



# Kicking it Off Right - eLearning Project Management Best Practices

---

Module 1: Getting Organized

Project/Module Designer: Alissa Galyean



## Table of Contents

<b>INTRO</b>	<b>3</b>
<b>ANALYSIS FINDINGS</b>	<b>3</b>
TARGET AUDIENCE	3
OBJECTIVES	3
PROBLEM DESCRIPTION	4
CONTENT SOURCES	4
TECH PLATFORM	5
<b>HIGH LEVEL DESIGN</b>	<b>5</b>
<b>PRODUCTION PATHWAY</b>	<b>9</b>
<b>INTERFACE DESIGN STANDARDS</b>	<b>10</b>
INTRODUCTION:	10
ANNOTATED SAMPLE INTERFACE:	10
INTERFACE ELEMENTS:	11
COLOR PALETTE	11
ELEMENT STYLES:	11
GRAPHIC STYLES:	13
508 COMPLIANCE DESIGN:	14
<b>PROJECT FLOWCHART</b>	<b>15</b>
<b>SAMPLE STORYBOARDS</b>	<b>16</b>
STORYBOARD #1	16
STORYBOARD #2	17
STORYBOARD #3	18
<b>EVALUATION &amp; ASSESSMENT STRATEGY</b>	<b>19</b>
PEER REVIEW STRATEGY	19
LEARNER ASSESSMENT	19
<b>CONCLUDING SUMMARY</b>	<b>19</b>
<b>PROJECT REFLECTION</b>	<b>21</b>
<b>APPENDIX</b>	<b>22</b>
COURSE AUDIO SCRIPT	22

## Intro

Pinnacle Entertainment employs two newly graduated, entry-level Instructional Designers and other Learning and Development professionals who want to improve their eLearning and instructional design project management and organization skills. Currently, teaching employees these project management and organization skills is done on the fly, without any formal sharing of L&D department standards and best practices for developing projects. The L&D Management team have asked that I create a series of short eLearning courses to guide Pinnacle's Instructional Designers and L&D professionals organizing project files and resources, setting accurate deadlines, and determining steps to completion and milestones to reach the deadline.

This high-level design plan presents the results of the analysis effort and the high-level design for the first in a series of planned eLearning courses. This first course will focus on meeting the first learning objective in the Objectives section below with the remaining learning objectives addressed in additional courses to be developed following this course.

## Analysis Findings

### Target Audience

Prospective participants in this course include:

- Instructional Design Specialists at Pinnacle Entertainment, newly graduated with Instructional Design degrees but no previous professional experience
- Property-based Learning & Development Specialists and Coordinators at Pinnacle Entertainment who are interested in learning more about instructional design and eLearning design project development
- Property-based Learning & Development Business Partners at Pinnacle Entertainment who are interested in learning more about instructional design and eLearning design project development or coaching L&D Specialists or Coordinators through delivering instructional design and eLearning design projects
- First-time instructional designers or eLearning designers who want to learn proven project management techniques to organize their project delivery
- Experienced instructional designers or eLearning designers who want to use proven project management techniques to organize their project delivery

### Objectives

After finishing the series of web-based courses, learners will be able to:

- Organize their network folders, project documents, content sources, and original and edited content when developing an eLearning project
- Determine real-world deadlines to complete a web-based eLearning course

- Determine required steps to completion of the web-based eLearning project development including milestones and project updates

For the purposes of this class, I will be focusing on the first learning objective only to build out my course. The remaining learning objectives will be addressed in additional courses to be developed later.

### Problem Description

The company I work for, Pinnacle Entertainment, recently hired two newly-graduated Instructional Designers for whom this is their first time designing learning and eLearning professionally. After completing an introductory project, it was observed that both designers struggled with bridging the gap between the analysis step and the design and development steps of the ADDIE instructional design framework (Analyze, Design, Develop, Implement, Evaluate). As a result, these projects were observably disorganized, poorly-planned, largely undocumented, contained errors, and failed to meet assigned milestones and deadlines.

To discover the source of the problem, we met with the Instructional Designers to discuss their experiences while working on the projects, reviewed email communications and meeting recaps from the project, and examined the original project files, folders and final submitted projects. After reviewing our interviews and discoveries, we identified three challenges the Instructional Designers were not sure how to solve:

- Lack of experience or being unfamiliar with basic project organization methods
- Lack of understanding on how to determine real-world project working time and deadlines
- Lack of experience with scheduling steps and milestones to completing a project

As Bill Brandon stated in *Closing the Loop in e-Learning Development: How to reconnect instructional design and project management*, *“The key element missing from many, probably most, e-Learning initiatives is documentation. Documentation helps to focus the design, supports completion on time and within budget, and facilitates communication between development team members, customers, and sponsors.”* By helping our Instructional Designers properly document their projects from start to finish, we are helping them create an organized and transparent process which will in turn help them provide clear communication to project stakeholders and facilitate projects being delivered on time.

### Content Sources

The primary source materials were curated from my Google+ networked learning space, *Instructional Design - From Concept to Delivery* created for INTE 5665 Social Media and Digital Culture. To collect additional information on project management and organizational best practices, I plan to interview 2-3 certified Project Management Professionals and the Director of Continuous Improvement for Pinnacle Entertainment.

## Specific Articles include:

Arshavskiy, Marina. "Managing e-Learning Projects." *eLearning Industry*. 19 March 2014. Web. 12 Sept. 2016.

Arshavskiy, Marina. "The Role of an Instructional Designer as Project Manager." *eLearning Industry*. 25 March 2014. Web. 12 Sept. 2016.

Arshavskiy, Marina. "Stages of Effective eLearning Project Management." *eLearning Industry*. 1 April 2014. Web. 12 Sept. 2016.

