

Questions and Answers ITT-2015-15

In answering the questions, please let us start to provide an outline of the materials that will be provided, sample materials, and a prototype that we have created to showcase a number of design and development assumptions.

Outline of the materials

As an input to your design and development, you will receive

- The programme syllabus with the structure of the courses, objectives, learning outcomes etc. This part is complete, and you are not expected to continue to develop it.
- Lecture materials with instructors' delivering a PowerPoint presentation that are recorded in our e-learning lab / studio and self-assessment questions. The lecture materials include:
 - o Post-produced files, where the recording of the lecturers and the PowerPoint are edited together, and re-takes etc are removed. You can receive these post-produced files both as exports and as a final cut pro project,
 - o the PowerPoint drafted by the instructor,
 - o complementary media files to be used in the final product;
 - o and word files with the self-assessment multiple choice questions.

In addition, you will get

- o the raw video recordings of the lecturers;
- o a separate and synced recording of the PowerPoint presentation;
- o a separate backup audio track;

To understand the quality of these materials, please see the sample materials linked below. You are expected to continue to develop these materials to perfect the e-lessons, e.g. the design of the PowerPoints drafted by the instructors needs to be improved to support the content in the best way, taking into consideration good quality, design, user friendliness, and also educational and pedagogical considerations. You also need to edit the video / audio recordings for best output in the e-lessons.

Sample materials

Sample materials for your review and prototype:

- Post-produced recording of lecturer and PowerPoint
 - o Export

https://drive.google.com/drive/folders/0B_sVeg0QZfRHekNLT0xRYmtRVDQ?usp=sharing

- o Final cut pro project (only screen dump provided to indicate how recording of instructor and presentation are layered together)

https://drive.google.com/drive/folders/0B_sVeg0QZfRHbHJUzVotU1pkNG8?usp=sharing

- Draft PowerPoint from the instructor

https://drive.google.com/drive/folders/0B_sVeg0QZfRHbHJUzVotU1pkNG8?usp=sharing

- Raw video recording of the instructor

https://drive.google.com/drive/folders/0B_sVeg0QZfRHTUotdzN0VGcyNk0?usp=sharing

- Recorded PowerPoint presentation

https://drive.google.com/drive/folders/0B_sVeg0QZfRHVUIzZUpnX1hUc1E?usp=sharing

- Backup audio

https://drive.google.com/drive/folders/0B_sVeg0QZfRHUC1rdFVOY0hocFk?usp=sharing

Prototype

Please find a prototype and description below that illustrate one way of how the materials can be put together in an e-lesson.

Note that this is a prototype and not a final design / development.

You are expected to both develop your own design and develop the materials in the e-lessons, given your professional expertise and the source materials provided.

The screenshot displays the MARI-WEL prototype interface. On the left is a 'Menu' sidebar with a 'Seafarers' Trust' logo and 'WMU WORLD MARITIME UNIVERSITY' branding. The menu includes options like 'Health promotion at sea', 'Introduction', 'Aim', 'Design', 'Interventions', 'Results: Baseline', 'Results: Follow-up', 'Strenghts and challenges', 'Conclusions', 'Key messages', and 'THANK YOU'. The main content area features a video player with a woman speaking. The video title is 'Health promotion at Sea' and 'A Danish case study'. Below the title is a download link: 'http://www.sdu.dk/-/media/files/om_sdu/institutter/ist/maritimundhed/phd+afhandlinger/uluphd05122013.pdf'. Logos for 'DEN DANSKE MARITIME FOND', 'SEAHEALTH', 'ESVAGT', 'ROYAL ARCTIC', and 'LINE A/s' are visible at the bottom of the video frame. Navigation buttons 'PREV' and 'NEXT' are at the bottom right.

<https://360.articulate.com/review/content/6aca7459-dbaa-4811-b229-f54665df0b28/review>

The prototype shows a basic E-Lesson that has been created in the E-Lesson tool Articulate based on the sample materials.

- You are expected to develop the template / design of the e-lesson, with input from us.

To create this Prototype in the E-Lesson tool Articulate:

- The PowerPoint was imported in Articulate.
- The content of the PowerPoint was updated in Articulate to improve the design and remove errors (here we expect you to do more than is done in the prototype)
- The Video and / or audio from the post-produced files were inserted as tracks in the e-lesson. To improve the educational design, remove imperfections in the recordings, and to technically reduce the size of the e-lessons the use of video and audio were alternated
- We have prototyped to export the e-lesson as a SCORM package and import it into Moodle.

(the self-assessment questions are not added in this prototype)

You are also expected to design / configure / develop the E-Learning platform Moodle that hosts the e-lessons.

You will receive a basic installation of Moodle on our development server, with administrative access to both the interface and the server. Please see a sample of how we have designed Moodle previously:

<http://elearning.maritime-safetyandsecurity-diploma.com/>

The design of the e-lesson and Moodle should be based on a responsive design and work across platforms (phone, tablet, laptop). In addition, it should be possible to use the e-lesson from the Moodle mobile app (where the course can be used offline)

<https://itunes.apple.com/se/app/moodle-mobile/id633359593?mt=8>

As part of the procurement, we would like you to develop a prototype, based on the sample materials that can be used to understand the design you suggest, and your capabilities.

