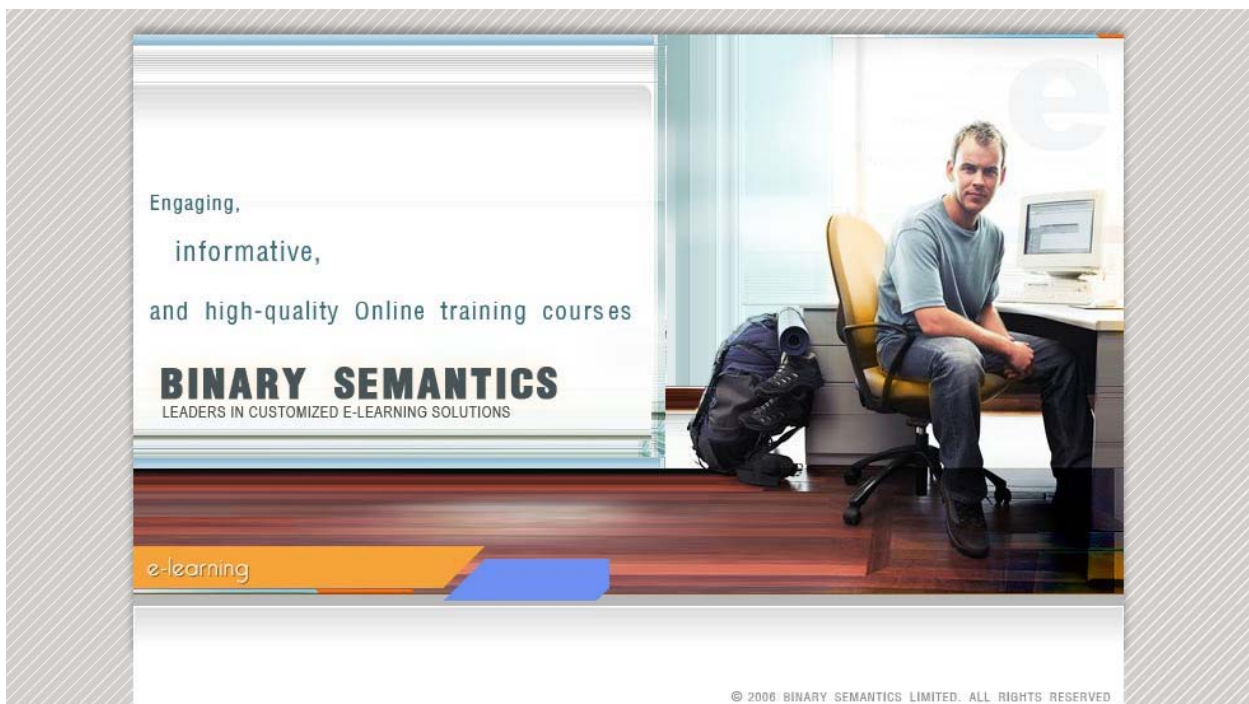


E – LEARNING



Author : Binary Semantics Limited

Approach Paper Title:

Approach paper on content development process and methodology

Purpose of this document:

Document explains Binary Semantics LTD content development process, methodology, development ratios, team competency and case studies.

