

PUBLISHER & COURSE QUALITY STANDARDS

To uphold the highest standards of quality and value, we adhere to the following guiding principles when selecting publishers for the OpenSesame marketplace:

- **Commitment to Excellence:** Publishers must be established, reliable training providers with a proven track record of delivering high-quality, standards-based eLearning. Content should be reviewed by subject matter experts and regularly updated to ensure accuracy, relevance, and cultural sensitivity.
- **Driving the Future of Learning:** We partner with publishers who consistently develop innovative and creative training solutions that move the e-learning industry forward, build real skills, and deliver meaningful professional growth.
- **Adaptable to All Learners' Needs:** Recognizing that one size does not fit all, publishers must demonstrate flexibility and a willingness to tailor their offerings to meet the unique needs of our entire customer base. This includes customizing content and learning formats to ensure optimal engagement and effectiveness.
- **Reflecting Global Audience and Accessibility:** Publishers have a responsibility to create content that reflects the communities we serve and the world at large. This means incorporating a wide range of perspectives, imagery, and voices, using inclusive language, and adhering to universal design principles to ensure accessibility and equity for all learners.
- **Worldwide Relevance:** With OpenSesame's extensive global reach, content should be both universally accessible and culturally relevant. We encourage publishers to offer courses in multiple languages when appropriate and ensure that all materials are inclusive, sensitive, and resonate with international audiences.
- **Exceptional Support:** Publishers are required to provide exceptional support in alignment with OpenSesame's rigorous service level agreements (SLAs). This commitment ensures customers receive prompt, effective assistance, enhancing their overall experience and satisfaction.

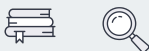
Icons

	Customers and curators can use Facets to filter the marketplace when selecting content, as indicated by this icon.
	Book Summaries, ebooks, shorts, and audio-based content may follow a slightly modified version of the Course Quality Standards as indicated by this icon.

REQUIRED STANDARDS

To maintain the highest standards within the OpenSesame catalog, all publishers are **required** to meet the required quality criteria outlined below. Each course must fully comply with applicable industry regulations and standards.

Category	Description
Type	Courses must be created by experienced professional training organizations that apply widely recognized adult learning theories and methodologies. Each course should be uniquely developed using the publisher's original intellectual property, ensuring it stands out in the marketplace. Furthermore, every course must be fully self-contained and capable of achieving its learning objectives without dependence on other courses. Finally, courses should be thoughtfully designed to support personal or professional growth, delivering valuable and impactful learning experiences to participants.
Title	Course titles must clearly and accurately reflect the training content while being optimized for content discovery. Titles should include relevant keywords and minimize the use of acronyms or abbreviations whenever possible to ensure clarity and improve searchability. Given most courses will be delivered through third-party systems like an LMS, LXP, etc., ensuring discoverability via search is crucial.
Description	Course descriptions must be both compelling and informative, effectively capturing the interest of potential learners. Since this is a searchable field, descriptions should include relevant keywords to enhance search engine optimization (SEO) and improve discoverability. Additionally, descriptions must adhere to OpenSesame's course descriptions and learning objectives style guide for clarity, consistency, and alignment with the course content, ensuring they provide an accurate and appealing overview of the training.
Learning Objectives	Learning objectives should explicitly outline what learners can achieve upon completing the course, focusing on the intended results rather than the instructional process. They must be precise, measurable, and aligned with the course content. Additionally, all learning objectives must adhere to the OpenSesame course descriptions and learning objectives style guide , ensuring consistency and clarity across all courses.
Categories	Before a course can be approved for sale on OpenSesame, the publisher must select one to three appropriate categories from OpenSesame's predefined list . In collaboration with the OpenSesame Catalog Team, the primary category chosen should accurately represent the main topic of the course, ensuring it is properly classified and easily discoverable.
 Seat Time	The seat time must be accurately measured in minutes, reflecting the time it would take a learner to complete the course material, including quizzes, and activities (if applicable). Courses should respect learners' time by being appropriately paced and proportionate to the complexity of the topic. Tip: Learners on OpenSesame typically prefer courses with a seat time of 30 minutes or less. To enhance engagement, avoid excessively long courses or consider breaking them into smaller courses.

