**Digital Learning Software Training *(Blended Course Design)***

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# Course Objectives and Module Alignment

| Learning Objectives | Course Organization |
| --- | --- |
| *By the end of the course, learners will be able to….* | *Module Titles…* |
| 1. **Identify** appropriate use cases for alternative multimedia  | **Module 1:** There Has to be a Better Way: *Multimedia Use Cases* |
| 2. **Comprehend**, compare and classify the concepts of Captivate, Storyline, Camtasia and iSpring | **Module 2:** Knowing the Difference: *Differentiation and Comparative Analysis of Multimedia Software* |
| 3. **Apply** operational techniques to perform basic Captivate, Storyline, Camtasia and iSpringsoftware functions | **Module 3:** Sell Me Your Software: *Practical Use of Multimedia Software Features and Application* |
| 4. **Analyze** Captivate, Storyline, Camtasia and iSpringsoftware capabilities when evaluating course development options and risks | **Module 4:** Is this the Right Advice?: *Multimedia Software Consultations and Recommendations*  |
| 5. **Synthesize** faculty-provided information to effectively create Captivate, Storyline, Camtasia and iSpring software implementation strategy  | **Module 5:** If I Were You: *Multimedia Strategic Planning* |
| 6. **Evaluate** Captivate, Storyline, Camtasia and iSpringsoftware applicability to determine its effectiveness and efficiency | **Module 6:** Let’s Prove It: *Multimedia Software Application*  |

# Course Objectives and Content Alignment

| **Course Objectives** | Module Title | Text Readings/Presentations | Discussion/Collaboration | Audio/Video/Hyperlinks | Activities/Research |
| --- | --- | --- | --- | --- | --- |
| 1. **Identify** appropriate use cases for alternative multimedia | **Module 1:** There Has to be a Better Way: *Multimedia Use Cases* | * [When NOT to use PowerPoint](http://wittcom.com/when-not-to-use-powerpoint/)
* [Research Study: Implementing Multimedia in Online Courses](file:///C%3A%5CUsers%5Cksmith3%5CDownloads%5CAAEE%202012%20BMC%20final%20%281%29.pdf)
 | **Module 1 Online Discussion**:Describe a course which you feel alternative multimedia software (not PPT) would have been beneficial to meeting its objectives. | * [What is multimedia?](https://www.youtube.com/watch?v=BuFr393VWC4)
* [Multimedia for Teaching](https://www.youtube.com/watch?v=Bk3kqCJSlkw)
 | **Assignment 1:** Select 1 of your previously designed courses and explain how multimedia could have enhanced its content.  |
| 2. **Comprehend**, compare and classify the concepts of Captivate, Storyline, Camtasia and iSpring | **Module 2:** Knowing the Difference: *Differentiation and Comparative Analysis of Multimedia Software* | * [Product Review: Storyline](http://elearninfo247.com/2014/10/20/product-review-articulate-storyline-2/)
* [Storyline vs. Captivate](http://iconlogic.blogs.com/weblog/2015/11/articulate-storyline-vs-adobe-captivate.html)
* [Captivate vs. Camtasia vs. Storyline](http://iconlogic.blogs.com/weblog/2013/03/adobe-captivate-techsmith-camtasia-studio-articulate-storyline-production-times.html)
* [Product Review: iSpring](http://theelearningcoach.com/reviews/ispring-pro-review/)
* [Toolkit: Camtasia](http://www.learningsolutionsmag.com/articles/1109/toolkit-techsmith-camtasia-studio-8)
 | **Module 2 Online Discussion**: Of the 4 software products we are examining, if you could only choose **1** to design **ALL** of your courses which would you choose? Why? | * [Engaging Virtual Classroom Presentation](https://www.youtube.com/watch?v=VxY22IhbaH4)
 | **Assignment 2:** In pairs, create a sales pitch for your assigned software product. Convince the purchaser as to why your product is better than the other 3. *(Sales pitch will be shared during F2F session* |
| 3. **Apply** operational techniques to perform basic Captivate, Storyline, Camtasia and iSpring software functions | **Module 3:** Sell Me Your Software: *Practical Use of Multimedia Software Features and Application* | ***F2F Session – Conference Room Meeting*** | ***F2F Session – Conference Room Meeting*** | Pyramid Game (Online) | **Assignment 3:** Present your pair’s assigned product sales pitch. Complete peer evaluation. |
| 4. **Analyze** Captivate, Storyline, Camtasia and iSpring software capabilities when evaluating course development options and risks | **Module 4:** Is this the Right Advice?: *Multimedia Software Consultations and Recommendations*  | * [Select the Right Multimedia](http://elearningindustry.com/7-tips-to-choose-multimedia-for-your-elearning-course)
* [Selecting the Right Graphics for elearning](http://elearningindustry.com/7-tips-to-choose-images-and-graphics-for-elearning-course)
 | **Module 4 Online Discussion**: Case Studies - What would you suggest to the faculty member? | N/A | **Assignment 4:** In a chart, describe 3 differences and 3 similarities between all 4 software. |
| 5. **Synthesize** faculty-provided information to effectively create Captivate, Storyline, Camtasia and iSpring software implementation strategy | **Module 5:** If I Were You: *Multimedia Strategic Planning* | N/A | **Module 5 Online Discussion**: Case Studies - What would you suggest to the Instructional Designer? | * [Cognitive Theories of Multimedia](https://www.youtube.com/watch?v=m-qvPMmS5KE)
* [Optimizing Student Learning](https://www.youtube.com/watch?v=m-qvPMmS5KE)
 | **Assignment 5:** Create a **1 page** presentation utilizing Captivate, Storyline, Camtasia and iSpring. This will result in **4 one-page presentations**, on any topic of your choosing. *(Presentations will be shared during F2F session)* |
| 6. **Evaluate** Captivate, Storyline, Camtasia and iSpring software applicability to determine its effectiveness and efficiency | **Module 6:** Let’s Prove It: *Multimedia Software Application* | ***F2F Session – Conference Room Meeting*** | ***F2F Session – Conference Room Meeting*** | N/A | **Assignment 6:** Demonstrate the 4 (one page) presentations you created during Module 3.Complete peer evaluation. |

