



## COMPILING, CURATING, AND SHARING OPEN BADGES

The Benefits of Micro-credentials to Learners, Employers, and Institutions:  
A Badging Case Study from Ball State & Turner Classic Movies

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**TCM** PRESENTS

THE MASTER OF SUSPENSE:  
**50 YEARS OF  
HITCHCOCK**

NO VACANCY

June – August 2017: TCM & Ball State taught a MOOC  
utilizing Concentric Sky's Badgr

## THE DETAILS:

- 6 week massive open online course (MOOC)
- 17,000 students signed up (~10,500 active in last week of course)
- Each week was a separate module that issued a badge for completion (score of greater than 70% on the weekly quiz) – 6 badges total
- Badge design was emphasized as part of the instructional design process – **badges were designed as a “collectible set” of visual objects**
- Key goal was to highlight if a badge was missing from the set, so design considered the arc of the **learning journey or pathway**
- Each badge was issued through Badgr approx. 2,870 times and 64% of signed up students participated in some activity in final week of course – the badges contributed to making the **course highly retentive**
- Students in course had an active social media presence (27,000 tweets on #Hitchcock50)
- Earned badges were “tweeted” by the students as literal “badges of honor”
- Students themselves **wanted to share, curate, and compile** their badges

## A few key observations about the **visual design of badges**:

Better badge design does not need to be expensive (I spent \$15 dollars on these badges and designed them myself)

Better badge design does not require a graphic designer

Better badge design can be done in a time-efficient manner

Better badge design should be more about concept and creativity

Better badge design should be about thinking how badges might be telling a digital story for the learner

Better badge design should be about alignment with the curriculum and learning outcomes (a virtual breadcrumb trail, or a bookmark)

Better badge design should be about considering what the badge represents for the learner as an achievement



ISSUERS | BALL STATE AND TCM



## Ball State and TCM [EDIT](#)

redwards7@bsu.edu | Your Role: Owner






Badges for TCM Presents The Master of Suspense: 50 Years of Hitchcock

[VISIT WEBSITE](#)

[MANAGE STAFF](#)

## Badge Classes

[ADD BADGE CLASS](#)

BADGE	CREATED	RECIPIENTS
 Hitchcock50 Badge: Week 1	Jun 30, 2017	3434 <b>AWARD</b>
 Hitchcock50 Badge: Week 2	Jul 7, 2017	3012 <b>AWARD</b>
 Hitchcock50 Badge: Week 3	Jul 13, 2017	2829 <b>AWARD</b>
 Hitchcock50 Badge: Week 4	Jul 21, 2017	2733 <b>AWARD</b>
 Hitchcock50 Badge: Week 5	Jul 29, 2017	2627 <b>AWARD</b>
 Hitchcock50 Badge: Week 6	Jul 31, 2017	2584 <b>AWARD</b>





