Digital Badge Design Tool

Xtended Reality Leadership
for Xtra-ordinary Leaders

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What are Digital Badges?

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Digital badges are credentials that symbolise learning achievements that can be at any level e.g. knowledge, skills, certificates, diplomas, certifications or licences.

Each digital badge contains a set of metadata defined by the issuer about the knowledge and skills being recognised, and the accomplishments achieved. Digital badges that use the common structure allow learners the interoperability, transparency and verification that they need to validate their learning achievements. Each badge issued represents what you know and what you can do, the organisation that is or backing your claim, and how you earned this recognition.

Use of Digital Badges

Digital badges can help provide richer learning programmes in commercial, academic and workplace environments.

For badge issuers, digital badging allows them to introduce micro-credentials, or progression badges. These can increase the take-up of high-stakes certifications by offering a sequence of steps or progression that learners can follow in order to achieve milestone badges.

Badges can be issued by module, to enable learners to show the make-up of their qualification, and demonstrate achievement at key stages throughout their studies. It also allows employers to offer skills-based courses that offer badges that give academic credit for formal training taken outside of a traditional degree programme. In the workplace, digital badges can be used to provide recognition of eLearning or observational learning.

Badges can make competency models real and help motivate staff to increase their skills, as digital badges can provide clear steps for learning pathways linking staff to their next professional development activity. Badges are also very attractive to millennials who want to showcase their achievements to secure salary increases and promotion.

How Digital Badges Work

An ‘issuer’ or person representing an awarding organisation will create a badge using a **badge platform**. the badge is sent electronically to the recipient who is invited to ‘claim’ the badge. When they have done that they can use the URL for the badge to display it on social media, websites, or send it to consumer organisations such as employers or institutions.

A ‘consumer’ can verify the validity with the badge issuer to ensure it has not expired, together with the details about the issuing organisation, what the earner has done to achieve the badge, the assessment criteria, evidence that the badge was issued to the expected recipient, and any other unique detail that relates to the badge.

Using the Digital Badge Design Tool

You will need to create an image for your badge/s. It is helpful to make a sketch of this before either creating a digital badge image or using a digital badge platform to create one.

The **Digital Badge Design Canvas** will help you to map out your criteria for the badge before using a digital badge platform.

Designing Your Badge Image

Your badge image should communicate your brand and what the badge is about.

Considerations when designing your badge:

- If there is text on the badge, it will be hard to read when it is small.
- Think about using images/ icons to communicate meaning instead of text.
- If your brand logo may take up a lot of space on the badge. Can you use colours and brand fonts to link your branding identity?
- If your badge will be part of a series of badges think about how you can show they are connected.
- Do your badges have different levels? Could you use different colours to illustrate this e.g. bronze, silver, gold.
- Will your badge image and style appeal to your learners?

Badge Design Tools

Open Badges https://openbadges.me/designer.html

Accredible https://www.accredible.com/badge-designer/

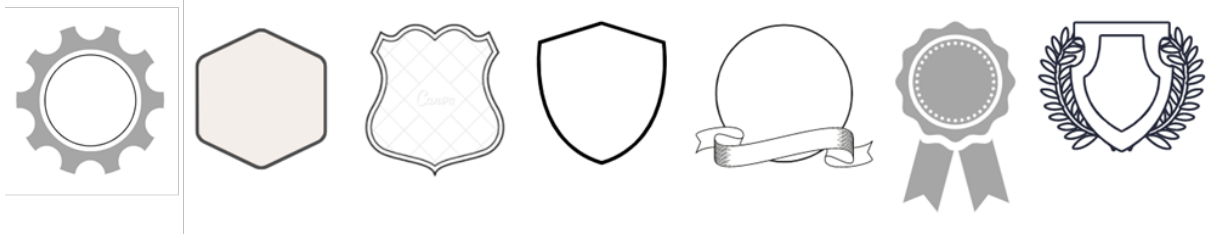
Canva https://www.canva.com/

Credly https://info.credly.com/

Badgelist https://www.badgelist.com/

Google Drawing https://alicekeeler.com/2015/01/10/create-a-badge-with-google-drawing/