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# Course Objectives and Engagement Activities Alignment

| **Course Objectives** | Peer Partnership/Team Activities | Reflective Activities | Authentic Activities | Games and Simulations | Learner-Led Activities |
| --- | --- | --- | --- | --- | --- |
| 1. **Identify** appropriate use cases for alternative multimedia | N/A | **Module 1: Online Discussion**: Describe a course which you feel alternative multimedia software (not PPT) would have been beneficial to meeting its objectives. | N/A | N/A | N/A |
| 2. **Comprehend**, compare and classify the concepts of Captivate, Storyline, Camtasia and iSpring | **Assignment 2:** In pairs, create a sales pitch for your assigned software product. Convince the purchaser as to why your product is better than the other 3. (Sales pitch will be shared during F2F session | N/A | N/A | N/A | N/A |
| 3. **Apply** operational techniques to perform basic Captivate, Storyline, Camtasia and iSpring software functions | N/A | N/A | **Assignment 3:** Present your pair’s assigned product sales pitch. Complete peer evaluation. | Pyramid Game (Online) | **Assignment 3:** Present your pair’s assigned product sales pitch. Complete peer evaluation. |
| 4. **Analyze** Captivate, Storyline, Camtasia and iSpring software capabilities when evaluating course development options and risks | N/A | N/A | **Module 4: Online Discussion**: Case Studies. What would you suggest to the faculty member? | N/A | N/A |
| 5. **Synthesize** faculty-provided information to effectively create Captivate, Storyline, Camtasia and iSpring software implementation strategy | N/A | N/A | Create a **1 page** presentation utilizing Captivate, Storyline, Camtasia and iSpring. This will result in **4 one-page presentations**, on any topic of your choosing. | N/A | N/A |
| 6. **Evaluate** Captivate, Storyline, Camtasia and iSpring software applicability to determine its effectiveness and efficiency | N/A | N/A | N/A | N/A | **Assignment 6:** Demonstrate the 4 (one page) presentations you created during Module 3.Complete peer evaluation. |