# What is Design?

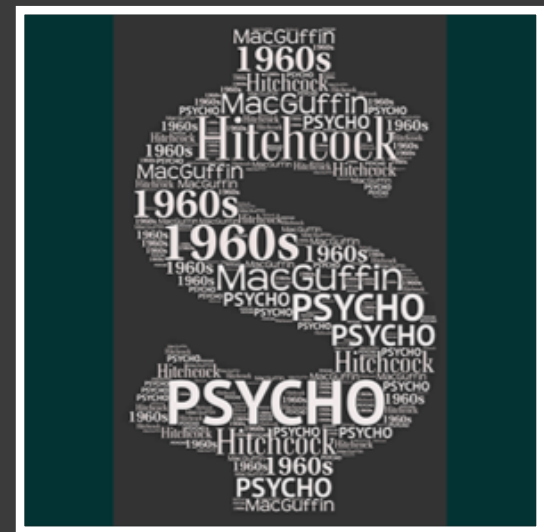
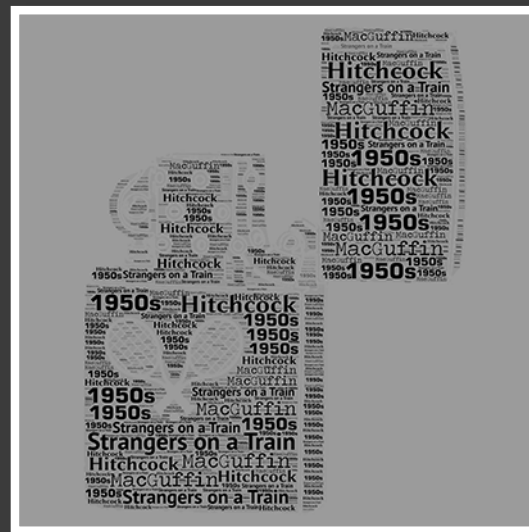
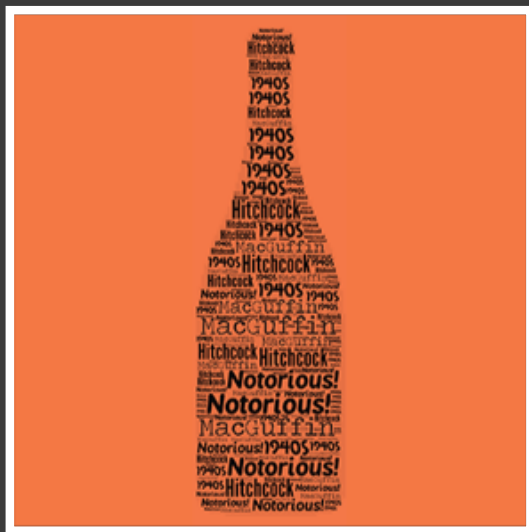
“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose”

—Charles and Ray Eames

## Key Questions:

- Does the visual design of a badge matter to learning outcomes?
- Does visual design matter to the learner?
- Does visual design matter to the instructor?
- Should badge issuers consider visual designs across a series of badges?

# Badges as a Learning Brand: Visual “MacGuffins” and Tapping into Fandom



Designing badges for Turner Classic Movies MOOCs  
Key Considerations: Collectible, Shareable, Memorable



Hitchcock50 Badge: ...



Hitchcock50 Badge: ...



Hitchcock50 Badge: ...



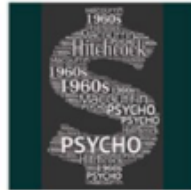
Hitchcock50 Badge: ...



SAT 7/29 Universal  
Years Week 5 Quiz



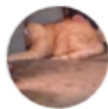
MON 7/31 The  
Legacy, Pt. 1: ...



Hitchcock50 Badge: ...



Hitchcock50 Badge: ...



**Jennifer Creamer**

@jencreamer



I love my stinking badges. Now I want to gamify my classroom so my students can earn badges for their accomplishments.

[#Hitchcock50](#)