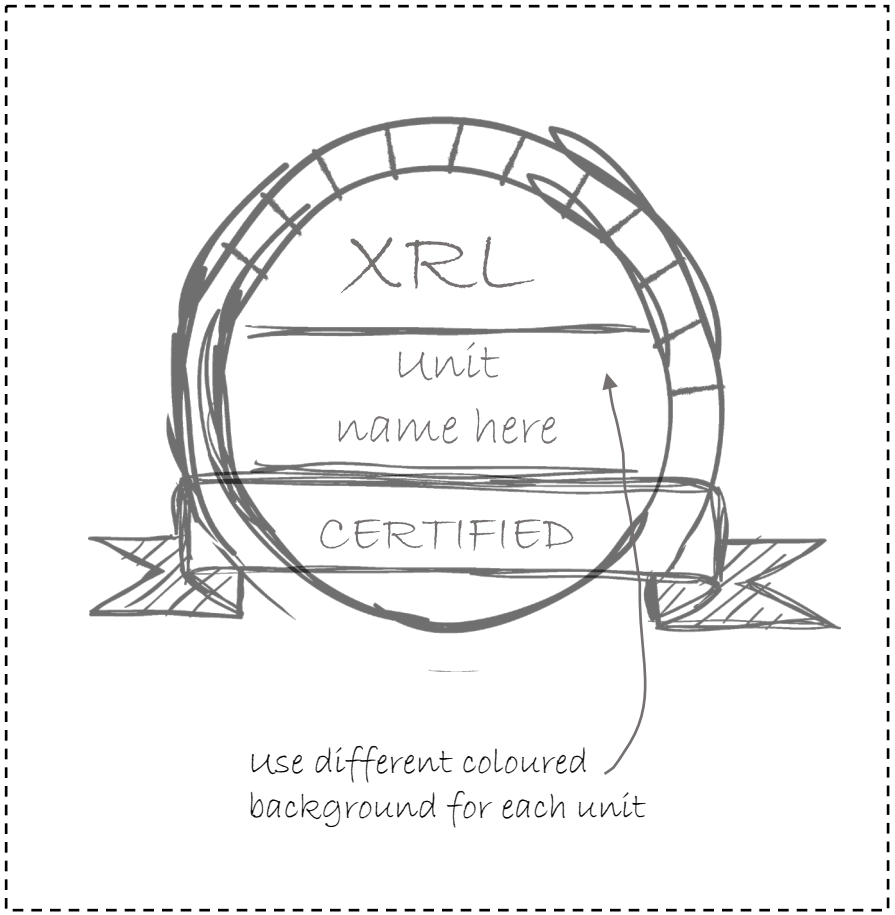
Make a sketch of your badge in paper form



Designing Your Badge Image

EXAMPLE

A sketch of the badge.



Example badge images created using Adobe Illustrator:

Digital Badge Design Canvas

Badge Name	

Users

Earner

Issuer

Consumer

Criteria

Knowledge

Skills

Responsibility & Autonomy

Value Proposition

Earner

Issuer

Consumer

Endorsements

Endorsements

Display

Awarded

Context

Will your badge be issued as part of a course, project or other learning activity?

Evidence
How will learners evidence their learning?

Learning Pathways

What other badges exist in your eco system?
Are there different levels?

Resources & Sustainability

Are there any resources needed for the badge to work?
e.g. technology, expertise, money?

Badge Name	Responsible Leadership

EXAMPLE

Digital Badge Design Canvas

Users

Earner

Students new to leadership roles participating in the XRL Leadership training programme.

Issuer

Acme Training Academy in conjunction with course tutors.

Consumer

The following will recognise the badge:

Acme Training Academy
LinkedIn Learning?
Udemy?

Criteria

Knowledge

K1. Identify responsible leadership principles
K2. Outline fundamentals on systemic thinking
K2. Recall principles of self awareness and self reflection
K3. Identify the influence of stakeholders interests in sustainability

Skills

S1. Apply responsible leadership principles in real contexts
S2. Evaluate and develop a critical appreciation of the role of systems thinking in organisations
S3. Analise self-awareness methods and approaches

Responsibility & Autonomy

RA1. Support the application of responsible leadership principles
RA2. Promote systemic thinking in organisations
RA4. Apply strategies to foster sustainability respecting stakeholders interests

Value Proposition

Earner

Evidence of applied skills and knowledge that meets the required criteria.

Issuer

Raising the profile of Acme Training Academy and demonstrating modern approaches to certification.

Consumer

Endorsements

Endorsements

Those that could endorse the learning content:

Acme Training Academy
Unit Leaders/ Trainers
Industry partners
Work experience placements/ interns.

Display

Earners will display their badge on:
On Digital Badge platform
On Linked In
Twitter

Awarded

Badges will be awarded by Acme Training Academy.

Context

Will your badge be issued as part of a course, project or other learning activity?

This will be issued as part of the XRL Leadership training programme.

Evidence

How will learners evidence their learning?

Reflective journal
Documents
Video/ audio file
Self evaluation forms
Flowcharts
Verbal reports

Learning Pathways

What other badges exist in your eco system?
Are there different levels?

Yes:
Inclusive leadership

Productivity Leadership

Leadership & Globalisation

Multicultural Team Leader

Technology Innovation

Resources & Sustainability

Are there any resources needed for the badge to work?
e.g. technology, expertise, money?

Computer or tablet, Internet, online meeting tool, mobile and VR headset.

Resources

Digital Badge Platforms

Open Badges https://openbadges.me/designer.html

Accredible https://www.accredible.com/badge-designer/

Credly https://info.credly.com/

Badgelist https://www.badgelist.com/

Question mark https://www.questionmark.com/

Moodle https://moodle.com/

Bestr. https://bestr.it/

Open Badge Factory https://openbadgefactory.com/

Badgr https://info.badgr.com/