Answer to questions

1. Has the project need to be executed and delivered until 1st November, 2017? Or this is this just the date of the start of the project?

The project began in January 2017 and is planned to end December 2017. However if there are changes these will be communicated.

2. Do we need already to develop and present a prototype by the deadline September 27th, together with our submission documents?

The prototypes must be made available within the given timeframe. However if there are changes these will be communicated.

3. WMU Rights - WMU reserves the right to conduct the following actions: ... to change the structure and timing of the tender - what does this namely mean?

This refers to the tendering process.

4. Sub - Contracting: In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of the WMU for all sub-contractors - Does this mean we need to inform WMU in advance of any consortium, in case we decide to enter?

You need to declare whether you plan to sub-contract or form a consortium in your tender and should your company be considered for an award of contract, you need to inform WMU in advance and seek agreement.

5. The Contractor shall, upon request, provide the World Maritime University with satisfactory evidence of the insurance required under this Article - what type of insurance exactly? All types described in the RFQ document?

This is a standard clause which may not be applicable to the actual tendered service. The tenderer shall ensure adequate insurance for its personnel performing the task (if applicable) and the personnel from the contracted company shall be insured properly for instance if the personnel is required to perform the tasks onsite or to use the WMU's equipment.

6. Do we need to perform tasks on- or off-site? Is our presence at your premises necessary to perform the tasks?

At the moment, there is no plan for performing any tasks onsite at WMU. In case that the contracted company shall perform any tasks at WMU, you are required to develop a travel budget in your proposal.

7. At what stage will we get all the course materials? By October 1, or later?

All recording will be completed in October and we will have all question types by this time, self-assessment and exam questions.

8. Who is responsible for texts (content) of the course? Is there also a theoretical part required? This is what we have understood from the schema you have in the RFQ document;

WMU is responsible for the content of the course, and the theoretical part of the course. You are not expected to develop content, but to design content provided by us for best possible result in an e-lesson and e-learning platform format.

9. Do you provide us with illustrations for the course (e.g. schema, graphics, additional photos/images, etc)?;

The structure and syllabus of the course is provided by WMU.

You are expected to develop a graphical profile, with our input.

We provide photos / images as part of the PowerPoints that the instructors have drafted. In addition, some extra media is provided. You are expected to continue to develop these graphics

10. We would like to see some samples in regards to the theoretical part of the course (e.g. some fragment, where you want to make it drag-and-drop interactives, etc);

Please see sample materials above.

11. What is the style of the Course/Lessons (e.g. is it planned to have/include games, quizzes, etc), or it is more of a classic style of the content (image+text); Standards of the course is Scorm 2004?

Please review the sample materials. You are expected to make the most of it.

12. Do we need additionally to develop an individual player of the course for you?

Not clear what is meant by an individual player?

We have prototyped to either input the video files directly in the e-lesson (see prototype above), or to embed the video files from our video management tool Kaltura (which you also can use if you want).

If you use the former option, then one consideration is how to technically optimize the use of especially the videos

If you use the later option, the videos are automatically scaled in different video qualities for use in different platforms, but you need to resolve how to use the materials offline

13. Is it necessary to have animated characters in the course materials? Or just videos, which you will provide us with?

Primarily the videos provided by us.

However, if you have suggestions how to improve the e-lessons using animations please make a suggestion.

14. Regarding Annex III – Terms of References, section 2. E-lesson an E-learning system development “*In total 60 e-lessons shall be developed. Each e-lesson shall be based on the overall format: lecture video 20min (video file provided) + self-assessment 10min (questions provided) + lecture video 15min*”, please confirm us that the “lecture video 15min” will be provided too by the Contract Authority.

All lecture videos will be provided by WMU.. You are not expected to record lectures.

15. Regarding your Tender Annex IV - Required documents to be submitted and financial proposal form, section B Proposed Methodology “*A prototype based on materials provided in accordance to the requirements specified in the ToR.*”, please indicate which are the materials provided. Can you explain what you mean by prototype?

Please see sample materials and prototype above.

16. Do you have any specific format that we need to draft the technical proposal?

No. The important thing is that we can understand key technical considerations, and be able to evaluate your prototype.

17. Is there any possibility of extending the deadline to submit offer? It's really short at the moment to draft a comprehensive proposal.

The deadline has been extended to CET 14:00 on 11 October 2017.

18. Regarding your Tender – Annex IV - Required documents to be submitted and financial proposal form, section C Qualifications of Key Personnel “*c) Written confirmation from each personnel that they are available for the entire duration of the contract...*”, please clarify which is the duration of the contract.

The duration of the contract is the timeframe that will be agreed with the project focal point for the development of the E-lessons.

19. WMU has an internal E-Learning studio / Lab, where video lectures are produced. So is this project to be considered as a revamp of the existing E-learning portal? Or will it be a completely new e-learning portal?

Please see outline of materials above.

