

Yonsei University Online Learning Platform

LearnUs Guidebook

What's LearnUs?



Yonsei University Online Learning Platform LearnUs Guidebook

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As an institute of higher education with the goal of sharing knowledge and achieving educational innovation, Yonsei University has opened its online education platform LearnUs to users both on and off campus.

LearnUs connects people who wish to learn by sharing various types of higher education-level content. Taking a step beyond simple online education, Yonsei University aims to serve as a platform where various educational content can be made available, not only by sharing our outstanding intellectual resources with society, but also by collaborating and linking with alumni, companies, and universities in Korea and abroad. LearnUs's ongoing goal is to connect people who have a passion for learning and to provide educational resources beyond the physical limits of the school campus, providing users with knowledge and wisdom for a lifetime. By reaching all areas of the world that experience poverty in education, we hope to play a leading role in minimizing educational disparities and creating a world where no one is left behind by high-quality education.

LearnUs will be the spark of innovation that will lead to great changes in the future of higher education. It will expedite micro-learning and shared universities and facilitate opportunities for lifelong learning. Through this platform, hardware and software will come together, along with the fields of the humanities, science, and engineering, to create an infinite number of combinations in convergence. However, such drastic changes are only the beginning. LearnUs will fundamentally change the paradigm of higher education, leading to the realization of smart universities and off-campus-oriented universities.

Please enjoy your experience with LearnUs, a dependable, educational platform that will provide intellectual support for those who want to share knowledge and experience and will lead to a new era.



President of Yonsei University
Seoung Hwan Suh

Part 1.

The Value of Sharing Knowledge : LearnUs

1. Background
2. Introduction
3. The Meaning of LearnUs
4. Objectives
5. LearnUs Studio



01 Background



The Fourth Industrial Revolution, an enduring Covid-19 pandemic, interest in Korean content, demand for continuing education and personal development, longer life expectancy & a shift toward work-life balance



The Fourth Industrial Revolution, an enduring Covid-19 pandemic, interest in Korean content, demand for continuing education and personal development, longer life expectancy, and a shift toward work-life balance have all expedited change in the educational paradigm and heightened want and need for e-Learning.

As the need for online education grew, it became increasingly clear that a new kind of higher education, free of the constraints of a classroom, needed to be introduced as an alternative to the status quo.



Yonsei University acted swiftly, creating LearnUs, an online learning platform and channel through which our students and the public can freely exchange information and experiences.



Embracing the new normal and fervor of the education market, Yonsei is pioneering the new needs in higher education and leading a global paradigm transformation.



02 Introduction



A new learning platform, LearnUs, is coming to you!

Authoritative, premium contents approved by leading Yonsei and industry experts

First public online learning platform **hosted by a Korean higher education institution**

Leading the **educational medium and paradigm transformation**

Two-way communication superior to standard online courses

Closing the gap in **access to education**



Go to the LearnUs Website
(<https://www.learnus.org>)

03

The Meaning of LearnUs



Where the future is illuminated through learning
Like Us, Luminous, LearnUs



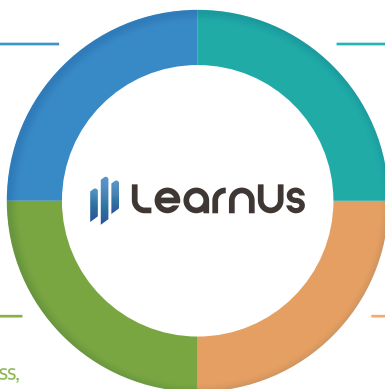
LearnUs is a shortened form of
“Learning Ubiquitous Square.”



A combination of “learn” and “us”
means to acquire
knowledge together.



To be ubiquitous means to exist
everywhere. Find unhindered access,
no matter where you are
in the world, on- or offline.



LearnUs closely
rhymes with “runners,” as in those
who run toward their dreams.

