Final Project Design Document

Iris Matos

Purpose:
I will be developing my required e-Portfolio as my final project in 5150:633 Multimedia/ Hypermedia class. The goal of the website will be to showcase my learning throughout the program.

Needs Assessment:
To identify the needs of my audience for the e-Portfolio, I used two sources of information. First, I reviewed the Handbook for the IT Master's program. There is a section which lists the requirements of the e-Portfolio which I used as a basis for the structure of the website.

The second resource was employment websites. I looked at job postings for Instructional Designers and got some insights as to what items I will need to emphasize on my website such as the ability to use various tools and types of media to build training programs, as well as the ability to work collaboratively with other teams/departments within the organization.

Audience:
There will be two audiences for the website: Academic and Professional.

The Academic audience will consist of University of Akron Faculty and students associated with the Instructional Technology master's program. The faculty will use the website to assess whether I have met the requirements for the Master's degree and to make a determination of my qualification to graduate. The students can use my website as an example of what is possible for them to do in their own e-Portfolio project.

The professional audience for my e-Portfolio website will be potential employers. Once I graduate, I will be able to show not just that I have met the academic requirements to become an Instructional Designer, but that I have applied the skills I learned in real world situations. This website, along with my extensive experience in the corporate world, will allow me make a smoother transition to my new career.

Content/Subject and its fit with web site goals:
The requirements for the e-Portfolio are based on the International Society for Technology in Education (ISTE) Standards for Coaches (NETS-C).
        C-1. Visionary Leadership
        C-2. Teaching, Learning, and Assessments
        C-3. Digital Age Learning Environments
        C-4. Professional Development and Program Evaluation
        C-5. Digital Citizenship
        C-6. Content Knowledge and Professional Growth

There are two ways that we will be able to obtain the artifacts that will be presented in website in order to meet the requirements: field experiences and coursework.

Field Experiences
Below is the list appropriate field experiences for each of the standards that I identified in the Intro to IT course. I expect them to change before developing the final website, but at least it is a start.

C-1: (b) Revamped the traditional media listening tool to make the news alerts used throughout the company more (c) I built a business case to add a web tool to use for social listening purposes in fill one of the informational gaps in our company (though it didn't get approved).

C-2: (h) I have used, and trained others to use, SPSS for the past 18 years

C-3: For (e) I will document all the steps I take when I'm having connectivity issues at home, and helping my colleagues map their drives to various printers around the building. For (g) I will provide transcripts of Email and/or Skype conversations.
C4: (b) Recording of a presentation on Primary research used in a U of A Freshman Composition course. (b) I have been approached to build an in-person, as well as an online training module for New Hires to introduce them to the Market/Competitive Intelligence team.

C-5: (b) NFC PowerPoint deck used for the Pre-Admission Certification process will fulfill this requirement. (c) Document the process of setting up and using the Competitive Intelligence Chatter page in SalesForce to communicate with field personnel all over the world.

 C-6: (a) Going to add a licensure program in Integrated Social Studies to my toolbox. (b) I will attend the 2019 NEXT conference at the University of Akron.

Coursework
In the Handbook for the Instructional Technology Master's Program, there is a handy chart that identifies the artifacts that we will be gathering through our coursework which I have included here.

Course	Artifacts	eP Sections
Required Courses in Instructional Technology (15)		
5150:610 (3) Intro to Instructional Technology	Pre-admission Competencies Verification	PD
	Teaching & Technology Philosophy	PD
	Wiki Reflection	TL
5150:614 (3) Planning for Technology	Technology Plan Evaluation	L
	Grant Writing Project	L
5150:631 (3) Instructional Design	ID Project	ID
	ID Paper	ID
5150:633 (3) Multimedia and Hypermedia	MP1-5	MD
	Design Document	ID
	Final Website	MD
5150:638 (3) Integrating and Implementing Technology	Integrating Project	TL
	Paper & Lesson Plan	TL
Electives in Instructional Technology (6)		
5150:632 (3) Web-Based Learning Systems	WBLS Project	MD
5150:635 (3) Emerging Technologies for Instruction	MP1-5	MD
	ET Sharing Project	MD
5150:639 (3) Strategies for Online Teaching and Learning	Online Learning Project	TL/ID
	Online Learning Paper	TL
Foundations (9) Optional Items if desired		
5100:600 (3) Philosophies of Education	Main project or paper	TL
5100:624 (3) Educational Psychology	Main project or paper	TL
5100:640 (3) Techniques of Research	Main project or paper	TL

Presentation of information and Rationale for organization:
I will organize the website according to the standards so that it will be easy for the faculty and potential employers to the artifacts under the appropriate topic.

Media, acquisition or development, and rationale for using:
I will include pictures, video, and audio files as needed to help explain the artifacts. In terms of pictures, a new headshot is in order as the one I currently have is about 10 years old. Audio and video files with closed captioning will need to be included to follow the W3C guidelines as closely as possible to make the information on the website as accessible to as many people as possible.

Color scheme and rationale:
Based on my research at Website Builder Expert (see link below), below are the colors I will use to build my website.

I will use the lighter Gray as my background color to represent technology, black for my text so that it is easy to read, and purple (to represent wisdom) as the main accent color. This combination will work together to represent both my years of experience working in large organizations and my new skills as an Instructional Technologist. The rest of the palette will be used as needed throughout the website to showcase my work.

https://www.websitebuilderexpert.com/designing-websites/how-to-choose-color-for-your-website

Outline of web site organization:
Based on my experience with websites, I feel a simple approach would be best for the website. First, build a home page to welcome visitors, and to provide an introduction and contact information. Then, navigation to each of the other pages that hold my artifacts will be included.

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      ┌──────────────┬──────────────────┼──────────────────┬──────────────────┐
┌──────────┐  ┌──────────────┐  ┌──────────────┐  ┌──────────────┐  ┌──────────────┐
│Leadership│  │ Teaching and │  │ Instructional│  │  Multimedia  │  │ Professional │
│          │  │   Learning   │  │    Design    │  │ Development  │  │ Development  │
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