



Designing Open Badges

An introduction for learning experience designers

@DigialiTay | www.dgty.uk



Hello!

- Rob Stewart, learning technologist
- Using Open Digital Badges since 2014
- Winner of Training Journal's Learning & Development Professional of the Year Award 2019
- Connect with me on LinkedIn at [LinkedIn.com/digitalitay](https://www.linkedin.com/company/digitalitay)
- Find more at dgty.uk/about



What we need to create

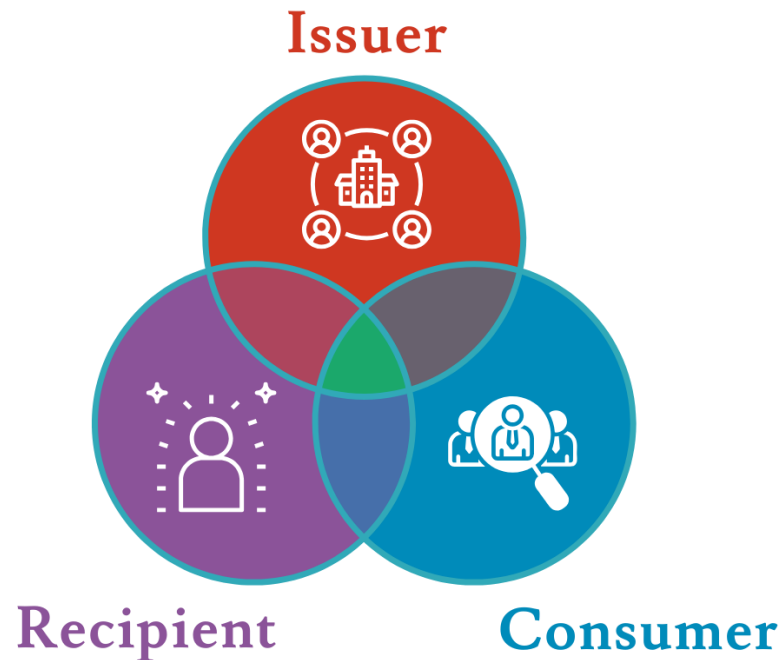
- Title
- Description and introduction
- Criteria
- Evidence advice
- Alignments/standards
- Graphics
- Terms and conditions



Contents

- **Badge purpose and value**
- Where does this badge fit?
- Defining clear criteria
- Evidence and verification
- Putting it all together

What value will it bring to stakeholders?



- **Issuer** is an organisation or person who issues the badge.
- **Recipient** is the person who achieves the badge.
- **Consumer** is anyone the recipient shows their badge to.

Each of these stakeholders can experience long-term and short-term benefits

What is the purpose of the badge?

- What is the business need?
 - Bridge performance gaps.
 - Support change.
 - Compliance.
 - Capability building.
 - Onboarding.
- Cathy Moore's book Map It is essential reading.



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Broader context



- Who is this for?
- What skills, attributes, values or knowledge is being recognised?
- Standalone badge or part of a sequence?
- How does this align with existing standards or expectations? *

*** These can be added to the badge metadata as alignments.**

Entry level or advanced?

- Are prerequisites needed?
- How will the badge be issued?
 - directly to the recipient
 - via a claim code
 - upon evidence submission
 - upon assessment.
- What is the time commitment?



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Open Badge criteria



- Criteria explain what's required to achieve the badge.
- Can include actions, attributes, skills, values or questions.
- We need to think carefully about what we want people to do.
- Criteria can be evaluated and iterated over time.
- Poor criteria = poor evidence = poor badges = poor return on investment.

Crafting your criteria

- Use bullet points.
- No more than five bullets.
- Use plain language.
- Specify required and optional elements of the criteria.
- Specify the time commitment.
- Provide clear advice on what evidence applicants should submit.



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Types of accepted evidence



- Answers to reflective questions.
- Video or audio recordings.
- Photographs or illustrations.
- Portfolio pieces.
- Completed worksheets.
- Presentations, blog posts or articles.
- Testimonials.

It must be suitable for external sharing.

Verification and assessment

- Will the evidence be assessed?
- Will a rubric be required?
- What kind of feedback might we afford learners?
- Who will be responsible for assessment and feedback?
- Do we need plagiarism or AI detection to support verification?
- Will there be quality assurance?



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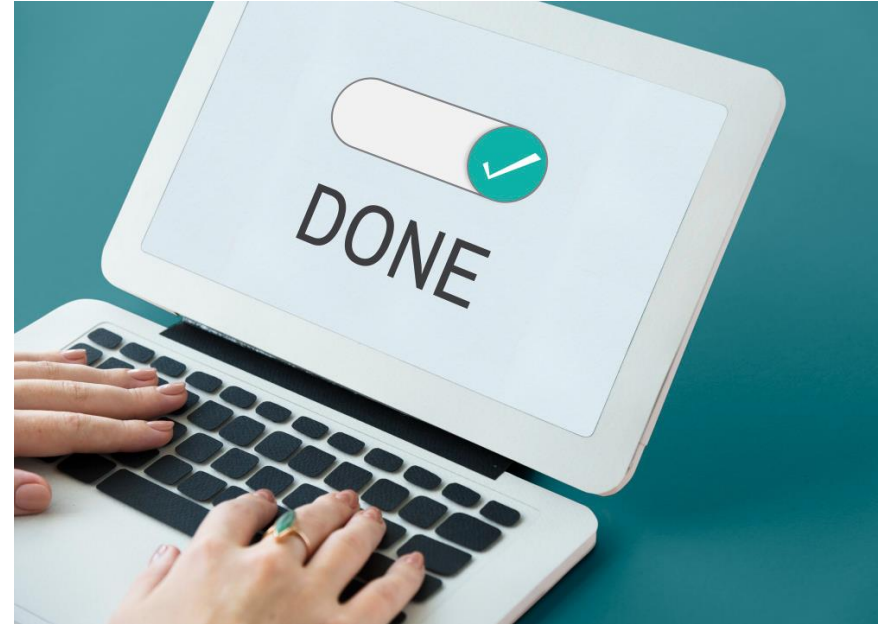
Important considerations



- Does the badge need tags eg customer service, leadership or health and safety?
- Will the badge expire?
- Should third-party endorsement be a mandatory requirement?
- Should a badge holder be entitled to any benefits?
- How will the badge be sustained?

Presenting this as a complete badge

- Short title of two to four words.
- Short description of 10 to 20 words.
- Larger introduction/description (not part of badge metadata).
- PNG graphic, 600x600 pixels with a transparent background.
- Where will people find out about it?
- Promotional material.



Summary

- Badge creation requires specific elements: title, description, criteria, evidence advice, alignments and graphics.
- Each stakeholder (issuer, recipient, consumer) experiences distinct short-term and long-term benefits.
- Badge purpose ties directly to business needs: performance gaps, compliance, capability building, or onboarding.
- Criteria should be limited to five bullet points, use plain language, and specify required vs optional elements.
- Evidence can include recordings, portfolios, presentations, or testimonials
- all suitable for external sharing.



Thank you!

Slides available at dgty.uk/DLDB2

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