Arshavskiy, Marina. "e-Learning Project Management Tips and Considerations." *eLearning Industry*. 8 April 2014. Web. 12 Sept. 2016.

Brandon, Bill. "Closing the Loop in e-Learning Development: How to reconnect instructional design and project management." *Learning Solutions Magazine*. 11 Oct. 2004. Web. 13 Sept. 2016.

Pappas, Christopher. "10 Best Project Management Online Tools For eLearning Professionals." *eLearning Industry*. 24 March 2016. Web. 12 Sept. 2016.

"SkillQ Advisor - Project Management for Instructional Designers." *Youtube*, uploaded by SkillQ, Inc. 10 Feb. 2012. <https://www.youtube.com/watch?v=Oh7S4Kb9Dik>

Torrance, Megan. "Applying Agile Project Management to ISD." *Association for Talent Development*. 19 Jan. 2016. Web. 14 Sept. 2016.

## Tech Platform

The courseware will be designed and programmed to the following specifications (i.e., required learner equipment or system settings):

- Resolution: 1024 x 768 screen resolution
- Connection: Hi-speed Internet connection required
- Video and sound: Approved (all learners will have speakers or headphones)
- Tracking:
  - SCORM compliant Learning Management System (SuccessFactors LMS)
  - Google Chrome with Pop-up Blocker disabled
  - Learner must score 80% or higher on a test to demonstrate mastery of the objectives

## High Level Design

This section represents a high-level design treatment for the first objective/course in series:

- Learners will be able to organize their network folders, project documents, content sources, and original and edited content when developing an eLearning project.

Content Outline	Treatment
Topic 1: The Why & What	
<ul style="list-style-type: none"> <li>• Why projects and documents need to be organized               <ul style="list-style-type: none"> <li>○ Prevent misplacing files</li> <li>○ Track revisions</li> <li>○ Track project progress and materials sources</li> </ul> </li> </ul>	<p>Introduction of course host “Lisa” who is an Instructional Designer and who will guide learners through the course. After introducing herself, Lisa will provide bulleted insights on the three primary “whys” of being organized.</p>
<ul style="list-style-type: none"> <li>• Why projects and documents need to be organized               <ul style="list-style-type: none"> <li>○ Living Our Values</li> </ul> </li> </ul>	<p>Lisa will reference the PNK Values graphic with Excellence and Ownership values highlighted; when the learner clicks on the Values star for each they will view a slidelet of the related guest service expectation(s) and how it relates to why projects and documents need to be organized</p>
<ul style="list-style-type: none"> <li>• What you need to be organize before you start planning your project</li> </ul>	<p>Lisa will introduce the custom icons to represent the four key organization needs to create branching paths: Folders, Documents, Content Sources, and Project Content. Lisa will tell earners to click on an icon to explore one of the key organizational needs and at the end of each topic, learners will be redirected back to the main slide. Lisa will explain that after all topics have been viewed, learners will be directed to navigate to the Summary page.</p>
Topic 2: Organizing Network File Folders	
<ul style="list-style-type: none"> <li>• Saving on your Desktop vs. saving on the network drive – pros and cons</li> </ul>	<p>Lisa presents a side by side comparison of two options then asks learners to “vote” on which is better and receive feedback that the network drive is the better option and why</p>
<ul style="list-style-type: none"> <li>• Best practices for setting up folders in the L&amp;D network drive               <ul style="list-style-type: none"> <li>○ Your must-have project folders including: _ARCHIVE, Design Files, Documents, Edited Content Files, Original Content Files, etc. (final folders TBD)</li> </ul> </li> </ul>	<p>Lisa invites learners to play “Match the Folders” matching games as an introduction to the five folder types.</p> <p>Learners presented with labeled folders icons which represent network folders best practices. Learners drag and drop the folder icons to the correct description. Descriptions will contain enough information to make the choices easy.</p>

<ul style="list-style-type: none"> <li>○ Creating Shortcuts to your network folders on your desktop instead of creating desktop folders</li> </ul>	<p>Screen capture video of how to create shortcuts of network files to the desktop to help break the habit of saving to the desktop</p>
<p><b>Topic 3: Organizing Your Project Documents</b></p>	
<ul style="list-style-type: none"> <li>● What documents need to be included? <ul style="list-style-type: none"> <li>○ Project Analysis document</li> <li>○ Project team information</li> <li>○ High-level design plan</li> <li>○ Expense tracking form</li> <li>○ Project Plan</li> <li>○ Draft Checklists</li> <li>○ Feedback tracker</li> </ul> </li> </ul>	<p>Lisa visually introduces each type of document where each type will be represented by a vector icon Learners will click on each icon to view slidelet with information about what each document is and why it needs to be included</p>
<ul style="list-style-type: none"> <li>● Dating your documents to track changes</li> </ul>	<p>Visual play on words to show a “romantic date” replaced by a calendar image to encourage the best practice of adding current dates to updated documents Additional screen capture to show dated document version with past versions moved to the _ARCHIVE folder</p>
<p><b>Topic 4: Organizing Your Content Sources</b></p>	
<ul style="list-style-type: none"> <li>● Why keep content source lists? <ul style="list-style-type: none"> <li>○ Purchased content</li> <li>○ Open-source content</li> </ul> </li> </ul>	<p>Onscreen image of sample content source spreadsheet with arrows to dollar sign icon (\$) and open source icon (TBD) Learners will click on the icons to play voiceover on why both need to be tracked</p>
<p><b>Topic 5: Organizing Your Content</b></p>	
<ul style="list-style-type: none"> <li>● Why edited content needs to be stored separately</li> </ul>	<p>Velvet rope image with edited VIP sign to show “Original Content Only” with voiceover detailing why original content should be kept separately Image will fade out to show original content and results of an accidental over-write</p>
<ul style="list-style-type: none"> <li>● Original and unedited files only <ul style="list-style-type: none"> <li>○ Images</li> <li>○ Audio</li> <li>○ Video</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>● Storing edited files and versions <ul style="list-style-type: none"> <li>○ Images</li> <li>○ Audio</li> <li>○ Video</li> </ul> </li> </ul>	<p>Multiple versions of edited images with voiceover detailing the benefits of keeping these separate from originals and using dated files to track the versions</p>
<p>Course Summary</p>	<p>4 key organization needs icons with 1-2 sentence voiceover overview for each As the voiceover discusses one of the topics, it will be highlighted</p>

