**Practice Prompts – Learning & Content Development Focus**

**Content Creation**

* **Draft a storyboard outline** for a new eLearning module on exam integrity. Include key scenes, learning objectives, and interactive elements.
* **Generate a script for a training video** that introduces instructors to Pearson’s secure testing platform. The tone should be professional but engaging.
* **Write a set of multiple-choice questions** to assess understanding of test center protocols. Include distractors and rationales for each correct answer.
* **Create a content calendar** for a quarterly learning campaign focused on candidate readiness. Include themes, formats, and target audiences.

**Learning SMEs**

* **Summarize recent trends in adult learning theory** and suggest how they could be applied to improve Pearson’s candidate prep materials.
* **Draft a facilitator guide** for a live training session on psychometric principles in test design. Include timing, discussion prompts, and activities.
* **Generate a list of learning outcomes** for a new certification prep course. Align outcomes with Bloom’s taxonomy and assessment strategies.
* **Write a comparative analysis** of two instructional design models (e.g., ADDIE vs. SAM) and recommend one for use in a new learning initiative.

**Research, Efficacy, and Psychometrics**

* **Analyze candidate performance data** from a recent pilot exam and identify patterns that suggest item bias or poor discrimination.
* **Draft a research abstract** for a study on the efficacy of interactive learning modules in improving certification pass rates.
* **Generate a checklist for psychometric validation** of new exam items. Include steps for item analysis, reliability testing, and fairness review.
* **Write a summary of findings** from a literature review on the impact of formative assessment in high-stakes testing environments.