



IT AND LMS COMMITTEE
Faculty of Medical Sciences
University of Sri Jayewardenepura
Gangodawila, Nugegoda, Sri Lanka



**Guideline for the Preparation and Submission of
Teaching and Learning Materials for
Faculty Website and YouTube Platforms**

IT & LMS Committee
Faculty of Medical Sciences
University of Sri Jayewardenepura

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Version 1



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1. Purpose

This guideline outlines the standards and procedures for creating, submitting, and publishing video content on the official Faculty of Medical Sciences (FMS), University of Sri Jayewardenepura (USJ) YouTube channel.

All videos published under the FMS–USJ YouTube channel are considered **commercial content**, as they are released on behalf of an official academic organisation. Accordingly, all submitted material must comply with applicable copyright, ethical, and institutional communication standards.

The objective of this guideline is to ensure:

- Academic and educational quality
- Ethical integrity and professionalism
- Consistent institutional branding
- Compliance with copyright and licensing requirements

2. Scope

This guideline applies to all academic staff and authorised contributors preparing materials for:

- Faculty or Departmental Websites
- Learning portals linked to the website
- Official Faculty / University YouTube channels

It covers:

- Recorded lectures
- Short educational videos
- Explainer videos and concept overviews
- Supplementary digital learning resources



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3. Eligibility to Create and Submit Content

a. Academic Staff

Permitted content includes:

- Academic teaching and learning materials
- Case-based discussions
- Health or education-related discussions/sessions broadcast or published via electronic media
- Staff development related content

b. Non-Academic Staff

- Teaching-supportive or educational resource materials relevant to faculty activities
- Staff development related content

c. Students

- Student society or club activities
 - Examples: academic seminars, nature and photography events, talent shows, faculty-approved extracurricular activities

All student submissions must have an **academic staff advisor**.

4. Roles and Responsibilities (Digital Context)

4.1 Content Developer (Lecturer)

- Designs outcome-aligned digital content.
- Plans engagement strategies suitable for asynchronous learning.
- Reviews and reflects on content effectiveness.

4.2 IT & LMS Committee / Medical Education Unit

- Provides platform-specific standards and templates.
- Oversees pedagogical and technical quality.

4.3 Faculty IT / Audio-visual Units

- Supports recording, editing, uploading, and platform optimisation.
- Ensures branding, accessibility, and technical quality.

5. Pre-Production Considerations

Before recording, creators should clearly define:

- Target audience (students, professionals, public, etc.)
- Intended learning outcome or key message
- Expected viewer action or reflection after viewing
- Appropriate video length



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6. Educational Design Principles for Digital Platforms

6.1 Digital Content as a Recorded Lecture

All website and YouTube content should be conceptualised as a **lecture without real-time feedback**, requiring:

- Greater clarity of structure
- Explicit signposting
- Planned engagement prompts
- Clear summaries and learning cues

6.2 Learning Outcomes First

Every digital learning resource must:

- Clearly state **learning objectives at the beginning**, either:
 - Verbally (YouTube), or
 - In written form (website description or resource header).

6.3 Cognitive Load and Attention in Online Learning

- Online attention spans are shorter than face-to-face.
- Content should be:
 - **Segmented**
 - **Concise**
 - **Focused on key concepts**
- Avoid information overload; prioritise clarity over completeness

6.4. Planning Digital Learning Content

1. Identify:
 - Target learner group and level
 - Prior knowledge
2. Define **clear learning objectives**.
3. Select appropriate format:
 - Short concept video
 - Lecture segment
 - Demonstration or case discussion
4. Decide platform:
 - Website (structured reading + resources)
 - YouTube (visual + audio learning)



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6.5. Structuring Website Learning Materials

Website materials must be **clearly organised and navigable**.

