**AI Avatars & Audio/Video Clones in EdTech**

**Site Outline for IST 541 – Fall 2025**

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**Objectives**

* Introduce educators to AI avatars and audio/video cloning for instruction.
* Demonstrate tools (HeyGen, ElevenLabs) with concise examples.
* Provide simple job-aid steps, audio/video embeds, and downloadable assets to try.

**Target Audience**

* Primary: Instructors and instructional designers exploring AI-enabled media for teaching.
* Secondary: Course peers and faculty evaluating web, media, and interactivity requirements.

**Top Navigation (Header Menu)**

* Home
* Modality Principle
* Using HeyGen
* Creating “Digital Twins”
* Using Translation Tech
* A/V Tutorial (Job Aid)
* Embedding Audio
* Embedding Video

**Page-by-Page Wireframe**

**Home (index.html)**

**Content**

* Welcome, brief overview of avatars/clones; tool mentions (HeyGen, ElevenLabs).

**Media**

* Hero headings, short intro copy.

**Interaction**

* Header nav to all sections.

**Modality Principle (page1.html)**

**Content**

* Summary of the Modality Principle and its relevance to online learning.
* Examples and short citations planned for later revision.

**Media**

* Text block; optional figure or callout.

**Interaction**

* Standard navigation only.

**Using HeyGen (page2.html)**

**Content**

* How HeyGen is used for creating instructional avatar videos in a teaching context.
* List common use cases and quick-start steps.

**Media**

* Text with space for screenshots or a short clip.

**Interaction**

* Link to A/V Tutorial (Job Aid) for step-by-step execution.

**Creating “Digital Twins” (page3.html)**

**Content**

* Explain the concept of a 'digital twin' video and when to use it.
* Outline privacy, ethics, and consent reminders at a glance.

**Media**

* Before/after sample thumbnails (optional).

**Interaction**

* Cross-links to Embedding Audio and Embedding Video pages.

**Using Translation Tech (page4.html)**

**Content**

* Describe translation workflows for multilingual delivery.
* Note classroom, corporate, and accessibility applications.

**Media**

* Text with optional GIF or short demo clip.

**Interaction**

* Link to Embedding Video for output examples.

**A/V Tutorial (Job Aid) (jobaid.html)**

**Content**

* How to create an avatar in HeyGen: five steps from opening the app to generating an avatar.
* Add a quick review checklist and notes on free vs. paid limits.

**Media**

* Step images/placeholders; visual checks in the text.

**Interaction**

* Linear step-through task flow; link to HeyGen.

**Embedding Audio (av1.html)**

**Content**

* Show three short audio samples rendered with ElevenLabs (e.g., different voices).
* Prompt for A/B listening and note intended learning outcomes.

**Media**

* Embedded audio players or links.

**Interaction**

* Play/pause samples; compare voice qualities.

**Embedding Video (av2.html)**

**Content**

* Compare 'Original' versus 'Clone' video examples.
* Offer downloadable MP4 assets for review and reuse.

**Media**

* Two video blocks with fallback download links.

**Interaction**

* Download/play media; direct comparison of outputs.

**Visual Flow**

1. Home introduces the theme and tools.
2. Modality Principle anchors pedagogy.
3. Using HeyGen and Digital Twins explain approach and options.
4. Translation Tech demonstrates multilingual possibilities.
5. A/V Tutorial (Job Aid) provides do-it-now steps.
6. Embedding Audio and Embedding Video showcase outputs and downloads.

**Implementation Notes**

* Maintain consistent header with pill-style navigation across all pages.
* Use concise, scannable sections that follow PARC principles for layout.
* Ensure at least two interactive activities (e.g., show/hide, style change) using JavaScript/jQuery.
* Include one page with <details> collapsible sections and at least one iFrame embed.
* Use accessible alt text, clear link labels, and keyboard-navigable controls.
* Keep copy free of grammatical and syntax errors; proofread before submitting.