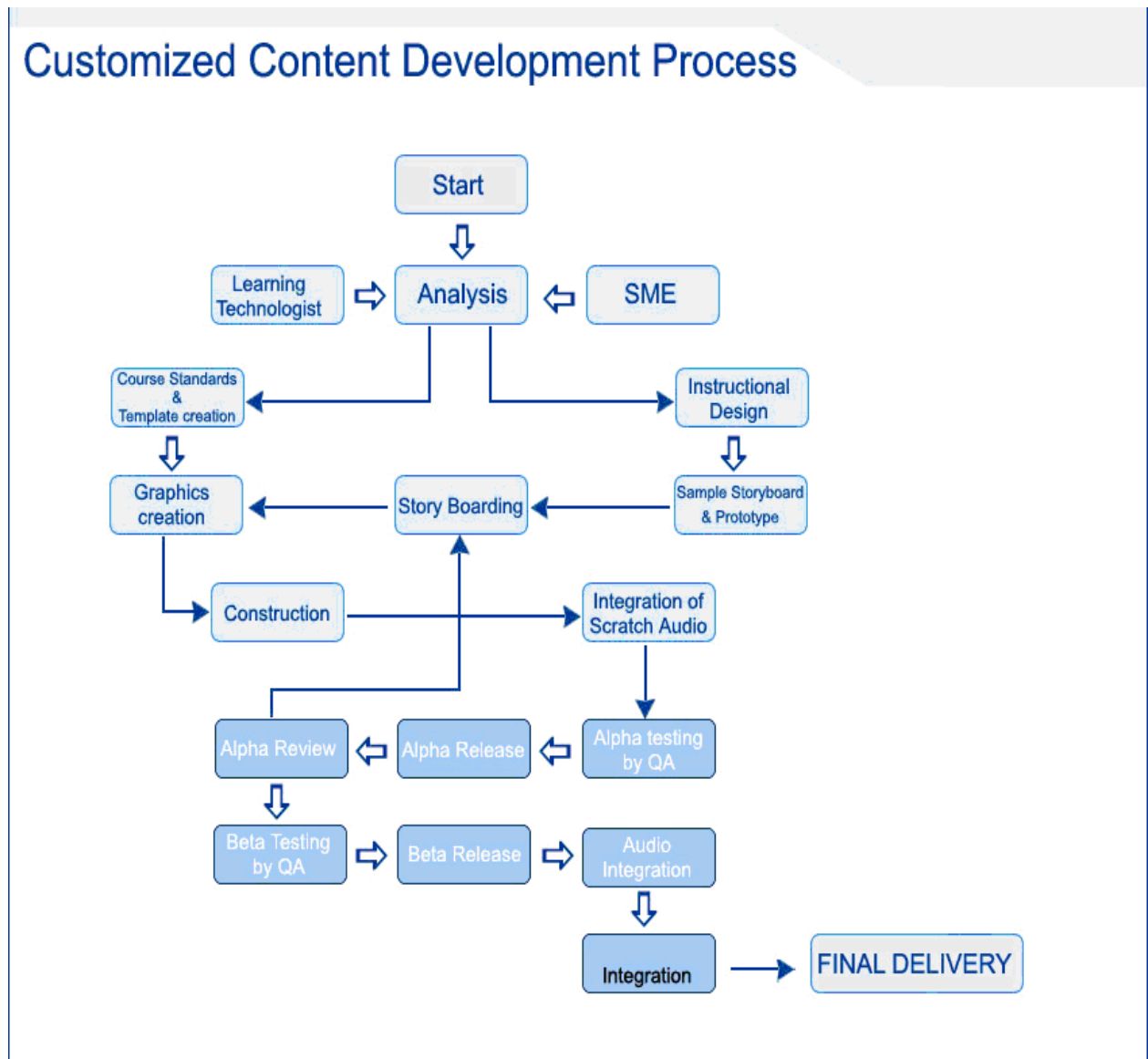
Abbreviations and terms used:

| Abbreviation | Meaning |
|--------------|--------------------------------|
| ID | Instructional Design |
| RD | Requirement Document |
| PP | Project Plan |
| SB | Story Board |
| QA | Quality Assurance |
| SME | Subject Matter Expert |
| RCR | Requirement for Change Request |
| UAT | User Application Testing |

1. Customized content creation process

Binary Semantics follows a streamlined customized content development process that ensures on-time delivery of high-quality custom content.

At Binary Semantics, the development process is carefully engineered to place the learner at the focus of the e-Learning program. Before developing a program, Binary Semantics assesses the corporate learning needs, to ensure that the learning solution is aligned to both the corporate and learner goals.