5-Question Knowledge Check	Multiple choice, multiple answer, fill in the blank, and True/False questions to check for knowledge transfer Final Questions TBD
Quiz Pass - Additional Information	Visual previews of upcoming additional courses in the series Section with “For more information on project management and organization best practices, contact your leader or the PNK Continuous Improvement Team.” Under the text will be the PNK Continuous Improvement logo hyperlinked to send email to CI team
Quiz Fail (3 Times) – Invitation to Retake Course	Learners who fail the quiz 3 times will be invited to retake the full course



## Production Pathway

Element	Process	Tools	Notes
Design Documents	Create/Edit	Microsoft Word 365	I will create the additional course documents, audio script, and basic course flow chart in MS Word.
Graphics – Photos	Select/ Purchase	Adobe Stock Photos Shutterstock	I will use my existing Adobe Stock Photos and Shutterstock accounts to source any photos for my course.
	Edit	Adobe Photoshop CC	I will store all original image files on my external hard drive and edited files in the Images folder on my personal laptop.
Graphics – Illustrations & Icons	Select/ Purchase/ Create	thenounproject.com Adobe Photoshop CC Adobe Illustrator CC	I will use stock from The Noun Project to incorporate custom icons into my project. I will use Photoshop to build any custom buttons or images as needed.
	Edit	Adobe Illustrator CC	I will use Illustrator to create vector images of my icons and any additional
Graphics - Clipart	Select/ Purchase	Adobe Stock Photos Shutterstock	I will use my existing Adobe Stock Photos and Shutterstock accounts to source additional clipart and edit in Photoshop as needed.
Audio	Record	Gear Head Multimedia Headset w/ Microphone (AU3700S) Adobe Captivate audio recording software	I will record all audio using a pre-written script. I will use the sound-treated studio at my office to record, transfer the files to my Box account and download them at home for editing.
	Edit/Export	Adobe Audition CC	I will store all original audio files on my external hard drive and edited files on my personal laptop.
Video	Record	Screencast-O-Matic 2.0	I will use my Screencast-O-Matic account to record any screen captures as needed.
	Edit/Export	Adobe Premiere CC	I will store all original video files on my external hard drive and edited files on my personal laptop.
Courseware Development	Create Courseware	Adobe Captivate 9	I'll use Captivate build my course structure, templates/masters, pages, etc. and import all my graphics, audio, and video files. Finally, I'll build my production file.
LMS	Upload Courseware	Filezilla 3.22.2.2 BlueHost	I'll use Filezilla to create the necessary folder structure on my BlueHost web server (hosted and will upload my files appropriately.

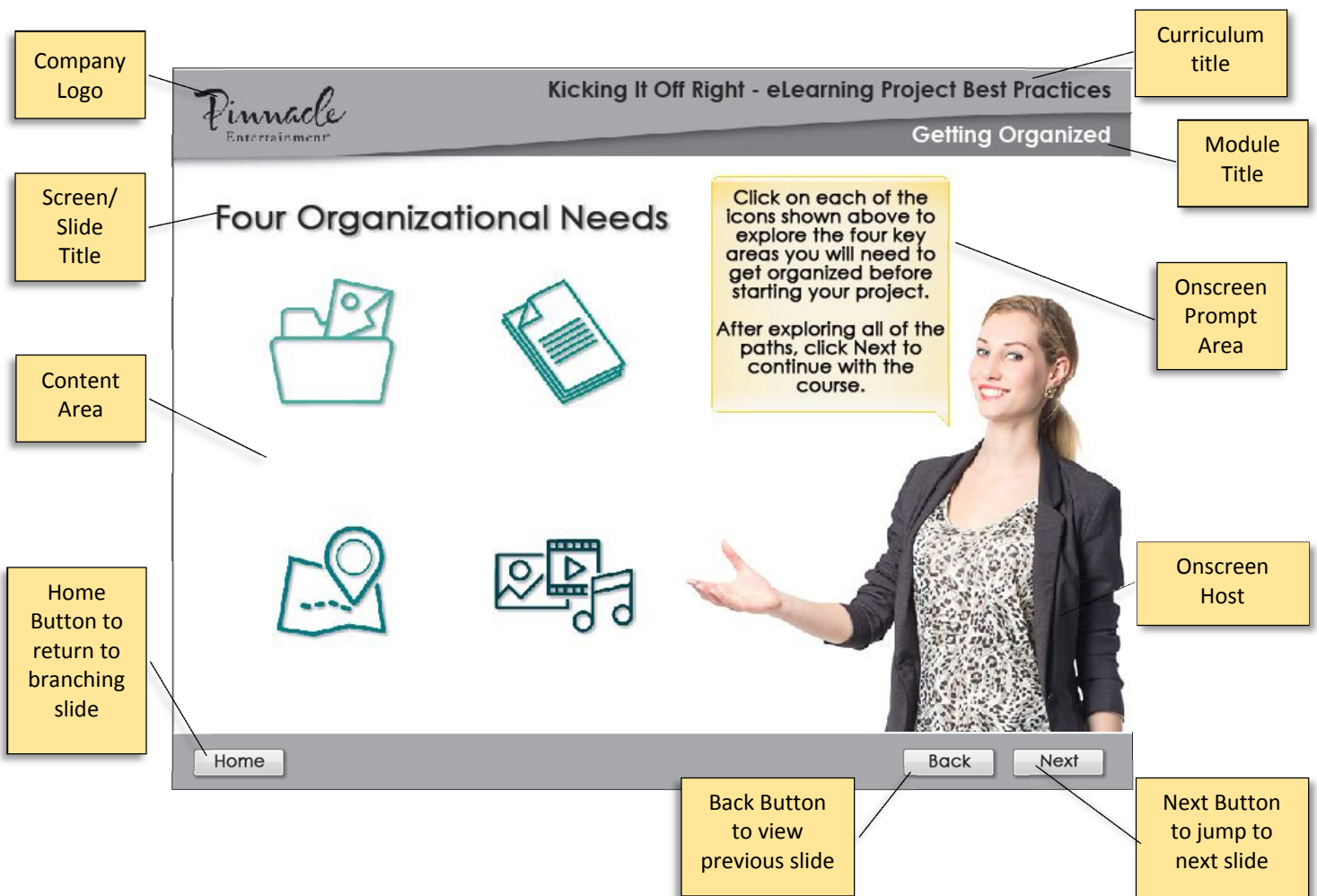
	Distribute Courseware	BlueHost	I'll provide the link to my course in the assignment area and include a link to my course on my portfolio.
--	-----------------------	----------	--

