Badge Creation Worksheet – Multiple Types

##### Use one worksheet for each digital credential/badge in your system (delete/skip rows as appropriate for subsequent worksheets).

##### Then copy and paste as you create your badges online. This will help you build more distributed workflows and focus on the quality of your badge content.

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| Badge name | |
| **Title for the badge** *Maximum 128 characters (plain text)*  Recommendations:  The badge name should signal the message of the badge as precisely and concisely as possible. Approximately 2-4 words to avoid truncation in many display contexts. This field is mandatory. |  |
| Language(s) | |
| As an option, CanCred Factory supports the display of badge content (metadata) in multiple language versions.  **Note:** there can only be **one badge image and one email message.**  Recommendations:  Make this decision before issuing any badges, since issued badges will not be updated. Complete a separate worksheet for each language, or clearly separate the different language text if you keep it in one document.  Try to avoid unilingual text in the badge image for multi-lingual badges, or perhaps create multiple multilingual badges, each defaulting to a different language, if that is appropriate. Alternatively, you can “animated PNGs” for multilingual badge images, while ensuring the email message is bilingual. |  |
| Image | |
| Provide notes and images to help the designer.  Uploaded badge images must be:   * PNG or SVG format (we recommend PNG), maximum file size 250 KB * square-shaped (we recommend 400 x 400 px)   Recommendations:  You can use the image editor in Factory for placeholder mock-ups (PowerPoint is another useful mock-up tool). But we recommend you use a professional designer for badges that you will issue publicly.  Build flexibility into your visual design to allow for future expansion of scope regarding topic, level, “size”, formality, etc.  Consider adding brief text labels to the image for further clarity, unless it's a multilingual badge.  See also “OpenBadges\_VisualDesign” for further details and examples. This field is mandatory. |  |
| Description | |
| The Description field should be simple and engaging, describing the purpose of the badge and its impact on the recipient in plain language for future viewers of the badge, rather than a course description.  Maximum 1000 characters, plain text (**Recommend** 10 – 20 words) This field is mandatory. |  |
| Issue date | |
| The default value is the actual date of issue, but this can be edited, e.g., to a past learning event. If appropriate, replace Default with a specific date, expressed as YYYY-MM-DD, e.g., 2022-06-11This field is mandatory. | Default |
| Default expiration time | |
| Expired badges do not disappear but can no longer be validated. This can make sense for time-sensitive badges such as Certifications, Compliance Training or Membership. It is less common for course certificates.  Should your badge expire? If so, replace NA with an expiration time expressed in months. (e.g., 12, 24, 36 months). Expiration date will be calculated at time of issue. This field is optional. | NA |
| Tags | |
| Tags are displayed in issued badges. They can help classify the badge by topic and increase the scannability and discoverability of your badges.  Recommendation:  Use 1-5 tags from a standard vocabulary. Words are sorted alphanumerically, so join-words-in-phrases-with-dashes. This field is optional. |  |
| Alignment | |
| Badges can be aligned to skills in the ESCO framework and other alignments are also possible, such as Entrecomp, UN SDGs and other skills and quality frameworks. Can Alignment add value to your badge?  Recommendation:  More than one alignment is possible for a badge, but “less is more.”  Please ensure you can defend your alignment decisions. This field is optional. |  |
| Endorsement | |
| Endorsements from other organisations can increase the profile and perceived value of your badges. They can range from formal, high stakes accreditations to informal, pragmatic approvals from peer organisations.  If your organisation is endorsed, all your badges will carry the endorsement. Alternatively, endorsements can be awarded on a badge by badge basis,  Recommendation:  If you can think of an organisation who should endorse your organisation or this badge, note it here, along with any reasons why. |  |
| Issuing Method | | |
| Copy/paste the method you will use from the list below.  Issued manually  Issued automatically, via LMS or other  Issued via Badge Application form  Issued via Other (please describe) |  |
| Criteria – Overview | |
| The Criteria field explains what it takes to earn the badge. it is one of the most important elements of a badgeand has a direct impact on the perceived quality and value of the badge for both Earners and Consumers.  Rich formatted text. (Headings, Bold, Italic, Lists, Links, Linked images).  No maximum length.  Recommendations:  Make it quickly scannable, in plain language: 50 – 150 words. This field is mandatory. | **Use the Criteria page that fits your badge best in the pages that follow.**   * **Completion-Based Certificate** * **Participation-Based Certificate** * **Assessment-Based Certificate** * **Certification** * **Flexible Recognition**   **DELETE UNUSED CRITERIA PAGES.**  (NO TEXT REQUIRED HERE) |
| Additional Criteria | | |
| Not often used, but potentially useful, this optional addendum can be placed at the end of the preset Criteria at the time of issue.  Additional Criteria can describe the specific recognition event, or how the badge was earned by the cohort or each individual earning the badge.  Rich formatted text. (Headings, Bold, Italic, Lists, Links, Linked images).  No maximum length.  Recommendation:  If this is important to your recognition strategy, provide some guidelines and/or sample text that can be customized at the time of issue.  Otherwise, simply enter NA (Not Applicable) |  |
