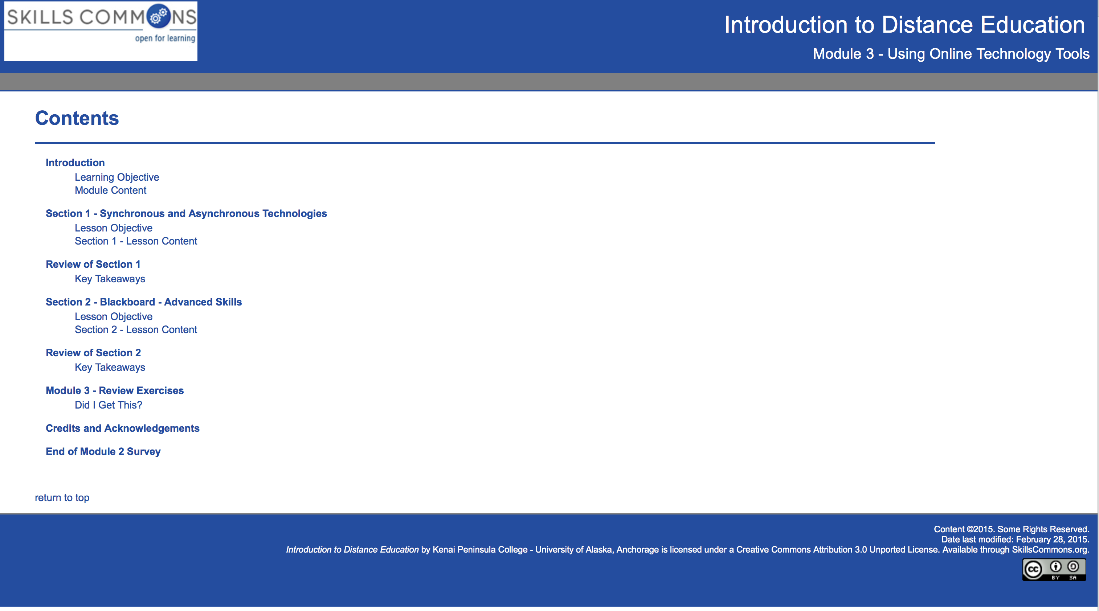
Content Rebranding Example

SkillsCommons contains content authored in a variety of formats. One format that has many advantages is SoftChalk ([www.softchalk.com](http://www.softchalk.com)). Content authored and delivered through this product includes school branding in a header and author attribution in a footer.

This document shows the steps needed to quickly and easily convert content from one brand to another. This is one illustration of what can be done under the Creative Commons license. For example, here is an image of content from the Kenai Peninsula College and then rebranded to SkillsCommons.

Kenai Peninsula College contents window



Visit the Skills Commons website ([www.skillscommons.org](http://www.skillscommons.org)).



Browse by subject or search for “Online Technology”



Click on “*Introduction to Distance Education Module 3*” for a closer look at the metadata for this submission.



Click on the link to the submission (a zip file) to download to your local machine.



The submission file was created with SoftChalk, a tool for authoring content and delivering it via website or learning management system. If you have SoftChalk, simple launch it; if not, SoftChalk is available ([www.softchalk.com](http://www.softchalk.com)) for a 30-Day trial.



*File-Open* the downloaded file in the SoftChalk editor. Note that the editor is not what-you-see-is-what-you-get (WYSIWYG). To view the content as it will appear to the student, *File-Save* and then *Preview*.

Softchalk editor window

*Preview* shows a navigable website with the Kenai Peninsula College logo and a Creative Commons license in the footer.



To rebrand the content, back in the editor, select *Tools – Style Builder*.

Style builder window

Modify the generic style with a revised banner include a logo image for SkillsCommons and a change to the *banner* and *nav bar* colors.