 Price	The course price must reflect its market value, considering factors such as Continuing Education (CE) credit, certification training, gamification, and overall demand. To maintain pricing consistency across platforms, the price listed on OpenSesame must not exceed the course’s published price elsewhere. Additionally, as part of our commitment to offering competitive and accessible training solutions, publishers are expected to provide quantity discounts for volume purchases. This ensures equitable pricing for all customers and aligns with the standards agreed upon by all publishers in our marketplace. Tip: Pricing only applies to volume purchases, pay-per-use, and e-commerce license types. OpenSesame Plus subscription pricing is set by OpenSesame.
 Interactivity	Active learner engagement is essential for effective knowledge transfer. Application opportunities play a vital role in deepening learners’ understanding of the material. Courses should include opportunities for learners to actively process and apply information rather than passively consuming content. For some subject matter, interactivity will be embedded in the course itself, such as with knowledge checks, simulations, quizzes, games, and other interactive elements. Learners of other courses may achieve meaningful engagement and understanding through offline application of the material, personal reflection, discussions, or repeated practice. In all cases, the course design should intentionally support learner engagement. Tip: The level and number of interactions should be thoughtfully designed to suit the course length, delivery format, and subject matter, ensuring they enhance learning without overwhelming or distracting the learner.
 Course Catalog Thumbnail Image	Publishers must provide a high-resolution course thumbnail that serves as a clear and compelling visual representation of the course content and ensure that they are clean, professional, and universally understood. Tip: Thumbnails may appear in customers’ learning platforms, making it essential that they are visually appealing and effective in capturing attention. Course images should generally avoid using text whenever possible. Please review the course thumbnail style guide for more details.
Course UI & Navigation	Learners must be able to easily locate and interact with navigation elements, such as menu, next, previous, and exit buttons. These buttons should be clearly visible, user-friendly, and consistently perform their intended actions. The navigation should facilitate seamless movement between course segments, ensuring a smooth and efficient learning experience.

 External Links	Courses must not direct learners outside of their learning platform to access additional content on third-party websites. This ensures a seamless and uninterrupted learning experience. External links are not permitted, except in rare cases where they are essential and pre-approved by OpenSesame. Exceptions: Links included in book summaries that direct learners to purchase the full version of the book. Links that guide learners to external resources for continuing education credits or certification programs. Government agency links for citing policy and recommendations. However, all links must undergo regular audits to ensure they remain functional and up-to-date, providing a reliable and seamless experience for learners.
Design & Format	The course content must follow a logical and coherent sequence, ensuring a smooth progression that enhances comprehension. The design and format should be thoughtfully crafted to present the subject matter in an engaging and compelling way, capturing and maintaining the learner's interest throughout.
 Audio	Courses must feature audio narration that is clear, easy to understand, and professionally recorded, as audio can play a crucial role in enhancing learning comprehension and retention. The volume, balance, and overall audio quality should remain consistent throughout the course. Unnecessary pauses or delays must be removed, and the material should be delivered with enthusiasm to keep learners engaged. The amount of audio must be appropriate for the course length and sufficient to maintain learner engagement. AI-generated narration is only permitted if it is indistinguishable from human narration and does not detract from the learner's experience. AI-generated audio must be disclosed in the course metadata.
 Video	When video content is included, it must be bright, clear, and professionally polished. The background should complement the learning material and feature a modern, relevant setting that enhances the presentation. All elements in the video should appear natural and free from morphing, warping, inconsistent lighting, unnatural movements, or elements that detract from the learner's experience. Videos must be appropriately sized, maintain the correct aspect ratio, and be free from pixelation or distortion. Playback controls must function properly, with auto-play enabled only when necessary and learner-controlled playback as the default. The highest quality video should be used whenever possible to deliver a visually engaging and effective training. "Shorts" must be under 5 minutes, and AI Avatars are not allowed.
Images	Images used throughout the course must complement the learning material, enhancing understanding and engagement. They should be modern, visually clear, and free from pixelation, ensuring a professional and polished appearance.