Recommended structure:

1. Topic overview
2. Learning objectives
3. Core content (text, slides, or embedded video)
4. Key take-home messages
5. Supplementary resources / references

Best practices:

- Use short sections with clear headings.
- Avoid long, unbroken text.
- Provide downloadable handouts to reduce passive reading

6.6. Structuring YouTube Educational Videos

YouTube videos should follow a **lecture-inspired structure**:

1. **Opening (1–2 minutes)**
 - Capture attention (clinical relevance, question, statistic).
 - State learning objectives clearly.
2. **Core Content**
 - Organised into short, clearly signposted segments.
 - Use verbal signposts (e.g. “Now we will discuss…”).
 - Explain visuals explicitly.
3. **Conclusion**
 - Summarise key points.
 - Indicate completion clearly.
 - Suggest reflection or follow-up learning

7. Post-Production Review

During editing, ensure that:

- The video is understandable without additional explanation
- Key points are clear to the intended audience
- Captions, on-screen text, or narration are added where clarity is required

8. Video Introduction (Mandatory)

Each video must include an introductory segment **not exceeding 15 seconds**, containing:

- Name of the Department / Unit / Committee
- Faculty of Medical Sciences, University of Sri Jayewardenepura
- Official Faculty logo
- Introductory design may be customised by the creator, subject to faculty standards



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9. Content and Branding Requirements

- Recommended video duration: **≤ 40 minutes**
 - Longer content should be divided into multiple parts (e.g. Part 1–3)
- Faculty logo must be visible throughout the video (top left or right corner)
- Speaker(s) must be clearly identified with name and designation
- Resource person(s) bear full responsibility for content accuracy
- The IT & LMS Committee reviews **ethical compliance and guideline adherence only**, not academic accuracy

10. Copyright, Ethics, and Permissions

- All videos published under the Faculty of Medical Sciences (FMS), University of Sri Jayewardenepura (USJ) YouTube channel are considered **commercial content**, as they are released on behalf of an official organisation.
- Accordingly, audio tracks, images, video clips, or other media labelled as “free to use for non-commercial purposes only” must not be used in any FMS video content.
- The copyright and licensing terms of **all third-party materials**, including background music obtained from online platforms, must be **explicitly verified** prior to inclusion.
- Where third-party material is used, it must:
 - Permit commercial use, and
 - Comply with the stated licence conditions (e.g. attribution, modification limits).
- The preferred and safest option is to use:
 - Background music recorded or produced by USJ or FMS, or
 - Fully royalty-free music that explicitly allows commercial and institutional use.
- Written permission must be obtained and retained where required.
- The resource person(s) bear full responsibility for ensuring copyright compliance of all materials used.
- The IT & LMS Committee will review submissions for ethical and guideline compliance; however, responsibility for copyright clearance rests with the content creator.

11. Video Ending (Credits)

Where applicable, the ending slide should acknowledge:

- Advisors
- Reviewers
- Resource persons
- Videography, media team, Supporting staff
- Units or facilities involved (e.g. Skills Lab, MEAU)
- Sponsors (if any)
- Month and year of production
- Official contact details (faculty or departmental email preferred)



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12. Technical Specifications

- .MP4 (preferred)
- Acceptable audio quality is mandatory

13. Submission and Approval Process

- Videos must be submitted to the **IT & LMS Committee** for review with the completed **YouTube Video Submission form**.
- Submissions will be reviewed using the **YouTube Video Evaluation Checklist** by a nominated academic member of the IT & LMS Committee and forwarded for **committee approval**
- Submission requirements:
 - One digital copy (cloud link or soft copy)
 - Completed **YouTube Video Submission form**
 - Email submission to: **itandlmscommittee.fms@sjp.ac.lk**
(*Physical media such as CDs/DVDs are discouraged*)

14. Compliance, Monitoring, and Review

- Compliance with this policy shall be monitored by the **IT & LMS Committee**
- Non-compliance may result in corrective action as per University regulations
- This policy shall be reviewed **at least once every three years**, or earlier if required

15. Effective Date

This policy shall come into effect upon approval by the **Faculty Board of the Faculty of Medical Sciences**.