## Interface Design Standards

### Introduction:

This section of the document outlines the interface and visual design standards of the Kicking It Off Right – eLearning Project Best Practices Getting Organized module.

### Annotated Sample Interface:



*Note: Content slides will also have a custom icon next to the Screen/Slide Title that matches the icon that represents which of the four branches the learner is currently following. Icons TBD. Clear rollover panels not shown.*

### Interface Elements:

To help learners navigate through the course, the interface design will include navigation buttons, interaction buttons, and rollover panels with on-screen prompts.

Element	Element Name	Function
Navigation Button	Home Button	Returns learners to the branching path source slide
Navigation Button	Back Button	Returns learners to the previous slide
Navigation Button	Next Button	Jumps learners to the next slide
Interaction Button	Submit Button	Allows learners to submit an interaction for feedback and clear interactive responses
Interaction Button	Clear Button	Allows learners to submit an interaction for feedback; Clear button clears all interaction responses
Interaction Button	<i>Additional Interaction buttons TBD.</i>	
Rollover Panels	Rollover panels will provide additional information or feedback when learners move their mouse over specific areas within the interface. Rollover panel locations and functionality TBD.	

Additional Interface Elements TBD.











### Color Palette






To compliment Pinnacle Entertainment's internal communication branding, I chose a color palette that incorporated main branding color elements, neutral background colors, and bright colors to contrast and highlight these elements.

#FFFFFF	#000000	#808285	#A7A9AC	#0E3A4A	#007883	#008683	#51ADA6	#FFD966	#FFC000
---------	---------	---------	---------	---------	---------	---------	---------	---------	---------

### Element Styles:

Element	Style	CYMK Colors	Notes
Company Logo	N/A	C: 0 M: 0 Y: 0 K: 100	Transparent PNG or AI file
Curriculum Title	Font: Century Gothic Bold Size: 24 point	C: 0 M: 0 Y: 0 K: 100	Transparent background; Final curriculum title TBD
Module Title	Font: Century Gothic Size: 24 point	C: 0 M: 0	Transparent background;

		Y: 0 K: 0	
<b>Screen/Slide Title</b>	Font: Century Gothic Bold Size: 28 point	C: 0 M: 0 Y: 0 K: 100 	Transparent background;
<b>Prompt Area</b>	Font: Century Gothic Bold Size: 20 point	<i>Background:</i> C: 100 M: 12 Y: 0 K: 51  <i>Outline:</i> C: 0 M: 0 Y: 0 K: 100  <i>Font:</i> C: 0 M: 0 Y: 0 K: 0 	Outline Drop shadow to bottom right;
<b>Navigation Buttons (Home, Back, Next)</b>	Font: Century Gothic Bold Size: 18 point	<i>Background:</i> C: 0 M: 0 Y: 0 K: 40  <i>Font:</i> C: 0 M: 0 Y: 0 K: 100 	Customized Captivate Image button; Drop shadow to bottom right; Text is black to differentiate from onscreen interaction buttons
<b>Interaction Buttons</b>	Font: Century Gothic Bold Size: 18 point	<i>Background:</i> C: 0 M: 0 Y: 0 K: 40  <i>Font:</i> C: 100 M: 30 Y: 40 K: 20 	Customized Captivate Image button; Drop shadow to bottom right; Text is colored to differentiate from navigation buttons
<b>Icons</b>	Four custom vector icons	<i>Icon 1 – Folders</i> C: 70 M: 10 Y: 40 K: 0  <i>Icon 2 - Documents</i> C: 90 M: 20 Y: 50 K: 10 	Vector icons TBD; Drop shadow to bottom right;

		<i>Icon 3 – Content Sources</i> C: 100 M: 20 Y: 40 K: 20 	
		<i>Icon 4 – Project Content</i> C: 100 M: 60 Y: 50 K: 40 	
<b>Content Paragraph Header</b>	Font: Century Gothic Bold Size: 22 point	C: 0 M: 0 Y: 0 K: 100 	Transparent background
<b>Content Text</b>	Font: Century Gothic Size: 18 point	C: 0 M: 0 Y: 0 K: 100 	Transparent background
<b>Captions</b>	Font: Century Gothic Size: 20 point	C: 0 M: 0 Y: 0 K: 100 	Captivate HaloYellow Caption

**Graphic Styles:**

The images for Kicking It Off Right - eLearning Project Management Best Practices, Getting Organized will be computer generated using Adobe Illustrator, Adobe Photoshop, and Screencast-O-Matic. Some graphics from Shutterstock may be used to provide visual representations of concepts from the audio narration. Graphics and additional images will primarily use gold and orange tones to stand out against the gray and teal color palette.

