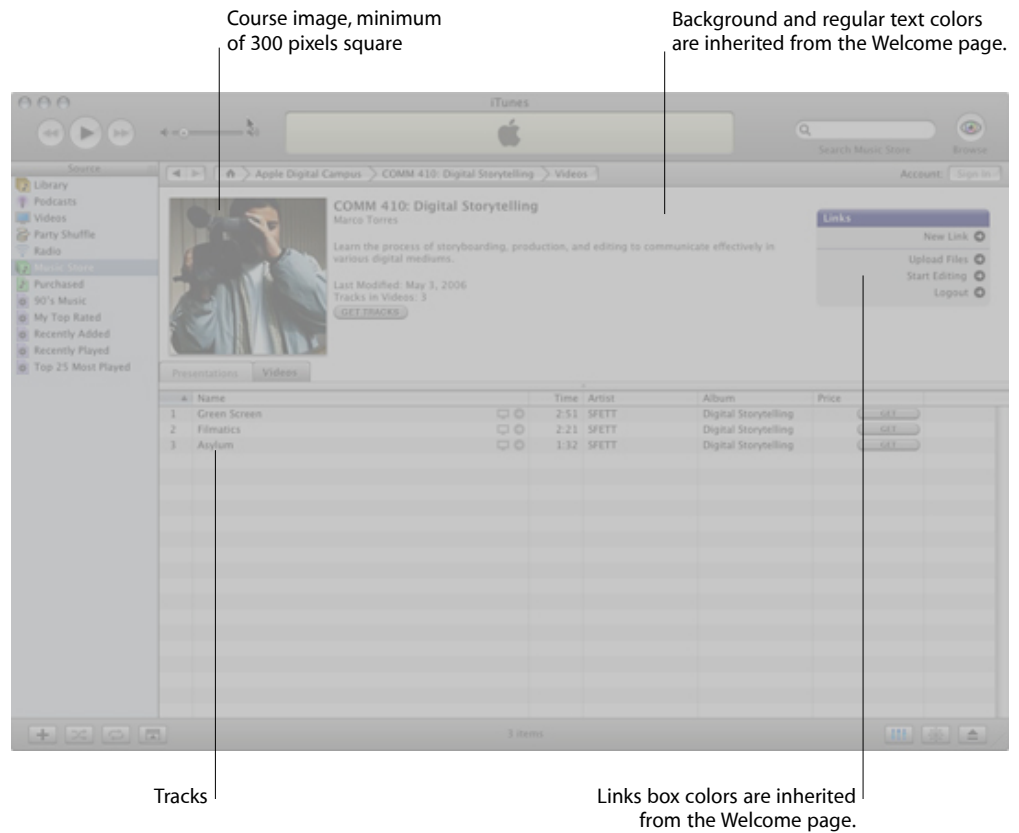
When editing a Welcome page, keep the following in mind:

- Create a banner image no more than 750 pixels wide.
- iTunes U dynamically generates the Course page icons on the Welcome page from thumbnail versions of the course images.
- Select web-safe colors for your Links box title background, title text, and arrow colors.
- Select background and regular text colors that complement your banner image.

The following is an example of the Course page design:



The following illustration shows the layout for the Course page design:



When editing a Course page, keep the following in mind:

- For optimal display within iTunes and iPod, the course image should be a minimum of 300 pixels square, or 300 pixels tall by 300 pixels wide.
- Course pages inherit Welcome page background, regular text, and Links box colors.

Editing Your Welcome Page

Apple creates your initial iTunes U Welcome page using a predefined design and layout as a starting point. As the site administrator, you can change your Welcome page to display your institution's specific design and information. For example, you can change the banner image and Links box text and links.

If you are logged in as the iTunes U site administrator, you can click Edit Page to edit your Welcome page and customize your iTunes U site. When you're done editing the page, click End Editing.

To edit this element	Take this action
Banner images	Click  in the lower-right corner of the banner image, and then select a new banner image for your Welcome page.
Links box links	Click  in the Links box, edit the existing link's title and URL, and then click  to save the link information. Notes: • To move a link up or down one level in the Links box, edit the link, and then click  or  , respectively. • To delete a link in the Links box, edit the link, and then click  . • To add a new link to the Links box, such as to a department webpage, click  in the Links box, type a title and URL, and then save the new link. To add links between iTunes U pages and avoid a trip through the web browser, use an "itmss://" URL in the Links box. When you installed iTunes on your systems, it added itself as a URL scheme handler for itmss:// URLs. When a user tries to access these itmss:// URLs, if the user has not already established a session, iTunes U reroutes the user to the login URL. • To add a file, for example, to a presentation, click  in the Links box, click  in the Title and URL edit box, click Choose File, and then select the file you want to add to the Links box.

Defining Track Preferences

The content users upload into iTunes U can include information fields, such as name or artist. Information fields help instructors and students locate and organize their iTunes U content after they download it to their computers and iPod players. For more information on these fields, see *Creating Content for iPod + iTunes* located at http://www.apple.com/support/itunes_u.

