

California State University - Fresno

Introduction to Music Course

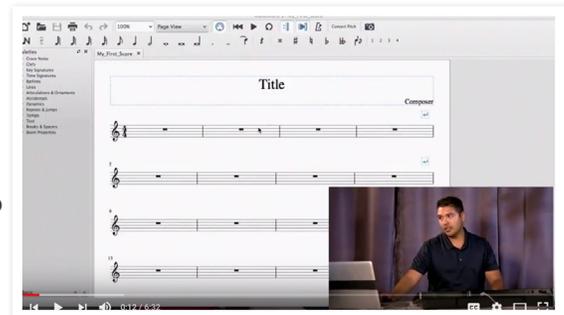
Background

Skyepack began working with an instructor at California State University – Fresno to develop an interactive and affordably priced custom digital course pack for a popular online Introduction to Music course with enrollment of 300 students per semester. In addition to reducing the cost of course materials, the instructor also wanted to streamline the operations of the course so that a single instructor could facilitate a larger number of students to meet the demand for the course. Historically, the students were required to purchase a traditional music textbook and music authoring software, with a combined cost of \$160. The goal of the project was to redesign the course curriculum, content, assignments, and assessment strategy to facilitate the desired growth in enrolled students while providing best online pedagogical practices and reducing the cost to the students.



Process

Skyepack's instructional design team worked with the instructor to understand the learning objectives of the course and the needs of the student population. The assignment and assessment strategy was redeveloped to facilitate growth in enrollment numbers, allowing Instructional Student Assistants the primary responsibility of 1-1 interaction with the students, and to free some of the instructor's time to focus on facilitation and further development of custom course content. The music authoring software historically used was replaced by a free tool accessible to students on their personal computers and mobile devices. A custom package of course materials was developed for the course, utilizing open source content, content created by the instructor, and content custom-developed by Skyepack's media team. In a three-day campus visit, Skyepack's media team filmed introductory videos for each module of the course, tutorial videos for using the music software as needed in the course, explainer videos featuring Fresno music department graduate students demonstrating musical concepts with a variety of instruments, and marketing videos to promote the course for enrollment growth in subsequent semesters. After launching the course, a process of continuous improvement was applied using feedback from students in the course each term



Results

The result of the project was a custom developed digital course pack delivered through the Skyepack platform to students at a price of \$37.50. Students are able to access the course materials 24/7 on any of their internet connected devices. The resulting student savings totals \$225,000 per year. The goal of offering the course to more students each semester was achieved, with close to 1,000 students enrolling the next semester, all managed by one faculty member and a group of student assistants. Although it was not a specific goal of the project, an additional benefit of the course redesign process was an improvement in student course ratings, from an average of 4.2/5 to 4.7/5.

[Learn more about Skyepack's custom course design process](#)