**Icons**

All vector icons will have transparent backgrounds.

**Images**

All images will have a .25-point black outline with a bottom-right drop shadow. Animation TBD.

**Video**

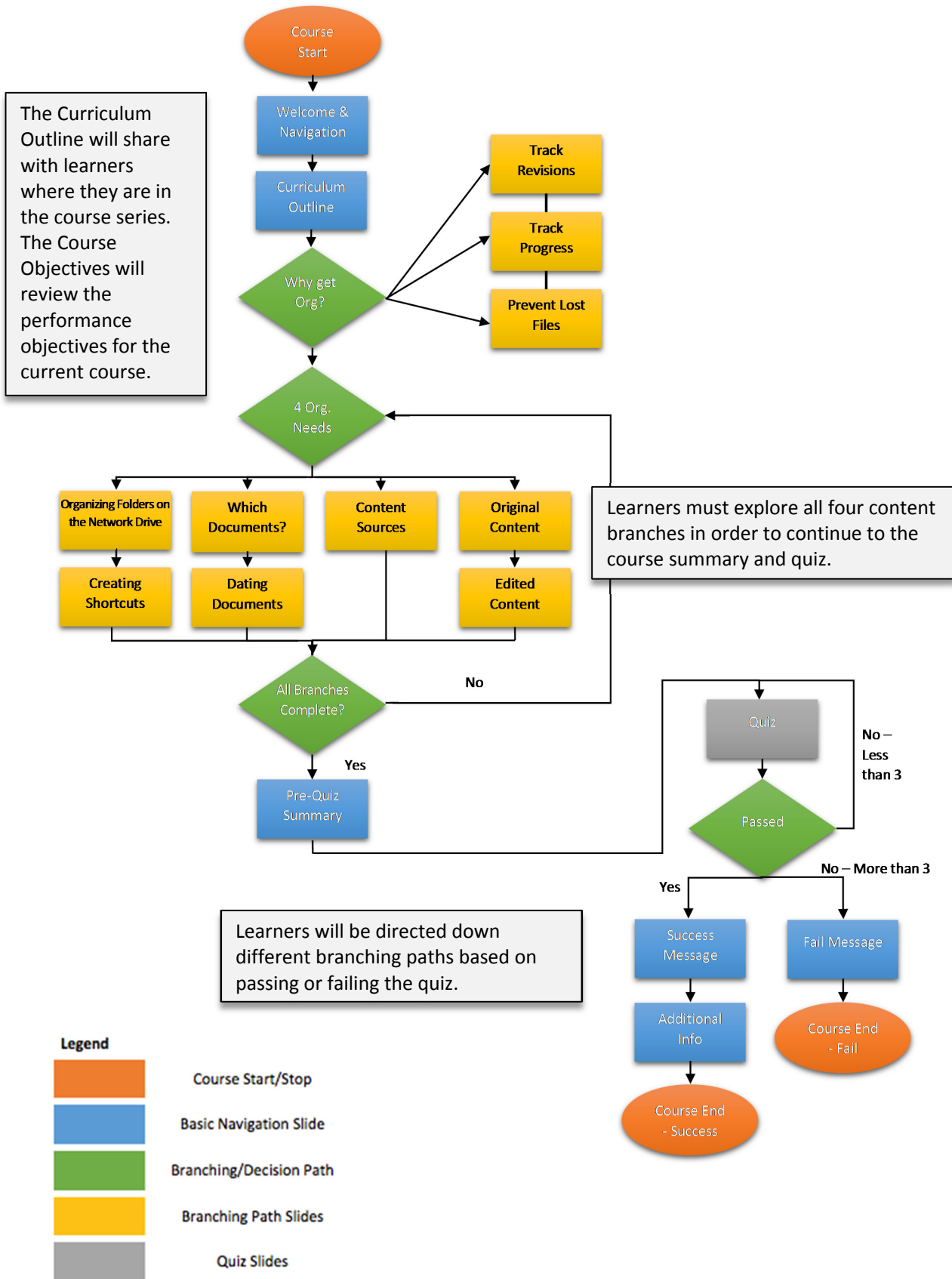
All videos will have a .25-point black outline with a bottom-right drop shadow. Videos will also have a video control panel with Play, Pause, Fast-Forward, Rewind, and audio controls.

### 508 Compliance Design:

To follow 508 compliance design standards, I will incorporate the following Section 508 compliance elements into my course design:

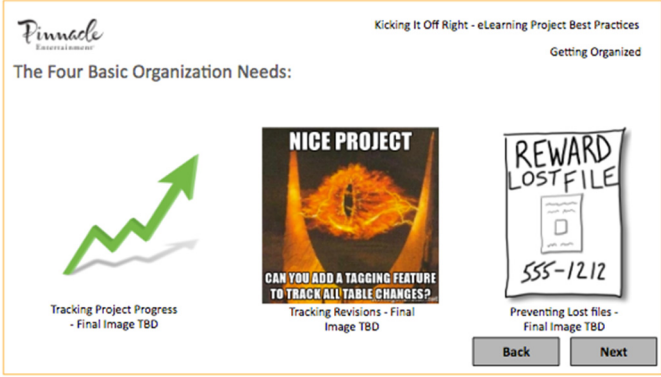
- Include alt-text for all images
- Include relevant information in alt text to the display slide
- Include alt descriptions for buttons and other non-text controls
- Include project properties will be utilized when necessary (i.e. slide titles, button details)
- Include closed captioning for audio and video narration with an option to turn on/off
- Include 508 compliant buttons including rollover captions with visual interaction prompts
- Distinguish all hyperlinks by underlining and rollover instructions
- Export with Flash compliance