● Logo Design



- Format (expertise, growth): The rounded typography represents mutual growth through LearnUs. It projects the expertise, growth, and togetherness of a “learning ubiquitous square.”
- Symbol (openness, communication): An expression of A and B (you and I) communicating through one screen. Three segments inside of a rising square frame are independent, yet freely floating together to convey an open framework.

04 Objectives



The future of education is bright with LearnUs!

- To be the premier university in Korea to advance a global MOOC platform on par with Coursera and FutureLearn
 - To deliver high-quality, meaningful, and authoritative educational contents from the university's best minds
 - To provide a safe space and open medium for many to share exceptional and specialized information
 - To close the educational gap by contributing skills to the community through online and blended courses
- To pursue new educational initiatives to support sustainability, social responsibility, and profitability of the university

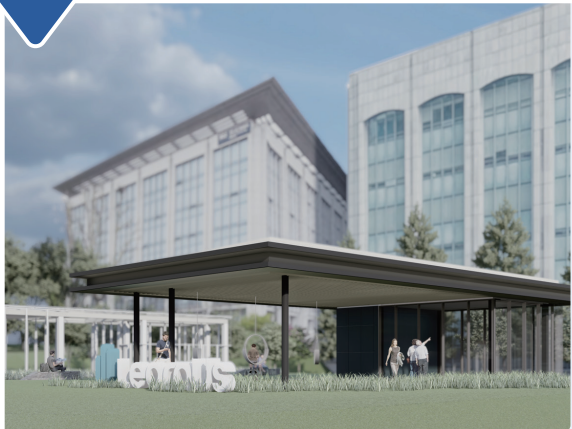
05 LearnUs Studio



As of September 6, 2021, The Commons is host to a 140.54m² studio, located on the ground floor, to the right of the hill at Alumni Plaza.

Its covered patio can be enjoyed as a casual resting area or reserved for events.

* More on campus studio recording can be found on page 18.



Part 2.

LearnUs at a Glance

1. About the Site
2. Professional Courses
3. Open Courses
4. International Courses
5. Degree Courses



01 About the Site



With a diverse course catalog, LearnUs hosts education and experiential learning for people with all kinds of needs.

1. From free open courses to professional programs offering certifications, LearnUs provides a competitive curriculum for students with diverse interests, expertise levels, and needs.
2. Joining the LearnUs network allows learners to engage with renowned Yonsei University faculty and industry leaders in the sharing of information, expertise, and experiences.
3. Authoritative lectures available on LearnUs allow users to quickly pick up practical, in-demand skills for any career.
4. LearnUs not only supports employee training and education, but it also contributes to a culture of self-driven learning and development.
5. The LearnUs community emphasizes diversity and promotes opportunities for mutual growth through enriched interactions between learners.



How is LearnUs different from YSCEC?

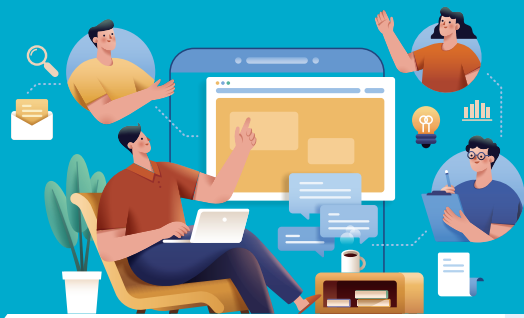
<LearnUs vs. YSCEC>

Feature		LearnUs	YSCEC
Learning Platform	Format	Cloud & server resource auto-scaling	Private server
	Mobile	Responsive web & LearnUs app	Responsive web
	System Connectivity	Electronic Attendance System for video content & virtual class participation, Academic Information System support	No Electronic Attendance System
	Live Lectures	Support for Zoom-based virtual classes	External links only
Educational Content	Membership	Yonseians & general public	Yonseians only
	Courses	Degree & non-degree	Degree only
	Labs & Experience	AR/VR experience	-
	Video quality	MOOC/Coursera-level	PowerPoint slideshows & Zoom recordings
	Profitability	Compensation opportunities through paid non-degree courses	-



02

Professional Courses



1.
Learn the latest and most in-demand trends for your industry, while gaining access to relevant, practical life skills and accredited extra-curricular contents.