## Engaging Course Components

| **Course Objectives** | Lecture/Text Readings/Resources | Discussion/Collaboration | Audio/Video/Hyperlinks | Activities/Research | Engagement/ExperientialActivity | Assessment |
| --- | --- | --- | --- | --- | --- | --- |
| 1. **Identify** appropriate use cases for alternative multimedia | * [When NOT to use PowerPoint](http://wittcom.com/when-not-to-use-powerpoint/)
* [Research Study: Implementing Multimedia in Online Courses](file:///C%3A%5CUsers%5Cksmith3%5CDownloads%5CAAEE%202012%20BMC%20final%20%281%29.pdf)
 | **Module 1: Online Discussion**:Describe a course which you feel alternative multimedia software (not PPT) would have been beneficial to meeting its objectives. | * [What is multimedia?](https://www.youtube.com/watch?v=BuFr393VWC4)
* [Multimedia for Teaching](https://www.youtube.com/watch?v=Bk3kqCJSlkw)
 | **Assignment 1:** Select 1 of your previously designed courses and explain how multimedia could have enhanced its content.  | N/A | Formative |
| 2. **Comprehend**, compare and classify the concepts of Captivate, Storyline, Camtasia and iSpring | * [Product Review: Storyline](http://elearninfo247.com/2014/10/20/product-review-articulate-storyline-2/)
* [Storyline vs. Captivate](http://iconlogic.blogs.com/weblog/2015/11/articulate-storyline-vs-adobe-captivate.html)
* [Captivate vs. Camtasia vs. Storyline](http://iconlogic.blogs.com/weblog/2013/03/adobe-captivate-techsmith-camtasia-studio-articulate-storyline-production-times.html)
* [Product Review: iSpring](http://theelearningcoach.com/reviews/ispring-pro-review/)
* [Toolkit: Camtasia](http://www.learningsolutionsmag.com/articles/1109/toolkit-techsmith-camtasia-studio-8)
 | **Module 2: Online Discussion**: Of the 4 software products we are examining, if you could only choose **1** to design **ALL** of your courses which would you choose? Why? | * [Engaging Virtual Classroom Presentation](https://www.youtube.com/watch?v=VxY22IhbaH4)
 | **Assignment 2:** In pairs, create a sales pitch for your assigned software product. Convince the purchaser as to why your product is better than the other 3. *(Sales pitch will be shared during F2F session* | **Assignment 2:** In pairs, create a sales pitch for your assigned software product. Convince the purchaser as to why your product is better than the other 3. *(Sales pitch will be shared during F2F session* | Peer Evaluation |
| 3. **Apply** operational techniques to perform basic Captivate, Storyline, Camtasia and iSpring software functions | ***F2F Session – Conference Room Meeting*** | ***F2F Session – Conference Room Meeting*** | N/A | N/A | **Assignment 3:** Present your pair’s assigned product sales pitch. Complete peer evaluation. | Peer Evaluation |
| 4. **Analyze** Captivate, Storyline, Camtasia and iSpring software capabilities when evaluating course development options and risks | * [Select the Right Multimedia](http://elearningindustry.com/7-tips-to-choose-multimedia-for-your-elearning-course)
* [Selecting the Right Graphics for e-learning](http://elearningindustry.com/7-tips-to-choose-images-and-graphics-for-elearning-course)
 | **Module 4: Online Discussion**: Case Studies. What would you suggest to the faculty member? | N/A | **Assignment 4:** In a chart, describe 3 differences and 3 similarities between all 4 software. | N/A | Formative |
| 5. **Synthesize** faculty-provided information to effectively create Captivate, Storyline, Camtasia and iSpring software implementation strategy | N/A | **Module 5: Online Discussion**: Case Studies. What would you suggest to the Instructional Designer? | * [Cognitive Theories of Multimedia](https://www.youtube.com/watch?v=m-qvPMmS5KE)
* [Optimizing Student Learning](https://www.youtube.com/watch?v=m-qvPMmS5KE)
 | **Assignment 5:** Create a **1 page** presentation utilizing Captivate, Storyline, Camtasia and iSpring. This will result in **4 one-page presentations**, on any topic of your choosing. *(Presentations will be shared during F2F session)* | N/A | Peer Evaluation |
| 6. **Evaluate** Captivate, Storyline, Camtasia and iSpring software applicability to determine its effectiveness and efficiency | ***F2F Session – Conference Room Meeting*** | ***F2F Session – Conference Room Meeting*** |  |  | **Assignment 6:** Demonstrate the 4 (one page) presentations you created during Module 3.Complete peer evaluation. | Peer Evaluation |

