

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Introduction/screen #1
Screen title: Introduction
Voice-over: What is ADDIE? ADDIE is an instructional design framework that is used by many instructional designers to develop eLearning modules. The name is an acronym for the five phases of design and development, which include Analysis, Design, Development, Implementation and Evaluation. The phases generally take place in sequence, with Design following Analysis, and so on. The exception is the Evaluation step, which is done at the end, but aspects of evaluation take place throughout the process. The process is circular in that after evaluation, the course may be tweaked or redesigned and the cycle repeats again.
On-screen text: What is ADDIE? <ul style="list-style-type: none">• An instructional design framework• Used to develop training or eLearning modules• ADDIE is an acronym for... Analysis Design Development Implementation Evaluation
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: This is a “splash page” or title page. The first headline is very large. No navigation appears on this screen.
A description of any interaction, animations, or media that will play: The headline appears first. The definition appears after a few seconds. Finally, the steps of ADDIE appear in sequence, with the graphic treatment shown in the design.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Analysis/screen #2
Screen title: Analysis
Voice-over: It's a really smart idea to begin with an analysis phase. Gathering relevant information and context beforehand will help you to develop the most effective material. Needs analysis. What is the goal of the training? What outcome do you want to produce? The emphasis here is more about the outcome, rather than the individual learner. Instructional analysis. Break down the steps needed to produce the outcome. What specific topics or concepts will your instruction need to cover in order to support the goal? Audience analysis. Who is your audience? What prior knowledge do they have? Do they have limitations? What is their motivation for completing your course? Context Analysis. Are the learners students in a classroom, or taking training on their own? Is it something for work, or school? Context matters when you are making decisions about what will work best for your course.
On-screen text: <ul style="list-style-type: none">• Needs analysis• Instructional analysis• Audience analysis• Context analysis
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: This is the first page of the main body of the course. Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Screen controls include the navigation, NEXT button and a sound on/off control.
A description of any interaction, animations, or media that will play: Bullet points will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Analysis/screen #3
Screen title: Analysis
Voice-over: The other thing you need to nail down in the Analysis phase is your Learning Objective or objectives. Once you have a clear objective defined, you can refer back to it and make sure that all the content and activities point back to that objective. When writing a learning objective, you must make sure that it is specific and measurable. This is similar to the instructional goal, but it focuses on the learner. “After a student completes this course, he or she should be able to...” Learning objectives need to be specific. Use precise verbs to describe exactly what skill or understanding the student will have gained. You can use Bloom’s Taxonomy to guide you here, using words like Demonstrate, Create, Recall, etc.
On-screen text: Learning Objectives should be... <ul style="list-style-type: none">• Specific• Measurable• “After a student completes this course, he or she should be able to _____” Bloom’s Taxonomy (graphic includes words Remember, Understand, Apply, Analyze, Evaluate, Create. Example words correlate to Bloom’s steps: Select, Identify, Explain)
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Screen controls include the navigation, NEXT button and a sound on/off control. A graphic of Bloom’s Taxonomy in a pyramid format is featured on this page.
A description of any interaction, animations, or media that will play: Bullet points will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off. Bloom’s Taxonomy diagram will animate in and highlight words.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Analysis/screen #4
Screen title: Analysis
Voice-over: Doing a thorough analysis of your goals and your learners will save you time and guide your efforts to make a learning experience that is targeted and effective. With well-defined goals from the start, you will have a standard by which you can judge whether the learning experience is successful.
On-screen text: Take-away: With well-defined goals from the start, you will have a standard by which you can judge whether the learning experience is successful.
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Screen controls include the navigation, NEXT button and a sound on/off control.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Design/screen #5
Screen title: Design
Voice-over: The design phase is where all your content, learning activities and assessments are created. That means all the text should be written and all the graphics or other media should be created by the end of the Design phase.
On-screen text: Design <ul style="list-style-type: none">• Complete text for all elements including quizzes• Overall graphic design• All illustrations and infographics• All videos or media
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Design/screen #6
Screen title: Design
Voice-over: Decide how you will present informational content. An ELearning course may include text, voice-over, videos, infographics or interactive activities to present the material. It can be helpful as you design your course, to begin with the assessment and work your way backwards. You have learning objectives already, from the Analysis phase. Write a quiz (or define another way of assessing knowledge or skill) that will tell you whether your students have met the objective.
On-screen text: <ul style="list-style-type: none">• Presentation• Backwards Course Design
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control. Sketches that depict sound, video and interactive activities. A sketch of a quiz with arrows pointing back to course materials.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off. Sketches will appear at the same time as the bullet points animate in.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Design/screen #7
Screen title: Design
Voice-over: Three good ways to present information include “Absorb”, “Connect” and “Do” activities. Absorb is the most passive: watching a slideshow or reading content on the screen to absorb information. Connect activities ask the learner to connect what they are learning with real-world tasks. Do activities are the most interactive. Learners are given the opportunity to try out the skill or interact with a simulation.
On-screen text: Absorb Connect Do
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control. Three sketches: a slideshow for Absorb, a thinking person for Connect, and a click of a button for Do
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off. The on-screen text and corresponding sketches appear in sequence.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Design/screen #8
Screen title: Design
Voice-over: At the end of the Design phase for an eLearning project, you should have complete storyboards for the entire course. What does this mean? eLearning storyboards aren't quite the same as storyboards for movies or video. Your storyboards will be used to define and get approval on all aspects of your course. They must be complete and final, and include all text and design elements. For eLearning, the "storyboard" is a set of documents that includes: All the complete and final text for every screen in the course, whether that text is in a voice-over script, video, or displayed on screen. Complete text for any quizzes or assessments, including correct answers. Finished designs, graphics and media for every screen in the course. Clear depiction of your navigation system (menu, pause and play or next buttons, etc.), and description of how it will work. Detailed descriptions of any interactive elements or animations that will happen on each screen. Ideally a developer should be able to take the storyboard you created, and create the final course from it without any input from you.
On-screen text: Deliverable: Storyboards <ul style="list-style-type: none">• All the complete and final text• Complete text for any quizzes, including correct answers• Finished designs, graphics and media• Clear depiction of your navigation systems• Detailed descriptions of any interactive elements or animations• Developer-ready
Quiz feedback text (if applicable to this screen): N/A