3.
Programs are divided into paid and free courses. Certificates are available for those who complete paid courses and meet all of the course's requirements.

2.
Acquire the essential skills and become familiar with the current affairs necessary to keep up in today's fast-paced environment.

Featured Courses

Paid professional courses : AI data science advanced program, Smart Factory and AI, College of Dentistry lecture series (e.g., 2021-2022 Yonsei Endo)

Free professional courses : Current affairs (e.g., 10 questions to ask before you buy a stock), 60+ courses presented by the Institute of Continuing Education for the Future Yonsei School of Life



03

Open Courses



1.

Free contents can be easily accessed and consumed on the LearnUs website without the need to log in or register.

2.

Discover brief, yet high-quality contents delivering useful information, including clips from Yonsei's most outstanding lectures, Yonsei University admissions strategy, college department promotional videos, and informational features about health and medicine prepared by the Severance Health System.

● Featured Courses

[Glimpse of outstanding Yonsei lectures](#) : Probability and statistics for data science

[Severance Health and Medicine](#) : Health and lifestyle, dementia, covid-19, etc.

[The missionaries who devoted themselves to Yonsei](#)



04

International Courses



1.
Explore global contents geared toward learners interested in Korean culture, including Korean language courses and lectures on Korean politics, economics, society, and culture.
2.
Through knowledge, anyone can experience new worlds regardless of age or nationality.
3.
Programs are divided into paid and free courses. Certificates are available for those who complete paid courses and meet all of the course's requirements.

● Featured Courses

[Yonsei SDGs](#) : Sustainable Development in the 21st Century with Ban Ki-moon

[Free International Courses](#) : First Step Korean, Hands-on Text Mining and Analytics



05 Degree Courses



1. Designed for Yonsei students and professors, this option provides a cutting-edge educational environment that hosts exceptional contents and enriches the classroom and elevates learning potential.

2. Different from the existing YSCEC system, LearnUs supports Zoom-based video lectures for in-demand virtual classes and is integrated with a smart roster system to manage attendance records and curriculum progress.

3. The course management system (CMS) Moodle introduces helpful features to LearnUs, including a multitude of classroom tools, a learning activity development function, a dashboard based on learning type, and even notification options.

4. To meet the needs of virtual learning, LearnUs is compatible with Zoom for video lectures and also supports learning management system (LMS) video, automated links, and attendance check functions.

5. LearnUs is also available on mobile. Through the app, access the same content and utilize the same features that are found on the desktop site with your course progress tracked across devices. This includes class bulletins, discussion boards, assignments, chats, quizzes, activities, materials and videos, and even push notifications.



* To troubleshoot system and technical issues encountered while taking degree programs, contact the Office of Academic Affairs Education Digital Transformation Innovation Team (02-2123-4201 ~ 4205).

Appendix

FAQ - Creating Courses

Copyrights Q&A

Contact

FAQ – Creating Courses

Q. How do I create an online course on LearnUs?

1. Application

Calls for applications will be open to faculty, as well as scheduled registration periods. (Includes part time faculty. Proposals can be made on behalf of both individuals and teams.)

2. Planning

Proposals will then go through a review and approval process. A detailed production plan is completed during a planning meeting.

3. Production

After course materials are finalized, the process enters the filming and editing phase. Instructors are allowed to utilize campus resources, outsource third parties, or provide their own means to produce and review content production.

4. Management & Evaluation

Once production is complete, the course can be opened and operations may begin. Course evaluations and quality assurance measures will take place at a later date.



Q. How do I film and produce content for LearnUs?

1. On-campus studio recording

Filming and production can be facilitated through Education Digital Transformation Innovation Team, Office of Academic Affairs.

2. Outsourcing production

In the case that the campus resources provided are not suitable, financial support is available for use of third-party agencies in filming and producing content. However, applicable scope and budget are subject to approval pending internal review.