Revised banner in style builder window

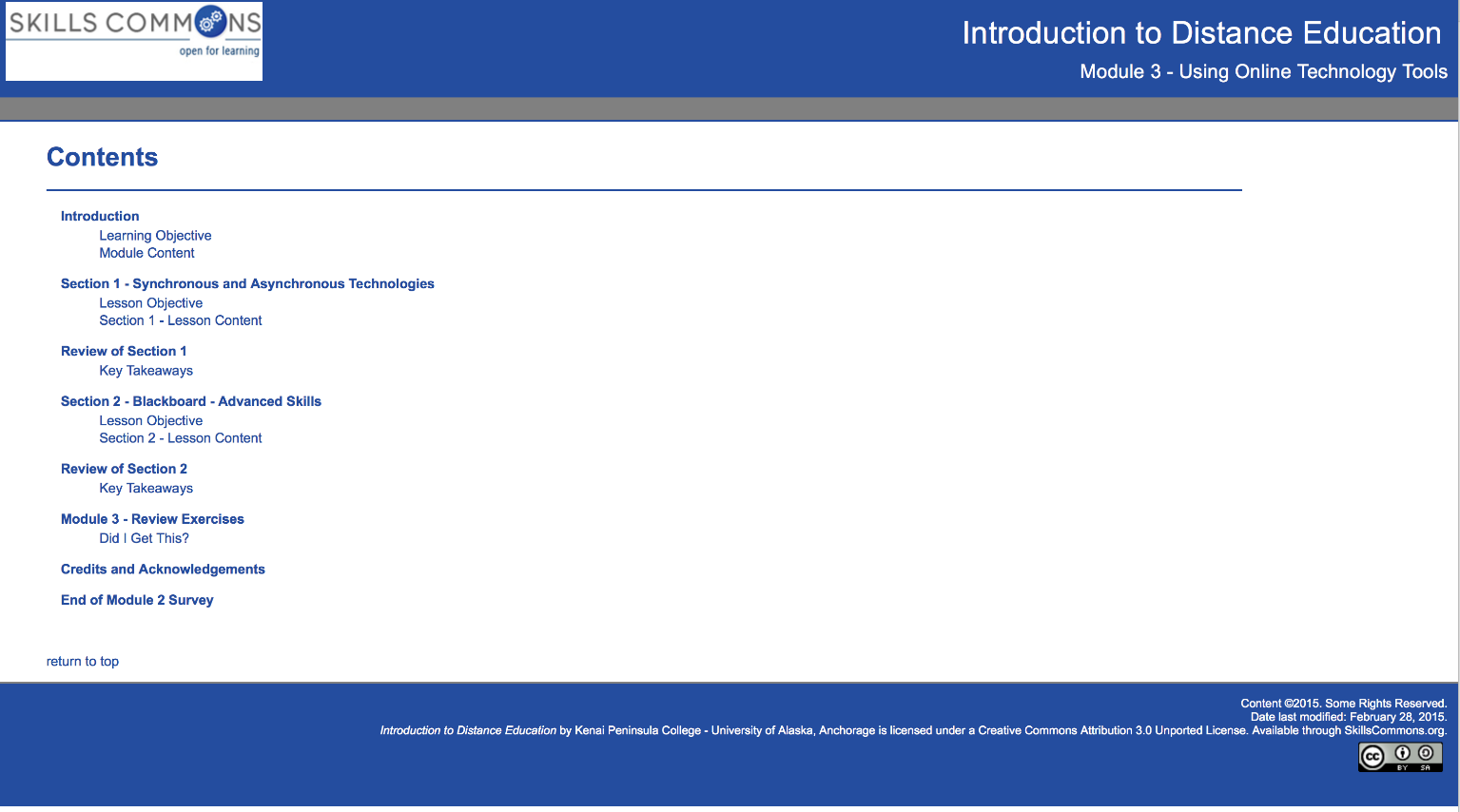
Continue applying appropriate colors and then *Save* the style. Next use the *Properties – Style* *Properties* menu and select the newly created SkillsCommons personal style.

Style properties interface

On the *Titles & Layout* tab, update the license to include SkillsCommons.



*Save* and *Preview* again and view the website with the new SkillsCommons branding.



This document showed how in a manner of minutes one can convert content from one submission to the branding of another.

[CC BY graphic](http://creativecommons.org/licenses/by/4.0/)

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This workforce solution was created through a cooperative agreement between the U.S. Department of Labor's Employment and Training Administration and the California State University-Multimedia Educational Resource for Learning and Online Teaching (MERLOT).