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# Blended and Face-to-Face Alignment Grid

| **Objectives** | Assessments | Online Learning Activities | F2F Learning Activities | Technology needs |
| --- | --- | --- | --- | --- |
| 1. **Identify** appropriate use cases for alternative multimedia | Formative**Module 1: Online Discussion**:Describe a course which you feel alternative multimedia software (not PPT) would have been beneficial to meeting its objectives. | **Assignment 1:** Select 1 of your previously designed courses and explain how multimedia could have enhanced its content.  |  N/A | N/A |
| 2. **Comprehend**, compare and classify the concepts of Captivate, Storyline, Camtasia and iSpring | Peer Evaluation | **Assignment 2:** In pairs, create a sales pitch for your assigned software product. Convince the purchaser as to why your product is better than the other 3. *(Sales pitch will be shared during F2F session* | N/A | N/A |
| 3. **Apply** operational techniques to perform basic Captivate, Storyline, Camtasia and iSpring software functions | Peer Evaluation | N/A | **Assignment 3:** Present your pair’s assigned product sales pitch. Complete peer evaluation. | Multimedia Software: Captivate, Storyline, Camtasia and iSpring |
| 4. **Analyze** Captivate, Storyline, Camtasia and iSpring software capabilities when evaluating course development options and risks | Formative**Module 4: Online Discussion**: Case Studies - What would you suggest to the faculty member? | **Assignment 4:** In a chart, describe 3 differences and 3 similarities between all 4 software. | N/A | N/A |
| 5. **Synthesize** faculty-provided information to effectively create Captivate, Storyline, Camtasia and iSpring software implementation strategy | Peer Evaluation | **Assignment 5:** Create a **1 page** presentation utilizing Captivate, Storyline, Camtasia and iSpring. This should result in **4 one-page presentations**, on any topic of your choosing. *(Presentations will be shared during F2F session)* | N/A | N/A |
| 6. **Evaluate** Captivate, Storyline, Camtasia and iSpring software applicability to determine its effectiveness and efficiency | Peer Evaluation | N/A | **Assignment 6:** Demonstrate the 4 (one page) presentations you created during Module 3.Complete peer evaluation. | Multimedia Software: Captivate, Storyline, Camtasia and iSpring |

# Blended Course Schedule

| Week | Module | Learning Activities/Assessments | Delivery Format |
| --- | --- | --- | --- |
| 1 | **Module 1:** There Has to be a Better Way: *Multimedia Use Cases* | **FOR REVIEW:*** **Readings/Presentations**
* [When NOT to use PowerPoint](http://wittcom.com/when-not-to-use-powerpoint/)
* [Research Study: Implementing Multimedia in Online Courses](file:///C%3A%5CUsers%5Cksmith3%5CDownloads%5CAAEE%202012%20BMC%20final%20%281%29.pdf)
* **Multimedia**
* [What is multimedia?](https://www.youtube.com/watch?v=BuFr393VWC4)
* [Multimedia for Teaching](https://www.youtube.com/watch?v=Bk3kqCJSlkw)