3. Individual production

Instructors are allowed to record and edit their lectures and upload them to the LearnUs platform themselves.



※ For more a detailed guide to starting an online course on LearnUs

Visit the LearnUs website → Guide → Left-hand menu → Board for Professors
→ LearnUs Online Course Manual

FAQ - Creating Courses

Q. Are there studios on campus I can use to record LearnUs courses?

1. Reserving a Studio

- (1) How to apply: Visit the Yonsei University Space Reservation System (<https://space.yonsei.ac.kr/>)
- (2) Filming schedule: Check studio availability on the Space Reservation System
- (3) Location: Sinchon Campus Film Studio 1 & 2 (Baekyang Hall N601, Yonsei-Samsung Library 313)

2. Recording Times

- (1) Operating hours: 9:30 - 11:30 am, 1:00 - 4:00 pm
- (2) Average filming time per professor: 2 hours

3. What (Not) to Wear on a Video Shoot

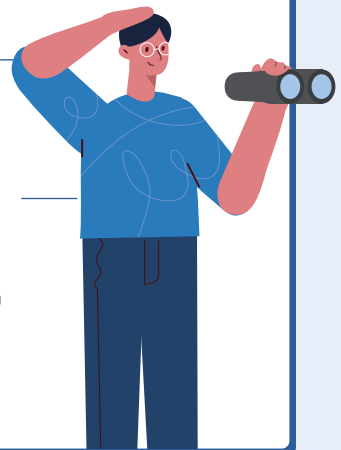
- (1) When in front of the camera, wear neat tops and bottoms that are not green or white.
(Chromakey: green background; Lesson plan: white or black, etc.)
- (2) Do not wear seasonal clothing such as short sleeves or shorts.
Avoid patterned fabrics and shiny accessories.

4. Studio Filming Inquiries

- (1) Office of Academic Affairs Education Digital
Transformation Innovation Team : ☎ 4152, 7403, 4155, 3998

5. Reserve a Classroom with a Recording System

- (1) How to apply: Visit the Yonsei University Space Reservation System
(<https://space.yonsei.ac.kr/>)
- (2) Filming schedule: Check studio availability on the Space Reservation System



※ About the On-Campus LearnUs Studio

For detailed information about the LearnUs studio, sign in to the LearnUs website → Guide →
Left-hand menu → Board for Professors

FAQ - Creating Courses

Lecture Room Recording Systems FAQ

1. The microphone is too quiet. _____

- The microphone battery may be low. Check to see if the mic battery needs to be replaced.
- Try adjusting the amp volume. If the mic is quiet even if the amp volume is turned up to maximum, please contact that room's respective college administrative team.

2. I can hardly hear the other participant on Zoom. _____

- Check the volume settings on your PC.
- Try adjusting the amp volume. If the mic is quiet even if the amp volume is turned up to maximum, please contact the administrative team.

3. The camera isn't focusing. _____

- Try rebooting the system.

4. The video monitor isn't working. _____

- Make sure the overall lecture room system is turned on for the whole room.
- Make sure that the PC is also turned on.
- Check to see that the screen's plugged in and turned on.
(There should be a red light on in the lower right-hand corner.)

5. When I run the "Save Lecture(강의 저장)" program, I get an error that says I don't have access rights. _____

- In the taskbar at the bottom of the screen, find the V3 icon on the far right. Click it and select "Preferences (환경 설정)." Uncheck the "Block cloud-based applications (클라우드 기반 실행 차단 사용)" box.