Intellectual Property (IP)	All intellectual property (IP) included in the courses must either be owned by the publisher or have proper licensing for commercial use. This applies to all elements, including images, videos, audio, and any other third-party content used in the content. If any materials within the courses are licensed from a third party, the publisher must be able to provide proof of licensing, ensuring the rights remain valid for as long as the publisher is contractually obligated to make the courses available on OpenSesame. Proper documentation of licensing agreements must be maintained and presented upon request to ensure compliance with intellectual property laws and OpenSesame's standards.
Bookmarking	Courses with multiple sections must include a functional bookmarking feature that allows learners to seamlessly resume their progress. When a learner re-launches the course, they should be returned to the exact location where they last exited, ensuring a smooth and uninterrupted learning experience. Exceptions: Publishers may choose to eliminate bookmarking for very short courses, typically with a total duration of <10 minutes.
Completion	The course must accurately report a completion status to OpenSesame, confirming when a learner has successfully completed the course.
Mobile-enabled	The course material must be fully accessible on mobile devices. Courses should be mobile-responsive, ensuring content adapts seamlessly to different devices, whether a smartphone, tablet, or desktop. Navigation must remain intuitive, and all features, including interactions and multimedia elements, must function smoothly to provide a consistent and engaging learning experience on any device. Exceptions: Live Labs and Simulations that require a keyboard, or Games requiring non-mobile plug-ins.
Spelling & Grammar	The course material and metadata are entirely free of typographical and grammatical errors, reflecting a high level of professionalism and ensuring top-quality content for learners.
Completion Certificate	Due to GDPR regulations and privacy concerns related to collecting learner names, course completion certificates should not be issued directly within courses. However, the OpenSesame platform and many Learning Management Systems (LMS) are equipped to generate course completion certificates. If a branded certificate is required to obtain Continuing Education (CE) credits, special arrangements must be made in advance with OpenSesame and the customer's learning platform.

Content Warning	The course is delivered using language and imagery that is free from sensitive or offensive content. In cases where sensitive content is appropriate for the topic, OpenSesame may require a content warning to be included in the course description and at the beginning of the course. The Publisher is responsible for identifying and flagging any courses within their library that contain sensitive content. Example: 'This course contains language, imagery, or metaphors that may be sensitive to some viewers.' Tip: Contextual Relevance: Ensure that any sensitive content included is directly relevant to the learning objectives and is presented in a respectful and considerate manner.
Artificially Enhanced (AI) Content Disclosures	OpenSesame takes a people-first AI approach, prioritizing the learner experience and ensuring that AI is used ethically, responsibly, and as a tool to enhance human-centered learning. All AI-generated content must reflect these values, maintaining quality, inclusivity, and respect for the learner's needs. Course content must fill a need in the marketplace. Courses utilizing AI-enhanced content must include clear disclosures indicating where and how AI was used in the creation of the course. Examples include AI-generated text, images, videos, or assessments.

REQUIRED TECHNICAL STANDARDS

To maintain the highest standards within the OpenSesame catalog, all publishers are **required** to meet the following required technical standards outlined below. Each course must fully comply with these standards.

Category	Description
Format	OpenSesame requires content in the following format: 1. Courses authored in OpenSesame's proprietary authoring tool, Simon, OR 2. Fully Self-contained SCORM package (zip file) a. All of the assets necessary to launch the course are contained in the zip file.
Pop-ups	Due to the widespread use of pop-up blockers, OpenSesame requires courses to open inline within the same window.

Cookies	Courses must function without relying on cookies. With browsers increasingly blocking third-party cookies, any cookies set by the content are classified as third-party due to the use of an inline iframe for content launch.
Allowlisting	OpenSesame customers should not be required to allowlist any domains to ensure content runs or plays properly in their learning environment. If allowlisting is necessary, it must receive prior approval from OpenSesame. Additionally, publishers must ensure that the OpenSesame player or any URLs for videos within the course do not require allowlisting for proper functionality.
Data Privacy / GDPR	The course must not request anyPII (Personally Identifying Information) from the learner, including (but not limited to) first name, last name, gender, company, geographical location, job title, email address, or phone number. Exception: Courses offering optional CE credit may request personal information exclusively for credentialing. Submission must be optional, and course completion may not be contingent on providing this information. All data collection must comply with applicable privacy laws.
System Requirements	The publisher must clearly state the minimum system requirements. Courses should function seamlessly on Windows, Mac, iOS, and Android devices using popular modern browsers, provided the learner's device meets these requirements. Whenever possible, courses should be designed to run smoothly with basic equipment and resources. Avoid developing courses that depend on third-party plugins for proper functionality.
Launch	When the learner launches the course, the course content must display correctly without any browser warnings, error messages, or interruptions.

RECOMMENDED STANDARDS

OpenSesame **strongly** encourages content publishers to incorporate the following standards into their training courses. Adhering to these standards enhances the courses' appeal to potential customers, improves course ratings, and increases utilization.