# Project Flowchart



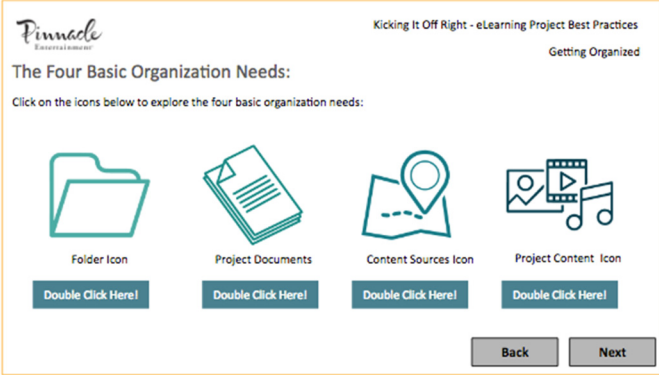
# Sample Storyboards

## Storyboard #1


<p><b>Slide 5</b></p> 		<p><b>Title: Why We Need to Get Organized 1</b></p>	<p><b>Time: 1 min</b></p>
<p><b>Media Notes</b></p>		<p><b>Screen Text:</b></p>	<p><b>Media Script:</b></p>
<p>Slide begins on launch; Audio narration begins describing course at 1 sec.; Images cascade in from left to right, timing TBD by narration</p>		<p><i>Why We Need to Get Organized:</i></p>	<p><i>When you take the time to organize your project and documents prior to production you will:</i></p> <ul style="list-style-type: none"> <li><i>Track project progress and materials sources as you start your design</i></li> <li><i>Track revisions as your design progresses</i></li> <li><i>Eliminate lost or overwritten media files as you produce your design</i></li> </ul>
<p><b>Media:</b></p>		<p><i>Track Progress</i></p>	
<p>Images:</p>	<p>Pinnacle Entertainment logo.png Tracking Progress.png Tracking Revisions.png Lost Files.png</p>	<p><i>Track Revisions</i></p>	
<p>Audio</p>	<p>Slide5.narration.mp3</p>	<p><i>Prevent Lost or Overwritten Files</i></p>	
<p>Music/SFX</p>	<p>N/A</p>		
<p>Video</p>	<p>N/A</p>		
<p><b>Interaction:</b></p>		<p><b>Quiz:</b></p>	
<p>Back and Next Buttons appear at launch</p>		<p>None</p>	
<p><b>Branching:</b></p>		<p><b>Advance:</b></p>	
<p>Next:</p>	<p>Jump to Slide 6</p>	<p>By User</p>	
<p>Previous:</p>	<p>Jump to Slide 4</p>		
<p>Help:</p>	<p>Advising Help Page</p>		



## Storyboard #2

<p><b>Slide 7</b></p> 		<p><b>Title: Four Organizational Needs</b></p>	<p><b>Time: 2 Mins.</b></p>
<p><b>Media Notes</b></p>		<p><b>Screen Text:</b></p>	<p><b>Media Script:</b></p>
<p>Slide begins on launch; Audio narration begins describing course at 1 sec.</p>		<p><i>Four Organizational Needs:</i></p> <p><i>Additional text TBD</i></p>	<p>Before you start planning your eLearning project, there are four things you need to get organized:</p> <ol style="list-style-type: none"> <li>1. Folders</li> <li>2. Project Documents</li> <li>3. Content Sources</li> <li>4. And Project Content</li> </ol> <p>Click on each of the four icons to explore best practices for organizing each item. When you're done exploring a path, you can click on the Home button to come back to this slide to keep exploring until you've explored all the paths.</p>
<p><b>Media:</b></p>			
Image	<p>Pinnacle Entertainment logo.png Files Icon.png Documents Icon.png Content Source Icon.png Media Files Icon.png</p>		
Audio	Slide7.narration.mp3		
Music/SFX	N/A		
Video	N/A		
<p><b>Interaction:</b></p>		<p><b>Quiz:</b></p>	
<p>User clicks on Click Box over each icon to navigate on branching path; Back Button appears on launch; Next Button appears after all branching paths have been completed</p>		<p>None</p>	
<p><b>Branching:</b></p>		<p><b>Advance:</b></p>	
Next:	Slide 8, Slide 10, Slide 12, or Slide 13 (TBD by User)	<p>By User</p>	
Previous:	Jump to Slide 6		
Help:	Advising Help Page		

### Storyboard #3

<p><b>Slide 9</b></p> 		<p><b>Title:</b>  <b>Creating Desktop Shortcuts</b></p>	<p><b>Time: 2 Mins.</b></p>
<p><b>Media Notes</b></p>		<p><b>Screen Text:</b></p>	<p><b>Media Script:</b></p>
<p>Slide begins on launch. Audio narration begins describing course at 1 sec. Video is active on launch and set to rewind once complete</p>		<p>Click Play to watch the demonstration on how to create desktop shortcuts for your folders.</p> <p>Click Back to return to the previous screen.</p> <p>Click on Home to return to the Four Organizational Needs.</p>	<p>Once you've moved all your files to the network drive, it's important to make sure that you continue to save your files on the drive and not your desktop. To help you do this, you can create shortcuts on your desktop that match your folders on the network drive.</p> <p>To create a desktop shortcut for Windows 7 and above, locate the folder in the network drive that you want to create a shortcut to.</p> <p>Next, right-click on the folder and scroll up to the Send To action. Select the Desktop (Create Shortcut) option. Repeat these steps to create desktop shortcuts for each of your folders.</p>
<p><b>Media:</b></p>			
Image	Pinnacle Entertainment logo.png		
Audio	Slide 9.narration.mp3		
Video	CreatingDesktopFolders.mov		
<p><b>Interaction:</b></p>		<p><b>Quiz:</b></p>	
<p>Home and Back Buttons appear on launch; User clicks Play button in video widget to play the video.</p>		<p>None</p>	
<p><b>Branching:</b></p>		<p><b>Advance:</b></p>	
Next:	Jump to Slide 7	<p>By User</p>	
Previous:	Jump to Slide 8		
Help:	Advising Help Page		

## Evaluation & Assessment Strategy

### Peer Review Strategy

I will submit the course for review with my INTE 5660 classmates and to 3-4 property Learning & Development Business Partners. I will ask them to provide actionable feedback on:

- Course objectives
- Overall course engagement
- Writing style
- Media quality (images, videos, audio, etc.)
- Technical quality
- Course assessment

Upon receiving the feedback, I will pay close attention for any repeated comments or technical issues. Feedback that matches the overall course objectives and required style guidelines will be incorporated to the final course.