As the site administrator, you control the information field preferences for all content distributed through your institution's iTunes U site. By controlling the information field preferences, you can ensure that the fields are used consistently for all the content. You can also specify the location where tracks are downloaded. For example, you can specify that the Album field always contains the course title and that the Genre field always contains the institution name. You can also set up iTunes U so all content from your institution's iTunes U site appears in an institution playlist.

If you use helpful and specific information, instructors and students can find the content more quickly and easily. iTunes U can display the following fields for each track:

Field	Use
Name	Track title, for example, Lecture 1 or Digital Storytelling
Album	Course title
Artist	Instructor name
Genre	Broad category, for example, by subject, by organization (such as an institution name), or by type (such as podcast)
Artwork	Add an illustration to the track. The illustration appears in the song artwork and video viewer in the lower-left corner of the iTunes window, or on the iPod during playback.
Comment	Additional information such as assignment details or upload information
Year	Publication date

The information for each track appears in a Course page column. You can change which columns iTunes U displays. Choose Edit > View Options and select the columns you want to appear.

As the site administrator, you can overwrite a track's Album, Artist, Genre, Comment, and Artwork fields, giving you increased control over the information and ensuring that it is used consistently for all content in your iTunes U site. In addition, you can create a rule to download content to a specific playlist; that playlist appears in the Source list of iTunes when users download content from your iTunes U site.

To define track preferences:

- 1 Log in to iTunes U as the site administrator.
- 2 Click Edit Track Preferences in the Welcome page.
- 3 Specify the rule you want to apply to all track Album information:
 - Click "Use original" to continue using a track's original Album information.
 - Click "Override with" to override a track's original Album information. You can select to override the information with the Course page and tab name, only the Course page name, or type a name for the Album information.
 - Click "If empty, use" to specify Album information for a track when none exists. You can select the Course page and tab name, only the Course page name, or type a name for the album information.

4 Specify the rule you want to apply to all track Artist information:

- Click "Use original" to continue using a track's original Artist information.
- Click "Override with" to override a track's original Artist information. You can select to override the information with your institution's site name, or type a name for the Artist information (for example, the instructor's name).
- Click "If empty, use" to specify Artist information for a track when none exists. You can select your institution's site name, or type a name for the Artist information (for example, the instructor's name).

5 Specify the rule you want to apply to all track Genre information:

- Click "Use original" to continue using a track's original Genre information.
- Click "Override with" to override a track's original Genre information. You can select to override the information with your institution's site name, or type a name for the Genre information.

Note: For podcasts, any Genre information you specify is changed to "Podcast" upon download.

6 Specify the rule you want to apply to all track Comment information:

- Click "Use original" to continue using a track's original Comment information.
- Click "Override with upload information" to override a track's original Comment information with identity, date, and time information for the user who uploaded the track.

Note: For podcasts, any Comment information you specify is lost upon download.

7 Specify the rule you want to apply to all track Artwork information:

- Click "Use original" to continue using a track's original Artwork information.
- Click "Override with the page image" to override a track's original Artwork with the course image artwork.
- Click "If empty, use the page image" to specify that you want iTunes U to use the course image artwork for a track when none exists.

8 Specify the playlist where you want iTunes U to download tracks:

- Click Custom to specify that you want iTunes U to create one playlist for your entire site. You can select to use your institution's site name, or type a name for the playlist.
- Click Page Name to specify that you want iTunes U to create a playlist for each Course page, using the Course page name for the playlist. iTunes U saves the playlists in a folder, using your institution's site name as the folder name.
- Click Page Name –Tab Name to specify that you want iTunes U to create a playlist for each Course page tab, using the Course page and tab name for the playlist. iTunes U saves the playlists in a folder, using your institution's site name as the folder name.

9 Click Save.

10 Click Logout.

When users download an object from iTunes U (for example, a track or podcast), depending on how you set up your site and define your track preferences, along with which button they click, iTunes copies the object to the iTunes Library, Podcasts playlists, or Source list, such as the institution playlist. For more details, see the following table:

When you click this button	iTunes U takes this action
Get (or Get Song)	Downloads the selected object into your iTunes Library, as well as into your institution's playlist, if specified.
Get Track(s)	Downloads all objects in the selected Course page into your iTunes Library, as well as into your institution's playlist, if specified. If you click Get Tracks in a Welcome page, iTunes U downloads all tracks to which you have access in all of the Course pages within the Welcome page.
Subscribe	Subscribes to the podcast and downloads the most recent episode into your iTunes Podcasts source, as well as into your iTunes Library. As new episodes become available, if you are connected to the Internet, the iTunes application automatically downloads the new episodes. Recently downloaded episodes that have not been downloaded to iTunes appear dimmed. For more information on podcasts, see iTunes and Music Store online help.

Note: To download an object from an iTunes U page or tab, users must have download access privileges to the specific page or tab.

