Instructional Design Project

Project Name: Create a Multimedia Presentation on Student Online Etiquette

Client Information

Institution: University of South Florida

Unit Name: Online Course Design and Development (OCDD)

Unit Responsibilities: The OCDD unit works collaboratively with faculty to design and develop online courses and programs. This includes creating new courses, converting courses from traditional format, and refreshing existing online courses.

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Problem Description

Communication in an online environment presents unique opportunities for misunderstanding due to the absence of face-to-face interaction. Since there is a major shift in the number of courses offered in an online environment, your online "handshake" – the way you answer emails or post to a discussion board – directly affect how your instructor and classmates perceive you. OCDD is in need of a multimedia presentation that explains the importance of online etiquette to include in every course they develop.

Assignment

Create an 8-10 slide multi-media presentation in Storyline on cautions and strategies for observing appropriate communication etiquette in discussions, group projects, email, etc. with instructors and classmates. To turn your assignment in, you will send us the link to view the infographic in the page it opens in. Use the links provided in the resources section or other appropriate content researched by you.

There should be no limit to your creativity – include interactivity, humor, modern-day images, and real-life situations.

Audience

All online USF students.

Deliverables and Specifications

To satisfy this request, OCDD would like to have a multimedia presentation developed that utilizes the following criteria:

- **Specifications**
  - Articulate Storyline
  - USF palette, being sure to implement colors from the accent pallet, it doesn't have to be green and gold
  - 8-12 slides
  - Voiceover narration
  - Include transcript
  - Meet "508" compliance with regards to text, images, animation, and navigation
  - Sources used must be cited appropriately
- **Course Content**:
  - Clearly stated student learning outcomes
  - Slide titles and numbered table of contents
  - On-screen and audio matches transcript
- **Course Design**:
  - No more than two fonts used
  - Aligned and consistent formatting
  - Use a consistent design throughout entire course
- **Course Functionality**:
  - Easy to use user interface
  - Interactions all work as expected
  - On-screen/audio instructions are easy to follow
  - Previous/next buttons – no next button on last slide, no previous button on first slide.
  - Course tested Chrome, IE, and Firefox
  - Transitions and animations are synced correctly
- **Media**:
  - Video and audio are all relevant to the content
  - Relevant and high-quality images, sized correctly and consistently
  - When using images and videos, please include alternate text
  - If using an avatar, make sure it has a purpose and is used consistently

Resources

The following is a list of resources to get you started. Please feel free to bring in additional resources:

Links:
https://www.youtube.com/watch?v=DwdqQjCfWSc
https://www.youtube.com/watch?v=M6Sh6Hdsf0I

Design resources:
Link to 508.gov
Link to 508 summaries
WebAim Resource for Designers
WebAim Contrast Checker
WebAim 508 Checklist

Timeline

You should approach this project in phases. First, you should be doing your research and compiling outlines, scripts, and planning the message. The next phase should be creating a rough prototype, and the final phase is production. There will be one review checkpoint by OCDD after the first phase.