### Learner Assessment

Learners will participate in ungraded interactions within the course which will test their knowledge and provide additional engagement activities.

Prior to completing the course, learners will complete a five-question final knowledge check to assess learner knowledge transfer. The questions will include multiple choice, multiple answer, and True/False questions.

Learners will be required to receive an 80% or higher grade to pass the course. After passing the course, learners will be provided links to additional resources. If learners score below 80%, learners may retake the knowledge check up to two additional times. If a learner fails the course on the third attempt, they will be prompted to retake the course. Learners will additionally be evaluated based on post-course performance with special attention paid to ongoing and future project materials organization.

## Concluding Summary

The process of developing this course has provided an opportunity for the Pinnacle Instructional Design team to self-reflect on our processes and practices for developing eLearning courses. From our analysis, we learned that we didn't have the SOPs in place to guide new Instructional Designers or Instructional Designers who were unfamiliar with our methodologies. We also learned that while our designers understood how to create an eLearning project, they weren't familiar with formal project management methodologies in a professional environment.

My goal for this module was a quick, easy and informal introduction to some basic best practices for getting organized for my team. I included a mix of high interactivity, clear instruction, and using a focused quiz to measure knowledge transfer. The performance results of the course can also be quickly measured outside of the course through direct observation of how well the Instructional Designers are following the best practices shown in the course.

I believe that this module, along with the additional two modules currently planned in the series, will create a clear foundation that, along with in-person coaching and professional practice, will help our Instructional Designers be more organized as they start and progress in their eLearning projects. As they apply the best practices in this course, I also believe that the ramp-up time for getting eLearning projects started will shorten, allowing us to use the additional time to create more sophisticated and effective engagement for learners.

## Project Reflection

I found this project surprisingly challenging. I've been working in the Learning and Development/Instructional Design field for more than seven years now and my experience developing my course and project documentation was tougher than I thought for several reasons:

- Adapting to a different methodology for documenting my design plan than my company uses.
- Adapting to/remembering how to use Adobe Captivate after using Articulate Storyline exclusively for the past five years.
- Balancing keeping pace with course with major changes in my professional and personal life.

These challenges aside, I believe that I have created a quality course that will be useful for my company and direct reports on the L&D Team. Just being able to use this class to focus my thoughts on the solutions to help them get organized was useful and has led to me being part of a work project to create company-wide SOPs for project management and kick-off strategies.

If I had to do my project over again, I would use Articulate Storyline to build out my course. Using Storyline would have eliminated some of my design challenges, namely choosing design elements and strategies that I know work in Storyline then having to convert them for Captivate. While the help I received in the Wednesday class meeting was invaluable in overcoming my conversion issues, I would recommend adding a stronger emphasis on having students use tools they are comfortable with (if they have used rapid-authoring tools in the past) to build their course rather than such a strong emphasis on using Adobe Captivate at the start of the course.

## Appendix

### Course Audio Script

Slide	Onscreen Prompt Text	Music/Narration
1 – Cover Slide	N/A	TBD
2 - Welcome	<p>Welcome! Click Next to learn how to navigate this course.</p>	<p>Welcome to the first module of Kicking It Off Right – eLearning Project Best Practice, Getting Organized.</p> <p>I’m Lisa, your guide for this course.</p> <p>In this module, you will learn how to get organized before starting an eLearning project.</p> <p>This course is part of the mydevelopment series of courses dedicated to your ongoing professional development.</p> <p>Click the Help Button at any time during this course learn how to navigate this course.</p> <p>Click Next to continue.</p>
3 – Course Navigation	<p>Scroll over each item to learn it’s function.</p>	<p>This course is highly interactive and will require your participation.</p> <p>Scroll over each of the different buttons and objects to learn how to use them.</p>
4 – Curriculum Overview	<p>After completing the Kicking it off right, eLearning Project Best Practices series, team members will be able to:</p> <p>+Curriculum performance objectives</p>	<p>For the first module, we we’ll focus on getting organized before you start creating anything for your project.</p> <p>In later modules, you will learn more about creating a project plan including setting deadlines, project milestones, and scheduling project updates.</p>
5 – Why we need to get organized 1	<p>Track progress</p>	<p>So (pause), why do we need to get organized <u>before</u> starting a project?</p>