| Criteria – Completion-Based Certificate | | |
| Recommendation:  A completion certificate recognizes the completion of a course, perhaps including formative assessment such as “knowledge checks” or opportunities for reflection, but lacking a rigorous summative assessment as a clear demonstration that course outcomes were met.\_  In general, Completion-Based Certificates are not considered professional credentials, since they do not incorporate a rigorous means of assessing whether an individual has acquired the targeted knowledge or skills. However, they can provide useful signals of interest and engagement by the individual, especially if there is significant effort time in earning one or more of the certificates.  [Adapted from the Institute for Credentialing Excellence](https://www.credentialingexcellence.org/) | **Type of recognition**  Completion-Based Certificate  **Learning Objectives**   1. REPLACE THIS TEXT OR DELETE 2. REPLACE OR DELETE 3. REPLACE OR DELETE.. ADD AS NEEDED   **Learning Content**  ***[OPTIONAL - BE CONCISE]***   * REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE * REPLACE OR DELETE   + REPLACE OR DELETE.. ADD AS NEEDED   **Learning Experience, Activities**  ***[A brief overview of the learning and/or assessment experience, eg Self-paced e-learning featuring:***   * ***Text and multimedia presentations that introduce key concepts and apply them to the workplace*** * ***Interactive checkpoints within the course to test for knowledge and understanding***   REPLACE THIS TEXT  **Assessment**  **This is a Completion-Based Certificate with no summative assessment of learning.**  ***[eg:] There are several checkpoints for formative assessment. The course concludes with a final knowledge check. Responses are automatically assessed. Multiple attempts are permitted.***  REPLACE THIS TEXT  **Estimated learning effort**  **[Total estimated effort, including readings, assignments and assessment. Whole number of hours is best, e.g. 1 hour or 12 hours. Possibly a small range such as 1-2 hours]**  REPLACE THIS TEXT… e,g, XX hour(s) |
| Criteria – Participation-Based Certificate | | |
| Recommendation:  A participation-based certificate recognizes participation in a course or learning event (e.g. webinar or workshop), perhaps including formative assessment such as “knowledge checks”, discussion, application and/or opportunities for reflection, but lacking a rigorous summative assessment as a clear demonstration that course outcomes have been met.  In general, Participation-Based Certificates are not considered professional credentials, since they do not incorporate a rigorous means of assessing whether an individual has acquired the targeted knowledge or skills. However, they can provide useful signals of interest and engagement by the individual, especially if there is significant effort time in earning one or more of the certificates.  [Adapted from the Institute for Credentialing Excellence](https://www.credentialingexcellence.org/) | **Type of recognition**  Participation-Based Certificate  **Learning Objectives**   1. REPLACE THIS TEXT OR DELETE 2. REPLACE OR DELETE 3. REPLACE OR DELETE.. ADD AS NEEDED   **Learning Content**  ***[OPTIONAL - BE CONCISE]***   * REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE * REPLACE OR DELETE   + REPLACE OR DELETE.. ADD AS NEEDED   **Learning Experience, Activities**  ***[A brief overview of the learning and/or assessment experience, eg workshop or webinar, featuring***   * ***Text and multimedia presentations that introduce key concepts and apply them to the workplace*** * ***Interactive opportunities for discussion, recall and application***   REPLACE THIS TEXT  **Assessment**  **This is a Participation-Based Certificate with no summative assessment of learning.**  ***[eg:] The session leader engaged learners in discussion and activities to apply the learning (some detail if possible).***  REPLACE THIS TEXT  **Estimated learning effort**  **[Total estimated effort, including readings, assignments and assessment. Whole number of hours is best, e.g. 1 hour or 12 hours. Possibly a small range such as 1-2 hours]**  REPLACE THIS TEXT… e,g, XX hour(s) |
| Criteria – Assessment-Based Certificate | | |
| Recommendation:  Assessment-Based Certificates are based on courses or programs that evaluate participants' accomplishment of the intended learning outcomes of the course or program. They should only recognize those participants who "meet the performance, proficiency or passing standard for the (summative) assessments".  [Adapted from the Institute for Credentialing Excellence](https://www.credentialingexcellence.org/) | **Type of recognition**  Assessment-Based Certificate  **Learning Objectives**   1. REPLACE THIS TEXT OR DELETE 2. REPLACE OR DELETE 3. REPLACE OR DELETE.. ADD AS NEEDED   **Learning Content**  ***[OPTIONAL - BE CONCISE]***   * REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE * REPLACE OR DELETE   + REPLACE OR DELETE.. ADD AS NEEDED   **Learning Experience, Activities**  ***[A brief overview of the learning and/or assessment experience, eg workshop or webinar, featuring***   * ***Text and multimedia presentations that introduce key concepts and apply them to the workplace*** * ***Interactive opportunities for discussion, recall and application***   REPLACE THIS TEXT  **Assessment**  ***[The assessment should be summative and meaningful. We suggest including details about the assessment and whether there is flexibility in the choice of assessment method. That said, if the assessments are merely formative or allow many attempts at the same questions, then you should probably describe your badge as a Completion-Based Certificate. If it's a workshop or webinar with perhaps some discussion or reflection and no summative quiz at the end, then we suggest a Participation-Based Certificate.]***  ***[eg:] There are several checkpoints for formative assessment embedded in the course. The course concludes with a final summative assessment of 10 questions, using randomly selected questions from a bank of 30. Maximum of two attempts permitted.***  REPLACE THIS TEXT  **Estimated learning effort**  **[Total estimated effort, including readings, assignments and assessment. Whole number of hours is best, e.g. 1 hour or 12 hours. Possibly a small range such as 1-2 hours]**  REPLACE THIS TEXT… e,g, XX hour(s) |
