Digital badges are designed to capture and communicate (to yourself and others) the knowledge, skills, and accomplishments you have acquired. Before you start designing your badge, take some time to think through whether it’s actually a good idea, why it matters to you and your learners, and how it fits with your institution’s overall goals.

Before you start designing your badge, consider the following questions:

- What is the work you would like to receive credit for?
- How will your badge be used by the people receiving it?
- How will it communicate the availability of digital badges to your students?
- What skills and knowledge will be required to earn a badge?
- Does your institution have policies or guidelines for alternative credentials?
- Is an academic credential already being offered for this learning experience? If so, is there a valid and compelling reason to issue a badge?
- How will digital badges work in your institution’s larger credential ecosystem?
- Is there an established format you should follow?
- Will it be part of a collection of other badges in your program area or
- Do you have a web presence for this learning experience?
- Is it legible in smaller formats?
- Can you tag skills with high employer search frequency?
- Are you using this opportunity to cross-promote other offerings on your website?
- How do the skills tags you are choosing differentiate you from similar programs?
- How do you imagine people sharing these badges? Where? And why?
- What purpose will badges fill for them?
- Are learning outcomes clearly defined, and written with the badge audience in mind?
- What valuable knowledge and skills have badge earners attained?
- Do you have a web presence for this learning experience?
- Are there key words or terms to include that will be meaningful to employers?
- What is your motivation for offering digital badges?
- How will you communicate the availability of digital badges to prospective registrants?
- How will digital badges work in your institution’s larger credential ecosystem?
- What is your motivation for offering digital badges?
- How do you imagine people sharing these badges?
- What are the opportunities and challenges of digital badges?
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