E Learning Approach Paper

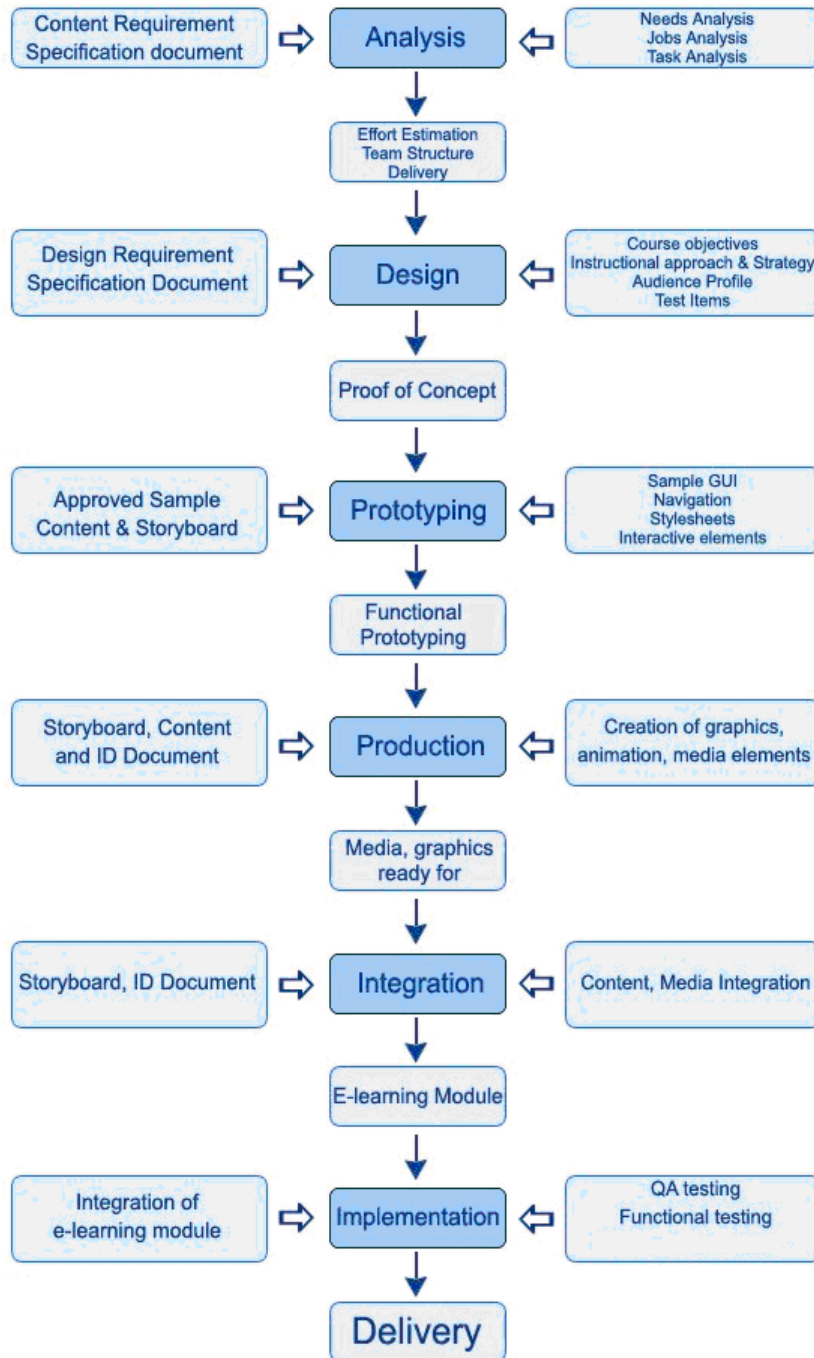
| Step | Action | Responsibility. | Acceptance Criteria | Destination of output |
|------|--|---|---|--|
| 1 | Requirement Analysis: Done after project kick off. This includes determining the project scope, timelines and deployment requirements. | Project Manager and Learning technologist | Project Manager and Learning technologist should be in agreement that the document is as per client requirements. | Requirement Document (RD) and Project plan |
| 2. | Review and approval of Requirement Document by client and project plan. | Project Manager, Learning technologist and Client | Approval from client – RD and project plan is approved | Approved Requirement Document and project plan |
| 3. | Design: On the basis of approved RD, course design is created. | Instructional Designer | Design maps to RD and is delivered. | Draft Design Document |
| 4 | Design review and approval – if required, modifications are done by Instructional designer. | Learning technologist | Design maps to RD and is delivered & approved as per project plan | Final Design document |
| 5 | Project standards and Course templates are created. Audio samples are short listed for client review and approval. | Project Manager, Learning Technologist and Instructional Designer | Project standards, Course Templates, and Audio samples should map with client requirements and is delivered as per project plan | Draft project standards, samples of Course Templates and samples of voice over recordings |
| 6 | Review and approval of Design document, project standards, course template, and voice over artist to be used in the project. | Project Manager/ Learning Technologist and Client | Approval from client – products are as per client requirements and are delivered as per project plan | Approved Design document, project standards, course template, and final voice over artist to be used in the course |
| 7 | Prototyping: Prototype is developed as per approved RD, Note: Content for prototype is approved by client during Design phase. | Design, Standards Entire project team: Project Manager, Learning Technologist, Instructional Designer, Copy writer, Media programmer, and Quality Analyst | Template and voice to Prototype completed as per project plan .Prototype is as per approved Prototype content and client requirements | be used Approved Prototype |