	<p>Track revisions</p> <p>Prevent lost or overwritten files</p>	<p>The three best reasons I can think of are:</p> <ul style="list-style-type: none"> <li>• to help you track progress as you create your project,</li> <li>• track revisions as you make them,</li> <li>• and prevent you from accidentally losing or overwriting files.</li> </ul>
<p>5 – Why we need to get organized 1A – track progress</p>		<p>Play the video to learn why being able to track your progress is important to make your project a success.</p> <p>Video: When you start a project, it’s not only important to know what your start point and end goal are, you also need to know where you are on the path to reaching that goal. Getting organized before starting your project allows you to identify key checkpoints during development and measure how much progress you’ve made towards meeting those checkpoints and achieving your overall goal.</p>
<p>5 – Why we need to get organized 1B – Track revisions</p>		<p>As your project develops, you’ll want to track the changes you make between versions. As you make changes, you may want to refer to a previous version that had some great ideas that you may have discarded.</p>
<p>5 – Why we need to get organized 1C – Prevent lost or overwritten files</p>		<p>Nobody likes losing or overwriting their files. Explore this page for details on why organizing your files will prevent both from happening.</p>
<p>7 – Four Organizational Needs</p>	<p>Double click on each of the icons to explore each of the four key areas you will need to get organized before starting your project.</p>	<p>We have identified four key organizational needs that need to be put into place prior to starting an eLearning project.</p> <p>Click on the icons you see on this page to explore each of the four organizational needs. After you have completed a path,</p>

	<p>After exploring all of the paths, click next to continue with the course.</p>	<p>click on the Home button to return to this screen.</p> <p>You must explore all the needs before you can continue with this course.</p>
<p>8 – Creating Folders on the Network Drive</p>	<p>Read the pros and cons of saving your files to the desktop or to the network drive. Next click on the option you think is best.</p> <p>Click Next after reviewing the feedback for the option you chose.</p>	<p>Where you store your files is just as important as what you put in them.</p> <p>While some designers like to keep their files on the desktop, while others prefer to use the PNK Network Drive.</p> <p>Which do you think is the best option?</p>
<p>9 – What Folders will you need? 1</p>	<p>Play Match the Folders to discover the folders you need to create before you start your project.</p> <p>You have 60 seconds to match them all.</p> <p>Click play now to start the game. Click next when you're done.</p>	<p>So, now that you know where to keep your folders, let's explore the folders you need to create.</p> <p>Play Match the Folders to see the different types of folders to create for every project.</p>
<p>10 – What folders will you need? 2</p>	<p>Drag and drop the document types to the correct description to discover what project folders you need to include.</p>	<p>Each of these five folders serves a very specific purpose. Can you match each folder to its description? Drag and drop the folder icons to a description to see if you are right!</p>
<p>11 – Creating Desktop Shortcuts.</p>	<p>Click Play to watch the demonstration on how to create desktop shortcuts for your network folders.</p> <p>Click Back to review this path again.</p>	<p>Are you missing your desktop folders?</p> <p>Play the video for a way to get the best of both worlds for accessing your files.</p>



	Click Home to go back to the Four Organizational Needs.	
12 – Which Documents Do I Include?	Scroll over each icon to discover what each folder type will be used for. Click Next after you have explored all folder types.	For our eLearning Projects, we ask that you include these seven document types in your Documents folder at all times and regularly update each document as your project progresses.
13 – Dating Your Documents	Click Back to review this path again.  Click Home to go back to the Four Organizational Needs.	As you update your documents, it's a good idea to date your documents by adding the current date to the document name.  As you save a newer version of the document, move the older version to the ARCHIVE folder for safe storage.  Let's practice!
14 – Tracking Content Sources	Click Home to go back to the Four Organizational Needs.	Meet Marci. She's creating an eLearning module and has downloaded several graphics from a popular stock image website that the company has a master account with but can't remember the cost of each image download.  This is Sean. He's incorporated an open source font into his module design that you think maybe protected by copyright.  They haven't been tracking their content and it's up to you to explain why they need to in the future.  Roll over the icons to discover good reasons to share with them.
15 – Organizing Original Content		By keeping original content files separate from edited files, you will prevent accidentally editing an original file without a backup and creating an image that has limited future use like the one you see here.

		This image of one of our company directors was cropped to fit an email announcement and accidentally saved, requiring us to go back and retake photos with him for future use.
16 – Organizing Edited Content	<p>Click Back to review this path again.</p> <p>Click Home to go back to the Four Organizational Needs.</p>	<p>As you edit your content and media files, date each version just like you would your other documents.</p> <p>Here you see a great example of an original image and the different stages of editing. After viewing the final edit, we decided to use the second edit with only two people in the image. Because we saved it as a separate file, we didn't need to re-edit the image.</p>
17 –Course Summary		<p>Scroll over each of the four organization needs icons to review key points from each section.</p> <p>Then, when you're ready, click the next button to test your knowledge on getting organized for eLearning projects.</p> <p>If you don't feel ready yet, click the Home button to review the four organizational needs in full.</p>
19 – Question 1		N/A
20 – Question 2		N/A
21 – Question 3		N/A
22 – Question 4		N/A
23 – Question 5		N/A
24 – Quiz Summary		N/A
25 – Congratulations!	<p>You have successfully completed the Getting Organized module of Kicking it Off Right – eLearning Project Best Practices.</p> <p>Click Next to view additional information and resources</p>	<p>Great job!</p> <p>You were really paying attention during this course and it shows.</p> <p>Click Next for additional resources and a preview of upcoming courses.</p>

<p>26 - Resources</p>	<p>For more information on project management and organization best practices, contact your leader or the PNK Continuous improvement team.</p>	<p>Your direct leader and the continuous improvement team are great sources for information and ideas on getting organized. They're always ready to help you out!</p> <p>In the meantime, keep your eyes peeled for the next modules in the Kicking it off right – eLearning project best practices series.</p> <p>They're coming soon to the PNK Learning Center!</p> <p>Click Exit Course to close this course or close your browser window.</p>
<p>27 – Please Try Again!</p>	<p>You did not successfully complete the Getting Organized Module of Kicking it off Right, eLearning Project Best Practices.</p> <p>Please contact your manager for assistance with retaking this course.</p>	<p>I'm sorry!</p> <p>Looks like you were unable to complete the course.</p> <p>That's ok. You can retake the course at your convenience and I look forward to helping you get it right next time.</p> <p>Click Exit Course to close this course or close your browser window.</p>