※ Inquiries about Lecture Room Recording Systems _____

- Recording system mic, monitor, smart lectern issues: ☎ 4000
- Recording system program, video upload issues: ☎ 4152

FAQ - Creating Courses

Lecture Rooms with Recording Systems

College	Building	Room	Contact
Liberal Arts	Oesol Hall	01, 02, 326-1, 526	02-2123-2252
	Widang Hall	B05, B08	
Commerce and Economics	Daewoo Hall	B110, B112, B120, 115, 201	02-2123-2454
School of Business	School of Business	B201, B204, 101, 103, 403, 405	02-2123-6257
Science	Science Hall	B101, B104, B126, B131, B132, 111	02-2123-2554
	Science Research Center	S222	
Engineering	Engineering Hall 1	A320, A528, A546, A685	02-2123-5747
	Engineering Hall 2	B039, B731	
	Engineering Hall 4	D403, D404, D405, D503, D508	
Life Science and Biotechnology	Science Research Center	B001, S321	02-2123-5554
Theology	Luce Chapel	101, 105	02-2123-2037
	H.G. Underwood Theology Hall	B113, B114	02-2123-3249
Social Science	Billingsley Hall	202	02-2123-2934
	Yeonhi Hall	218, 313, 401	
Music	College of Music	102, 103	02-2123-3016
		140	
Human Ecology	Samsung Hall	B105, B110, B111, 508	02-2123-3912
Educational Sciences	Education Sciences Hall	101, 304, 306, 614	02-2123-3164
	Sports Science Complex	315	
University College	Baekyang Hall	S108, S111, S208, S503, S509, S608	02-2123-3032
	Education Sciences Hall	303, 404	
	Veritas Hall A	105, 108, 301, 302, 411	
Underwood International College	Daewoo Hall Annex	B101, 105	02-2123-3924
	Veritas Hall B	202-1	032-749-3705
Pharmacy	Veritas Hall D	114, 222	032-749-4103
	Veritas Hall	D-223	
Global Leaders College	New Millennium Hall	B207, 215	02-2123-3212
Law School	Gwangbok Hall	B106, 111	02-2123-2988

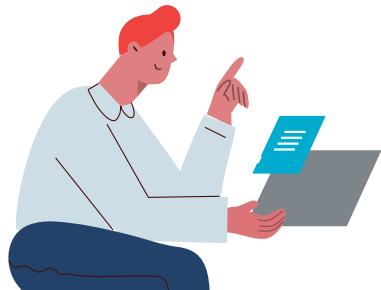
Q. Is it okay to upload videos to LearnUs that are already on other platforms like YouTube?

1. (Rule) Citations & Copyright Permissions

- (1) According to Article 37 of the Copyright Act, anyone who intends to utilize a work must provide a source citation. Even if the purpose is not for financial gain, such as public or non-profit purposes, source citation must be shown when using another's work.
- (2) In principle, one must receive permission from the copyright holder in order to use their work. Permission should be secured regardless of purpose, including for profit, non-profit, and public use.
- (3) Example: Publicly available works (images, articles, videos on the internet)
 - It is often misunderstood that content made available to the public can be freely used by simply providing a source. The proper procedure is to obtain prior permission before use.
 - Pledging to pay royalties in the citation in the case that the copyright holder cannot be contacted is not an exemption from receiving permission.
 - In the case of news articles or YouTube videos, it is safe to provide a link without seeking permission. It is rare that disputes arise over the use of a single video or image, and it is increasingly normal to cite an article or video without seeking permission directly, but it is best to use content that is pre-authorized for free use.

2. Summary

- (1) Given Articles 28 and 35-5 of the Copyright Act as well as American and Korean precedent, 1) even if a video being shown is on YouTube, only include excerpts relevant to the course (i.e., do not play the full video), and 2) minimize the overall amount of YouTube video play time during online classes. (YouTube videos should not become a main theme of the course).
- (2) Source citations are required. It is best to utilize videos with written, pre-authorized permissions for free use, or to obtain permission from the copyright holder in advance.



Q. Can I include movie clips or music in lectures uploaded to LearnUs?

1. Commercial vs. Non-Profit

Precedent states that Article 28 fair use can be applied to for-profit usage, but has considerably narrower scope compared to non-commercial purposes (Supreme Court of Korea 1997.11.25.). In LearnUs's case, courses are open to both Yonsei University students as well as the general public and are thus considered to have public educational purposes.