It is not a revamp, it is a new development.

20. If this is a revamp of the existing e-learning portal, then should the existing source code and database scripts be all shared with us?

It is not a revamp.

You will use the Open Source E-Learning system Moodle. You will be provided with a development server with a basic installation of Moodle. You are expected to design / configure / develop it.

You are also expected to use an E-Lesson tool. You need to have the licence for this tool yourself.

In addition, if needed, you can distribute videos in the e-lessons using our video management tool Kaltura.

21. If this is a new e-learning portal then do we need to consider content migration from the existing internal e-learning portal?

There is no content migration from an existing portal.

You will provided source materials by us in the format specified above.

22. Will WMU share any prototype or theming ideas if possible?

Please see above.

23. We will consider videos to be as YouTube links or Vimeo links for the lessons. Please confirm our understanding.

Videos are not youtube or Vimeo.

If you would like to embed video files in the e-lessons, our video management platform Kaltura is to be used.

However, you also need to consider offline use of the course.

24. Can you please explain what you mean by Pop quiz?

The pop-quiz is a self-assessment quiz, with multiple choice questions.

25. In default Moodle there are several courses.

Yes, the programme that you will develop contain three courses. Each course contain E-Lessons.

26. In this case we assume that the modules mentioned (module 1, 2 and 3) will be three different courses. Please confirm.

Yes, there are three courses.

27. Moodle allows a course to have several lessons to be created under each of them. Under one lesson we can have several lecture videos. Again under a course (or module) we can add associated activities (like quiz, assignment, etc.) and resources (like books, page, files etc.) Each of the course (or module) will have a final assessment or quiz. Please let us know if our understanding is fine.

Your understanding is correct.

In our prototypes, we have considered to bundle all learning activities and resources for a topic in the e-lesson (video, self-assessment, resource materials).

28. We assume that we will need to consider manual data entry of lecture videos (links as per our assumption) questions and reading material etc.

You need to design and develop the e-lessons and e-learning system, based on the materials we provide.

29. The e-lesson is embedded in the Learning Management System Moodle as a SCORM package. However we will check options at our end as to what best way we can opt for to manage e-lessons. Hope that should be fine.

That is fine and expected.

30. For online exams, candidate can opt to attend exams via the website or we would rather recommend the usage of SEB for online exams. Here, SEB is the Safe Exam Browser which allows limited access to candidate except to attend the multiple choice exams. Please share your thoughts on this.

Please make a suggestion. Also include cost implications, if you would like to use an additional tool.

31. We assume that WMU will bear the costing for any onsite work.

There is no onsite work planned. However, please separately offer a budget for travel.

32. Section B. Proposed methodology (page 17) indicates that "A prototype based on materials provided in accordance to the requirements specified in the ToR", Are the "materials provided" based on the information on the Terms of References or would you provide extra material, in this phase (preparation of the proposal), for the prototype development?

Please see above.

33. Section C. Qualifications of Key personnel indicates that "c. Written confirmation from each personnel that they are available for the entire duration of the contract and how long does it take for responding to queries." Can you please clarify what does "how long does it takes for responding to queries" mean?

This means your service level, e.g. in case of service disruption, how fast can you respond.

34. PAGE 12: In the Annex III, Terms of reference/ 1. Context/ "WMU has an internal E-Learning studio / Lab, where video lectures are produced. The E-Learning and Learning Management System technical platform used is based on Moodle. A number of third-party application are used to support for example video management, E-Lessons. These include the video management software Kaltura and the e-lesson tool Articulate. " At same time, in point 2, e-lesson and e-learning system development said: Design and development of E-Learning system. The preferred E-Learning system is Moodle. The E-Learning system should use a response theme that is designed by the service provider; The service provider should develop the structure of the programme in the E-Learning system, where one module contains several E-lessons; E-Learning system should also contain content management functions, where

supplementary information can be added in menus, headers, footers, and banners
The question is if the tender must start with a new moodle instance and Kaltura platform included, and do a migration process, or maybe the Kaltura platform is under a different contract.

Please see outline of materials and platform above.

We record the video lectures in our E-Learning lab.

You are expected to develop these into e-lessons. Using your own e-lesson tool.

We provide a development server with Moodle. You are expected to design / develop / configure this instance

In addition, if your design requires it, you can use our video management tool Kaltura to embed the videos.

35. PAGE 14. Design and development of E-Lessons. The Standardized E-Lesson development tool is Articulate. "E-Lessons primarily combine video recorded lectures (that are embedded in the e-lesson); self-paced assessments (multiple choice or more dynamic, such as drop and drag, pop quiz); and reading material and resources. One course module will have several topics that each includes an e-lesson. One e-lesson will contain several lecture videos and associated learning activities and resources " About the explanation of E-Lesson: How many slides contain a module or e-Lesson approximately?.

This can vary.

The PowerPoint that is provided in our sample above represent one E-Lesson. In this case, the PowerPoint is 34 slides.

36. It's necessary to add official company documents or UNM ID in the proposal?.

It is not required. However, if you are registered in UNGM, please include your ID in your proposal.