

VIDEO LEARNING DESIGN BRIEF WORKSHEET *ANIMATED RESUME*

PROJECT SUMMARY:

CLIENT NAME: Jai'mie Terry	CONTRACTOR/VENDOR: SUBLIME EDUCATION
PROJECT OVERVIEW: This is a video-based learning product. The video features graphics, video, with voice over narration.	COURSE LENGTH: N/A
	TARGET AUDIENCE <ul style="list-style-type: none">• Recruiters• Hiring Managers
	LEARNING ENVIRONMENT <ul style="list-style-type: none"><input type="checkbox"/> ILT<input type="checkbox"/> VILT<input type="checkbox"/> E-learning<input type="checkbox"/> Blended<input checked="" type="checkbox"/> Video Learning
COURSE GOAL(S)/LEARNING OUTCOME(S)	INTERACTIVITIES IN E-LEARNING <ul style="list-style-type: none"><input checked="" type="checkbox"/> Level 1<input type="checkbox"/> Level 2

<p>Upon the completion of this course, the learner will know about Jai'mie work history, educational background, hobbies, and interests.</p>	<input type="checkbox"/> Level 3 <input type="checkbox"/> Level 4
<p>DELIVERABLES</p> <ul style="list-style-type: none"> ▪ Project Brief ▪ Script ▪ Visual Mockups ▪ Visual Storyboard ▪ Final Product 	<p>TIMELINE: 3 weeks</p> <p>Project Brief: 06/13/2022</p> <p>Ideation: 06/14/2022</p> <p>Script: 06/16/2022</p> <p>Visual Mockups: 06/21/2022</p> <p>Visual Storyboard: 06/23/2022</p> <p>Final Product: 07/07/2022</p>
<p>PROBLEM and SOLUTION</p> <p>The client expressed dissatisfaction with her resume response rate.</p> <p>I proposed an animated video to grab the attention of recruiters more effectively as well as leave a lasting impression.</p>	
<p style="text-align: center;">LEARNER PERSONA</p> <p style="text-align: center;">Recruiters on a time crunch that have 7-10 seconds to read resumes</p>	

CONTENT

FUNDAMENTAL UNDERSTANDINGS *Content, Skills, and Concepts*

Learners will know the following content:

1. Learners will learn about Jai'mie's work history.
2. Learners will learn about Jai'mie's educational background.
3. Learners will learn about Jai'mie's hobbies and interests.

Learners will develop the following skills:

4. Learners will be able to determine Jai'mie's skills and qualification for the applied position.

Learners will grasp the following concepts:

5. Learners will understand my work history.
6. Learners will understand my educational background.
7. Learners will understand some of my hobbies and interests.

APPROACHES TO LEARNING

- Thinking
- Social
- Communication

INSTRUCTIONAL ACTIVITIES *What activities will the learners engage in (e.g., readings, quizzes, learner reflections)?*

- Video Instruction

Self-management

Research

Details:

DIFFERENTIATION

Affirm identity—build self-esteem

Value prior knowledge

Scaffold learning

Extend learning

Details:

EXTENSION

LEARNING OBJECTIVES

1. Learners will understand Jai'mie's work history.
2. Learners will understand Jai'mie's educational background.
3. Learners will understand some of Jai'mie's hobbies and interests.
4. Learners will be able to determine Jai'mie's skills and qualification for the applied position.

COURSE OUTLINE

No.	SCENARIO	SECTION OUTLINE	ASSESSMENT
1	Work History	<p>Key Concepts: – Jai'mie's work history shows relevant work experience</p> <p>Key Skills: determine if Jai'mie is a good candidate for the position based her on work history</p> <p>Key Content: work history</p>	None

2	Educational Background	<p>Key Concepts: – Jai'mie's educational background demonstrates her academic qualification and achievements</p> <p>Key Skills: determine if Jai'mie is a good candidate for the position based on her educational background</p> <p>Key Content: educational background</p>	None
3	Hobbies & Interests	<p>Key Concepts: Jai'mie's ability to fit into the company culture</p> <p>Key Skills: determine if Jai'mie is a good candidate for the position based on her hobbies and interests</p> <p>Key Content: hobbies and interests</p>	None

EQUIVALENCY *Activities, methods tools substitutions*

VILT	Video Learning
Text-based introduction	Video introduction

TECHNICAL REQUIREMENTS

LMS/LRS COMPATIBILITY

LMS

LRS

Value for LMS/LRS:

Passed

Failed

Complete

Incomplete

ADDITIONAL TECH DETAILS

OTHER:

Yes. If yes, please specify.

No

AUTHORING TOOL: None

TESTING & ASSESS

PRE-TEST	POST TEST
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes. If yes, please specify. <input checked="" type="checkbox"/> No

PROJECT MANAGEMENT

NAME	ROLE	ORGANIZATION
Jai'mie Terry	Project Manager	Vendor
Jai'mie Terry	Writer / Instructional Designer	Vendor
Jai'mie Terry	Developer	Vendor
Jai'mie Terry	Production Coordinator	Vendor
Jai'mie Terry	QC Editor/Editor/Reviewer	Vendor
Jai'mie Terry	Animator	Client
Jai'mie Terry	Voice Over Actor	Client

PROJECT MANAGEMENT INFORMATION:

MEETING TOPIC	GOALS	DATE	TIME
Project Outline	- Outline video learning scope	06/09/2022	
Action Mapping	- Explicitly identify learning outcomes	06/10/2022	

	<ul style="list-style-type: none"> - Adapt learning outcome into specific tasks - Establish course blueprint for scenario-based training 		
Project Brief	<ul style="list-style-type: none"> - Detail project scope, goals, objective, timeline, content, resources, project management 	06/13/2022	
Sketching – Ideation Deliverables	<ul style="list-style-type: none"> - Outline and product visual concept (mood board and content design concepts) - Generate ideas Validate vision 	06/14/2022	
Visual Mockups	<ul style="list-style-type: none"> - Present Brand's visual style - Decide visual details - Approve visual detail 	06/21/2022	
Storyboard Review with Visuals	<ul style="list-style-type: none"> - Visual presentation of course flow with programming notes review 	06/23/2022	
Video Presentation Test/Review	<ul style="list-style-type: none"> - Prototype presentation and review - Evaluate product logic and appearance - Full estimate for development 	07/05/2022	

	- Full product design		
Visual Mockup Presentation and Sign Off	- Product review and sign off	07/07/2022	