| | | | | |
|-----|---|--|---|--|
| 8 | Storyboarding: on the basis of approved RD and design, storyboard is created by copywriters and reviewed by ID. | Instructional Designer (ID) and Copy writers | Storyboards (SB) completed as per project plan Approved by Learning technologist | Draft SB |
| 9 | Review and approval of SB by client | ID, Learning Technologist and Client | SB map to approved RD and Design, and is delivered as per project plan | Approved SB |
| 10 | Development and testing of Alpha course: This is done for approved SB and reviewed and tested by ID and Quality Analyst. Learning Technologist may do value addition at this point. | Media programmer, ID, Quality Analyst, Learning Technologist | Alpha course completed as per project plan | Alpha course |
| 11. | Review and approval of Alpha course by client | Project Manager/ Learning Technologist and Client | Alpha course maps to approved SB and is delivered as per project plan | Approved Alpha course |
| 12. | Change request: If client asks for changes in the Alpha course, a Requirement for Change Request (RCR) is raised. | Project Manager | Feasibility study (effort and cost) is done from Design perspective | RCR document, revised Design document and storyboards and revised project plan |
| 13. | Development and testing of Beta course: If Share point hosting is required, Alpha course is finalized as the Share point compliant version called Beta course. Beta course is reviewed and tested by Quality Analyst. | Media programmer and Quality Analyst | Beta course is Share point compliant as per client requirements. Beta course completed as per project plan. | Beta course |
| 14. | Testing and approval of Beta course by client. | Client | Beta course is Share point compliant as per client requirements documented in RD and is delivered as per project plan | Approved Beta course |

| | | | | |
|-----|---|---|--|--|
| 15. | Voice integration in Beta course: If course requires voiceover, the client-approved voice is recorded and integrated in Beta course. Beta course is reviewed and tested by Quality Analyst. | Voice artist, Media programmer and Quality Analyst | Beta course is voice integrated as per client requirements documented in RD and is delivered as per project plan | Approved Beta course with voice integrated |
| 16. | Delivery of final course: Final course is delivered to the client along with source files. If course is to be deployed on the Share point, it is deployed at client site | Project Manager/Media programmer/ Learning Technologist | Final course is as per client requirements and is delivered as per project plan | Final course |

2. SAMPLE PROJECT SCHEDULE AND METHODOLOGY

Content Development Methodology



Analyze

The **Analysis** phase is the foundation for all other phases and includes specific research techniques such as needs analysis, job analysis and task analysis. The output of this phase includes the instructional goals, and a list of tasks to be performed. These contribute as inputs for the Design phase.

Design

The **Design** phase involves using the output from the Analysis phase to plan a strategy for developing the instruction. During this phase, we outline how to reach the instructional goals determined during the Analysis phase and expand the instructional foundation. Some of the elements of the Design Phase include defining the audience profile, writing objectives and test items, selecting a delivery system, and sequencing the instruction.

Development

The purpose of this phase is to generate the content for the course. During this phase we develop the instructional material, the medium of instruction, and any supporting documentation. The content is thoroughly checked for technical accuracy during this phase.

Implementation

The **Implementation** phase refers to the actual delivery of the instruction. This phase emphasizes the effective and efficient delivery of the content that has been created for the course.

Evaluate

Evaluation occurs throughout the process. Summative Evaluation usually occurs after the final version of instruction is implemented. This type of evaluation assesses the overall effectiveness and efficiency of the instruction.

Review

Constant reviews will be held throughout the duration of the project enabling progress to be monitored and objective milestones to be met. Once user acceptance testing is complete, a review will take place to ensure that the project was delivered to the specifications set out at the beginning. Once the project has been signed off, Binary Semantics will monitor the system for teething problems and support will be provided as written in the final contractual agreement.

3. Team

Binary Semantics e-learning custom content development team has:

| S. No. | Role | Description |
|--------|------------------------|---|
| 1 | Project Manager | Create and manage project plan, manage resources and track resource utilization, monitor project progress, interface with the client for project scheduling and status |
| 2 | Learning technologist | Conceptualise project strategy/approach, provide value adds for course design and developed product, monitor adherence to project strategy as per client requirements, interface with the client for understanding requirements and getting approvals on deliverables |
| 3 | Instructional Designer | Review course design and storyboards from the instructional perspective, language, and adherence to course design and standards |
| 4 | Copy Writer | Create course design and storyboards that adhere to course design and standards |
| 6 | Graphic Artist | Create course graphics that add value to the content |
| 7 | Media Programmer | Programme media elements to integrate the course as a complete functional unit |
| 8 | Quality Analyst | Review course for project standards adherence and serve as a quality gate for the developed course |
| 9 | Developers | Integrate the course to Share Point |

Technical Competency

Binary Semantics extensively works on following technologies:

Authoring tools:

Tool book, Macro media dream weaver, Flash, Authorware, Director, Client provided authoring tools and environments, Proprietary tools for XML conversion.

Programming languages:

C, C++, visual C++, visual basics, VB.net, ado.net, java, advanced java

Database development:

Oracle, MS access, MS SQL, SQL server

Web development:

HTML, DHTML, XML, asp.net, ado.net, java, Dreamweaver

Graphics production:

Photoshop, sound forge, premier, media 100, Flash, illustrator, Corel Draw, 3D studio Max