Category	Description
Completion Requirements	The course introduction should provide learners with a clear estimate of the time required for completion and outline the specific criteria for successfully passing the course.

 Pre-assessment & Test-out Options	Pre-assessments and "Test Out" features enable learners to demonstrate their existing knowledge, identify any misconceptions, and focus on the most relevant content. By assessing their knowledge upfront, learners can bypass material they have already mastered, ensuring a more efficient and personalized learning experience. These tools help learners concentrate on areas that require improvement while confirming they are engaging with the appropriate training for their skill level. Following the assessment, learners should receive feedback on their performance, allowing them to track their progress and maximize the value of their development time.
Progress Indicator	High-quality elearning courses provide learners with clear indicators of their progress, showing both how far they have come and how much remains to complete the course. This transparency helps keep learners engaged and motivated, encouraging them to stay on track and complete their training successfully.
 Quizzes & Knowledge Checks	Incorporating knowledge checks throughout the course is an effective way to reinforce learning and maintain learner engagement. Examples include interactive activities like exercises, gamified elements, and short quizzes that assess understanding and keep the learning experience dynamic and engaging. Following the assessment, learners should receive detailed feedback on their performance, allowing them to evaluate their progress. The score must accurately be displayed upon completion and passed to the LMS for reporting purposes.
 Supplemental Resources	Including downloadable materials within the course, such as case studies, practice exercises, worksheets, job aids, offline labs, and discussion questions, enhances learning reinforcement. These resources allow learners to review and apply the material at their own pace, supporting deeper understanding and retention.
 Post-Assessments	Post-assessments are an effective way to evaluate learners' understanding of the training material. A well-designed assessment provides learners with a score and detailed feedback on any missed questions, helping them identify areas for improvement. Learners often want to know what they missed and why, making post-assessments a valuable learning tool. Additionally, elearning courses should allow learners unlimited attempts to retake the post-assessment, enabling them to improve their scores and solidify their understanding of the topic.
 Certifications & CE Credits	Courses that offer certifications and continuing education (CE) credits are highly sought after by learners. To maximize appeal, clearly outline the steps to earn and use the provided hours or credits, and the process for obtaining official certification or credit from the provider. This information should be prominently featured in both the course description and within the course itself, ensuring learners understand the value of the credentials they will earn and how to apply them effectively. Any updates or changes in requirements must be promptly reflected in course materials and associated documentation to maintain compliance.

 Languages	Courses offered in multiple languages enable customers with a global audience to deliver consistent training using the same publisher and course. OpenSesame strongly encourages publishers to fully localize their content, ensuring that all components—such as text, audio, and visuals—are equally effective and accessible in each language. Whenever possible, using a single course file with a built-in language switcher is preferred over creating multiple separate files, as it simplifies course management and enhances the user experience.
 Accessibility	Technology is considered "accessible" when it can be used as effectively by individuals with disabilities as by those without. Many customers, including government and non-government organizations, require accessibility compliance. Publishers who do not meet these standards will be at a competitive disadvantage and may be excluded from consideration by some of OpenSesame's largest customers. • Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973, is a federal law requiring that all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to individuals with disabilities. • Courses developed in alignment with the WCAG 2.0 AA standard ensure accessibility for OpenSesame's global audience. Publishers are encouraged to provide an Accessibility Conformance Report (ACR) that documents their level of accessibility based on the specific success criteria. Using the VPAT® (Voluntary Product Accessibility Template) ensures clear, transparent communication with customers about the accessibility of their content.
 Closed Captioning	Closed captioning significantly enhances the learning experience by offering numerous benefits to learners, including increased flexibility. It allows learners to engage with content in environments where audio cannot be used or is limited. Additionally, closed captioning improves comprehension and retention by reinforcing the media content through both visual and auditory channels, ensuring a more inclusive and effective learning experience.
 Competencies	Customers and curators frequently select content based on the specific behavior, skill, or attribute the course helps learners develop or strengthen. Publishers are encouraged to select one competency from OpenSesame's list to align their course with customer needs.

* OpenSesame reserves the right to make the final decision regarding the publishers and content added to our marketplace, ensuring we deliver the best possible value to our customers. With customer needs in mind, OpenSesame may approve exceptions for audiences with unique needs or specific requirements.