9:57 AM - Aug 1, 2017

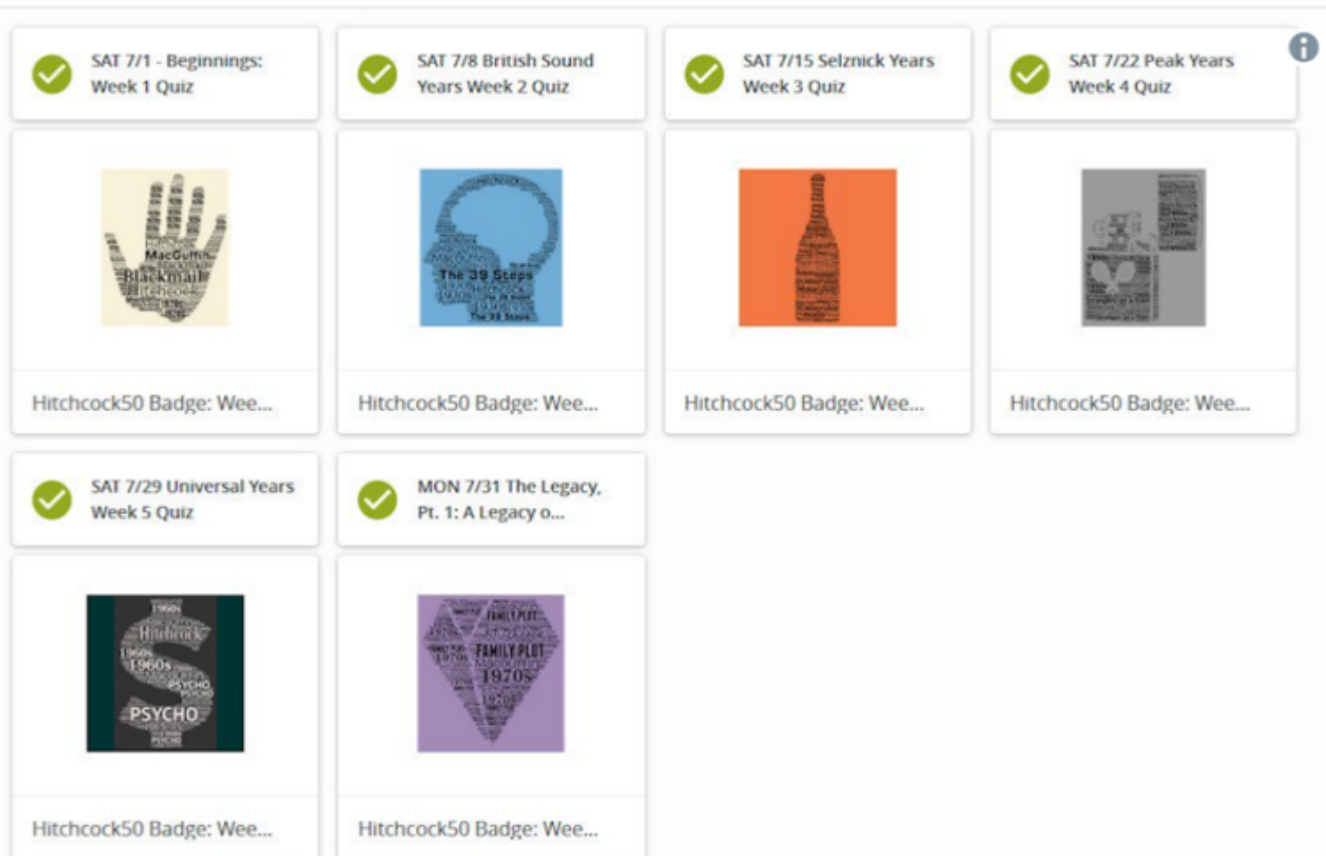


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See Jennifer Creamer's other Tweets





**Chris Coombs** 🎅 🎄  
@CCoombs1964



[#hitchcock50](#) [#TCMParty](#) 🔪 🧼 🔫

I got all my badges in the Hitchcock course. 😊😊😊

to celebrate with some pretzels and cheese 🥨🥨🧀🧀

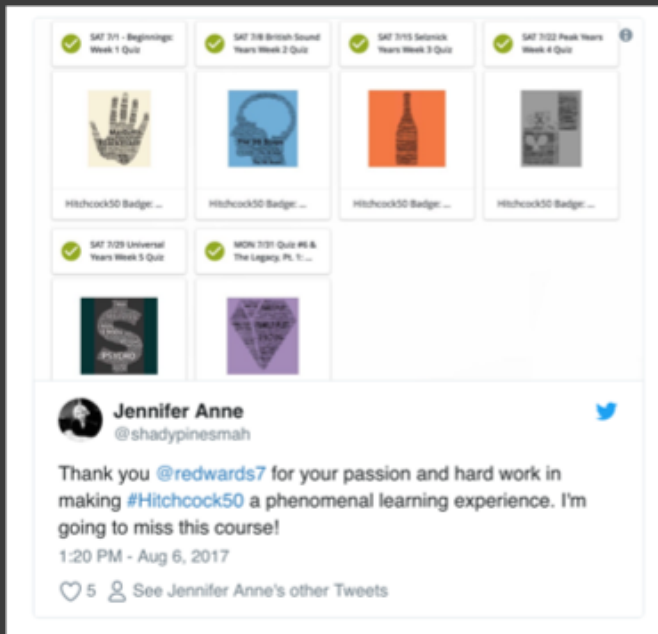
5:36 PM - Jul 31, 2017



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See Chris Coombs 🎅 🎄's other Tweets





Thank you!

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