A Sprint to Design, Develop & Deliver: Rapid Course Development

Case Study: Digital Producer

AFTRS
Australian Film Television and Radio School

Mark Parry
E Learning Designer
AFTRS (founded 1973)
- Film, TV, radio, digital, media, communications, storytelling & creativity
- Primarily on-campus delivery
- Close industry links
- Moodle since 2013
- Currently Moodle v3.5.3
- Award courses (BA, MA & Grad Dip programs)
- Short courses (non-award, on-campus + blended + online)
- Industry certificates (vocational learning outcomes, on-campus + blended + online)
EXISTING Digital Producer

- Delivered on-campus as 5-day intensive
- Practical course to develop essential skills to work in the digital space.
  - Learn essential skills to develop, coordinate and manage digital media projects.
  - Learn to build relationships with your teams and stakeholders, strategise business and digital marketing solutions, translate briefs, and create architectural and business documentation to support your projects.
TRANSFORMING *Digital Producer*

5-day intensive course (on-campus, face-to-face)

- 5 days on-campus
- 35 hours of contact

12-week Moodle course (blended)

- 3 weekends on-campus + online
- 120 hours of contact (+ additional self-directed learning and assessment work)
**PROJECT SCHEDULE**

**LMS**

**Time**

**I’ve arrived**

**Big pile of content**

**Learning Designer**

**Schedule**

**Course Outline (draft)**

**Things to do**

**2018**
- Nov – Analyse, Design & Develop
- Dec – Analyse, Design & Develop

**2019**
- Jan – Analyse, Design & Develop
- Feb – LAUNCH, Analyse, Design & Develop
- March – Deliver, Analyse, Design & Develop
- April – Deliver, Analyse, Design & Develop
- May – Deliver, Analyse, Design & Develop
- June – Evaluate, Reflect
DEVELOPMENT MODELS

- ADDIE
- SAM1 & SAM2

![Development Models Diagram]
ISSUES & CHALLENGES

• Tight development schedule
• Face-to-face vs online approaches
• Existing assets & assets to be developed
• Learning needs and pedagogy
• Tasks and workflows
RAPID COURSE DEVELOPMENT

• Rapid development of sample topic
• Agreed approach
• Regular communication
• Negotiated schedule of tasks
  • content development
  • checking Moodle content/tools
• Iterative content and course development
• Ideal balance with face to face components
TUTOR & SUBJECT MATTER EXPERT (SME)

• Close working relationship & regular communication with Learning Designer
• Negotiated schedule of tasks (ie content development, checking Moodle content/tools)
• Rapid, iterative Moodle course development
MOODLE TOOLS

• Moodle book
• Labels, buttons
• Forum
• Folder
• Kaltura videos
• H5P tools (eg Quiz)
Industry Certificate: Digital Producer

Tech Specs

1. Start

Last week, we reviewed project resources and budgets and learned about legal and compliance considerations. This week we’ll be digging deeper into the functionality and technical requirements for digital projects and learn how to write up the documentation that supports the development process.

Watch the following video:

- Text content
- Images/info graphics
- Weblinks
- Templates
- PDF readings
- Topic intro videos X 12 (with machine transcribing)
- YouTube videos
- Quiz
MOODLE FORUM

- A forum for each of 22 online topics (over 12 weeks)
- Meaningful tasks
- Social & active learning
- Established expectations
- Not a direct part of assessment
- Clear & concise instructions
- Brief (50-300 words)
- Linked to topics discussed in Zoom sessions
- Student voice & perspective
VIDEO CONFERENCES

- 12 Guest Lecturers
- Weekly Zoom video sessions
- Student access to recordings
- Support from course coordinators is crucial
TUTOR PROFESSIONAL DEVELOPMENT (PD)

• Moodle course development (software, protocols, workflows, task allocation)
• Moodle course delivery (software, pedagogy, protocols, relationship to f/f, tutor/student support etc)
• Zoom video (hardware, software, pedagogy, protocols, tutor/student support)

Click “Share Screen” then choose an open application to view on-screen with students (eg PowerPoint).
STUDENT FEEDBACK

“I found the information extremely valuable. I have been interviewing for positions & have used what I have learnt in this course to demonstrate my enhanced knowledge of Digital Production....I'm happy to say that I have been offered & accepted a job offer & plan to use the Digital Producer toolkit - & resources I have obtained from this course - in my new role...

AFTRS Student, May 2019