| Criteria – Certification | | |
| Recommendation:  The primary focus of a certification program is to provide a robust assessment of the knowledge, skills, and/or competencies required for competent performance of an occupational or professional role or specific work-related tasks and responsibilities.  At least the final assessment must be summative, rigorous and performance-based, so that it is possible to fail. Include significant details to defend its rigor and alignment.  Suggestion: Indicate if there is flexibility in the choice of assessment method to make this badge more accessible.  Primary source for certification information: [The Institute for Credentialing Excellence](https://www.credentialingexcellence.org/) | **Type of recognition**  Certification  **Scope of this certification**  ***What knowledge, skills, and/or competencies does this certification cover? Is it designed for a particular occupation or role? Is it a professional designation?***  REPLACE THIS TEXT  **Certification Requirements**  ***[Besides robust assessment (see below), program requirements may include other elements such as other credentials, workplace application of learning, observed performance over a period of time, membership and adherence to a code of ethics.]***   1. REPLACE THIS TEXT OR DELETE 2. REPLACE OR DELETE 3. REPLACE OR DELETE.. ADD AS NEEDED   **Learning Content**  ***[OPTIONAL - BE CONCISE]***   * REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE   + REPLACE OR DELETE * REPLACE OR DELETE   + REPLACE OR DELETE.. ADD AS NEEDED   **Assessment**  ***The purpose of the assessment process is to evaluate mastery of the knowledge, skills, or competencies required for certification in a rigorous comprehensive and relevant. Any generally accepted assessment method or combination of methods may be used, but the quality of the assessment must be professionally defensible. We suggest including details about the assessment and whether there is flexibility in the choice of assessment method.***  ***Certification standards such as ISO 17024 require that the assessment should be independent. Independent assessment means that the assessment is NOT designed to evaluate mastery of the intended learning outcomes of a specific class, course or education/training program, nor is the certification program provider the sole provider of any education or training that may be required for certification. However, many learning providers do offer "non-standard" certifications that do specify a course or program. If so, this should be clearly stated, here and/or in the certification requirements above***  ***e.g. There are several checkpoints for formative assessment embedded in the self-paced courses. A workplace supervisor validates workplace performance according to a clear rubric. The program concludes with a summative assessment of the capstone assignment, evaluated by the program supervisor or qualified designate according to a clear rubric. OR: Certification of capability, based on psychometric testing and validation of work experience.***  REPLACE THIS TEXT  **Maintenance of the certification**  ***Certification is also intended to track or enhance continued competence through maintenance, re-certification or renewal requirements. List any maintenance requirements for your certification here.]***  REPLACE THIS TEXT  **Estimated learning effort**  ***Total effort in all learning activities, including contact time, viewing, reading, discussion, assignments and assessment. Although only an estimate, it is a useful indicator of the “volume” or size of the credential. May also include elapsed time of the program (e.g., 6 weeks)***  ***Recommendation: If it’s a comprehensive learning program, provide a whole number of hours, e.g. 1 hour or 12 hours. Possibly a small range such as 1-2 hours or 70-80 hours.If it’s an assessment of performance competence decoupled from a program, it may not make sense to provide estimated learning effort.***  REPLACE THIS TEXT… e,g, XX hour(s) |
| Criteria – Flexible Recognition | | |
| Recommendation:  "Flexible Recognition" means other than Completion-Based Certificate, Participation-Based Certificate, Assessment-Based Certificate or Certification.  Flexible Recognition is intended to be a flexible tool for recognizing a wide variety of achievements such as (not an exhaustive list):   * **Experience** - events, projects, missions or years of experience * **Service** - to a community, educational, professional or other. Typically voluntary, this can be provided in an event, throughout a project, or over time (e.g. "lifetime service") * **Expertise** - informally recognized within a community, unlike a formal certification, e.g. "Guru" * **Awards** - for specific competitions or for lifetime achievement * **Quests** - or other special achievements, such as a makerspace or bootcamp achievement; informal recognition beyond simple participation | ***Because this is an informal credential you have "carte blanche" when it comes to Criteria.***  ***That said, it will help the Earner if you can clearly describe the achievement and why it is significant. Feel free to adapt the headings below.***  **How this badge was earned**  **Significance of this badge** |
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