Design Document for "Efficient Video Content Creation" E-Learning

Introduction

The "Efficient Video Content Creation" e-learning is designed for marketing assistants who are involved in creating video content but are not experienced in coordinating video production projects. The e-learning will teach them how to apply the basic principles of coordinating video product projects with multiple stakeholders involved, such as communication with stakeholders, planning ahead and being proactive, and preparing SEMs for the shooting.

Target Audience

The target audience for this e-learning is marketing assistants who are involved in creating video content but are not experienced in coordinating video production projects. They usually have to juggle multiple projects, so they prefer the learning to be actionable and at the time of need.

Learning Objectives

The learning objective is to apply the basic principles of coordinating video product projects with multiple stakeholders involved.

Content Outline

The e-learning will cover the following key topics:
- Main story introduction
- Mentor introduction
- Success meters introduction
- Question 1 and consequences
- Question 2 and consequences
- Question 3 and consequences
- Question 4 and consequences

Instructional Strategies

The instructional strategies include self-paced scenario-based e-learning and gamification elements (success meters). The e-learning will be presented in a scenario-based format, where the learner will be presented with a series of real-life scenarios that they might encounter when coordinating video production projects. The learner will be asked to make choices, and the consequences of those choices may influence the progress of the scenarios. A mentor (job aid) will be available to provide hints when learners are asked to make choices.

Assessment Plan

The assessment plan will involve the learner answering questions to go through the scenario. After each question, the learner will be given instant feedback (consequences) on their choice. There will be different branches of the scenario, depending on the learner's choices, and the consequences of each branch will be different. This approach will provide a more engaging and interactive learning experience, and it will allow the learner to see the direct impact of their decisions on the video production project.

Delivery Method

The learning experience will be delivered as interactive e-learning through the web. It will be accessible through a weblink, and the learner will be able to access it from any device with an internet connection. The learners can go through the scenario as many times as they want.

Timeline

The instructions will be delivered in six weeks. Key milestones include action mapping, a text-based storyboard, visual mockups, an interactive prototype, and full development. This timeline will allow for proper planning, development, and testing of the e-learning to ensure that it is effective and meets the needs of the target audience.

Conclusion

The "Efficient Video Content Creation" e-learning will provide marketing assistants with the basic principles of coordinating video production projects with multiple stakeholders involved. It will be delivered as interactive e-learning through the web, using self-paced scenario-based e-learning and gamification elements to provide an engaging and interactive learning experience. The assessment plan will allow the learner to see the direct impact of their decisions on the video production project. The e-learning will be developed over 6 weeks, with key milestones including action mapping, a text-based storyboard, visual mockups, an interactive prototype, and the full development.