**TO DO:*** **Discussions**
* **Module 1 Online Discussion**:Describe a course, which you feel alternative, multimedia software (not PPT) would have been beneficial to meeting its objectives.
* **Activities/Research**
* **Assignment 1:** Select 1 of your previously designed courses and explain how multimedia could have enhanced its content.
 | **ONLINE** |
| 2 | **Module 2:** Knowing the Difference: *Differentiation and Comparative Analysis of Multimedia Software* | **FOR REVIEW:*** **Readings/Presentations**
* [Product Review: Storyline](http://elearninfo247.com/2014/10/20/product-review-articulate-storyline-2/)
* [Storyline vs. Captivate](http://iconlogic.blogs.com/weblog/2015/11/articulate-storyline-vs-adobe-captivate.html)
* [Captivate vs. Camtasia vs. Storyline](http://iconlogic.blogs.com/weblog/2013/03/adobe-captivate-techsmith-camtasia-studio-articulate-storyline-production-times.html)
* [Product Review: iSpring](http://theelearningcoach.com/reviews/ispring-pro-review/)
* [Toolkit: Camtasia](http://www.learningsolutionsmag.com/articles/1109/toolkit-techsmith-camtasia-studio-8)
* **Multimedia**
* [Engaging Virtual Classroom Presentation](https://www.youtube.com/watch?v=VxY22IhbaH4)

**TO DO:*** **Discussions**
* **Module 2 Online Discussion:** Of the 4 software products we are examining, if you could only choose 1 to design ALL of your courses which would you choose? Why?
* **Activities/Research**
* **Assignment 2:** In pairs, create a sales pitch for your assigned software product. Convince the purchaser as to why your product is better than the other 3. *(Sales pitch will be shared during F2F session*
 | **ONLINE** |
| 3 | **Module 3:** Sell Me Your Software: *Practical Use of Multimedia Software Features and Application* | **FOR REVIEW:*** **Readings/Presentations**
* *F2F Session – Conference Room Meeting*
* **Multimedia**
* Pyramid Game (Online)

**TO DO:*** **Discussions**
* *F2F Session – Conference Room Meeting*
* **Activities/Research**
* **Assignment 3:** Present your pair’s assigned product sales pitch. Complete peer evaluation.
 | **F2F** |
| 4 | **Module 4:** Is this the Right Advice?: *Multimedia Software Consultations and Recommendations*  | **FOR REVIEW:*** **Readings/Presentations**
* [Select the Right Multimedia](http://elearningindustry.com/7-tips-to-choose-multimedia-for-your-elearning-course)
* [Selecting the Right Graphics for elearning](http://elearningindustry.com/7-tips-to-choose-images-and-graphics-for-elearning-course)
* **Multimedia**
* N/A

**TO DO:*** **Discussions**
* **Module 4 Online Discussion**: Case Studies - What would you suggest to the faculty member?
* **Activities/Research**
* **Assignment 4:** In a chart, describe 3 differences and 3 similarities between all 4 software.
 | **ONLINE** |
| 5 | **Module 5:** If I Were You: *Multimedia Strategic Planning* | **FOR REVIEW:*** **Readings/Presentations**
* NA
* **Multimedia**
* [Cognitive Theories of Multimedia](https://www.youtube.com/watch?v=m-qvPMmS5KE)
* [Optimizing Student Learning](https://www.youtube.com/watch?v=m-qvPMmS5KE)

**TO DO:*** **Discussions**
* **Assignment 5:** Create a **1 page** presentation utilizing Captivate, Storyline, Camtasia and iSpring. This will result in **4 one-page presentations**, on any topic of your choosing. *(Presentations will be shared during F2F session)*Activities/Research
 | **ONLINE** |
| 6 | **Module 6:** Let’s Prove It: *Multimedia Software Application*  | **FOR REVIEW:*** **Readings/Presentations**
* *F2F Session – Conference Room Meeting*
* **Multimedia**
* *F2F Session – Conference Room Meeting*

**TO DO:*** **Discussions**
* **Module 4 Online Discussion**: Case Studies - What would you suggest to the faculty member?
* **Activities/Research**
* **Assignment 6:** Demonstrate the 4 (one page) presentations you created during Module 3.Complete peer evaluation.
 | **F2F** |