2. Is It Considered Fair Use?

Regulations in the United States set a guideline that video content, such as films, should be limited to 10% of the total class time or less than 3 minutes, whichever is shorter. The Korean Council for University Education has stipulated that such content should be less than 20% of the total class time or 15 minutes, whichever is shorter. To date in Korea, there is no official standard as set by an authoritative administrative agency. Until the courts make a ruling on a case related to fair use, there is no clear domestic definition. Therefore, it is safer to be conservative and follow US guidelines.

3. Use of Citations

Before uploading a film to LearnUs, the title and distributor must be cited.

4. Summary

If you are sure that films must be included in your video content, it is highly recommended to reduce length of the video clip and to increase the duration of the lecture video. It is especially important to reduce the length so that the video clip does not seem to serve as a summary of the overall plot of the original work. Lastly, be sure to cite the source.



Q. What do I need to keep in mind while creating content for LearnUs?

A. Copyright Precautions

- (1) Images, audio, fonts, and video files to be used in lecture materials (e.g. PPT files), including that which is available to the public, must not infringe copyright.
- (2) Instructors are responsible for obtaining copyright permissions for materials necessary for content development. The instructor is responsible for disputes that may arise when obligations to cite sources of reference materials are neglected, and the University will not be held responsible.
- (3) Sources must be clearly cited when preparing course materials. For images with unknown sources, search for free images that can be used. A source citation is required even when using free images publicly available on the internet.
- (4) Fonts used in course materials are also part of a computer program's copyright. Be sure to use fonts provided from verified software.
- (5) If content and materials from textbooks are to be used, permission must be obtained from the publisher. Any presentation files distributed by the publisher are also protected under copyright law. Using the files online without permission, in addition to copyright infringement, can also be considered a violation transmission rights. These files cannot be used unless permission is obtained from the publisher.
- (6) For paid content, if any reference exceeds the scope of a minor citation, it is necessary to receive permission for use from copyright holder (or moral right holder).

※ Unlike the case of courses for enrolled students, content created for courses open to the general public is not considered to be for educational purposes as defined by the Copyright Act. In this scenario, it is absolutely necessary to obtain permission before using materials with third-party copyright.



Q. How should I cite someone else's work that I used or referenced in my LearnUs lecture?

1. Source Citation Precautions

- (1) When others work is used in the production of video content, source citations must be made within the video (or in the respective presentation slide). (Violations may be fined no more than 5 million won according to Article 37 Section 1 of the Copyright Act.)
- (2) Citations must be shown with the respective content's appearance in the video or presentation. Inclusion in a list of citations at the end of the video is not acceptable.
- (3) Use reasonable judgement when citing sources. When sources include an author's name or pseudonym, that name or pseudonym must be cited.
- (4) When providing internet links to reference materials, a simple URL or an external link to another page is not copyright infringement. However, this is not the case when knowingly providing links to pirated or illegally hosted works.

※ Detailed Copyright Guidelines

For more information about copyrights, see pages 16 - 22 of the LearnUs Online Course Manual, which can be downloaded from the Board for Professors on LearnUs

※ Legal Consultations Regarding Copyrights

- Inquiries about copyright on LearnUs is collected and published regularly as Q&A on the Professor Bulletin Board on LearnUs at the beginning of every month.
- If you have specific concerns not addressed in this guidebook, please contact the [LearnUs Project Team \(learnus_office@yonsei.ac.kr\)](mailto:learnus_office@yonsei.ac.kr) to be connected to an outside legal expert regarding LearnUs non-degree online lectures. Scheduling an appointment typically takes one week.



Contact

Concern	Department	Phone	Email
Using the Platform/Site	Education Digital Transformation Innovation Team, Office of Academic Affairs	4201 ~ 4205	learnus@yonsei.ac.kr
Content Planning & Registration	LearnUs Project Team, LearnUs Project Group	4301 ~ 4304	learnus_office@yonsei.ac.kr
Content Production & Filming	Education Digital Transformation Innovation Team, Office of Academic Affairs	4152 7403 4155	estudio@yonsei.ac.kr

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Illuminating the future of education

Like Us,
Luminous,



<https://www.learnus.org>