Description of graphics and navigation:

Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control.

A description of any interaction, animations, or media that will play:

Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Develop/screen #9
Screen title: Develop
Voice-over: After your storyboards are approved, it's time to put it all together into a working course. There are many options for eLearning development. While you could deliver your eLearning as a website, a set of videos or a PowerPoint presentation, there are many specialized applications that make interactive features easier to include. A few of the currently popular software tools include Adobe Captivate and Articulate Storyline 360. All of the specialized apps will enable you to create courses that learners can interact with and take an assessment or quiz at the conclusion. These tools are also what makes it possible to create complex navigation, voice-overs, animation and interaction.
On-screen text: Development Tools <ul style="list-style-type: none">• Videos• PowerPoint • Adobe Captivate• Articulate Storyline 360• LearnDash
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control. Company logos for the software tools mentioned will display.
A description of any interaction, animations, or media that will play: Text and bullet points will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off. Company logos will appear in time with the bulleted items animating in.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Develop/screen #10
Screen title: Develop
Voice-over: It's not done until it passes QA! QA, or Quality Assurance, is the practice of testing your course by playing through it multiple times and testing all interactions to make sure there are no errors or glitches. Just as with proofreading, it is a good idea to have another person QA your work.
On-screen text: Quality Assurance: Making sure it works
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control. A sketch of an application/page with correction marks or bug reports.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off. Sketch will appear after the on-screen text has animated in.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Implement/screen #11
Screen title: Implement
Voice-over: The Implementation phase is when your course is made available to learners and instructors. What does implementation include? For eLearning, implementation would include uploading the course to the LMS (learning management system) or website that hosts it. Implementation can also include training instructors on the course, and preparing the environment for students.
On-screen text: <ul style="list-style-type: none">• Upload or otherwise deliver the course material• Train instructors• Prepare the classroom or learning environment LMS = Learning Management System
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Evaluate/screen #12
Screen title: Evaluate
Voice-over: The final step in the ADDIE system is to Evaluate your course, and the results. There are two aspects to this evaluation stage: Formative Assessments and Summative Assessments. Formative Assessments – while the course is in progress (in other words, during the Formation of your course) you will perform formative assessments on pieces of your course. You can do this one-on-one, with a small group evaluation, or as a Field Trial. Whichever evaluation method you choose, make sure you get reactions on the Clarity, Impact and Feasibility of the lesson you are evaluating. For example, were the objectives clear? What did you learn from the lesson, what impact did it have on you? Is this lesson practical for the intended audience to undertake?
On-screen text: Formative Assessments <ul style="list-style-type: none">• One-on-one Evaluation• Small-group Evaluation• Field Trial Clarity Impact Feasibility
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Evaluate/screen #13
Screen title: Evaluate
Voice-over: Summative Assessments take place after learners have completed your course. It “sums up” the results, and can include quantitative information. It proves the worth of the learning experience that you created. You will want to gauge the Reaction, Learning, Behavior and Results related to your course. For reactions, you could give students a survey that asks them to rate the course or offer suggestions. Learning can be gauged by a quiz or interview. Behavior measures whether the learner uses the new skills they have gained. Assessment of results is similar, but may entail broader effects that the new behavior makes possible.
On-screen text: Summative Assessments <ul style="list-style-type: none">• Reaction• Learning• Behavior• Result Go to QUIZ
Quiz feedback text (if applicable to this screen): N/A
Description of graphics and navigation: Navigation appears on the left column, and includes a button for each of the 5 steps. The current step is highlighted. Completed steps have a green check mark. Screen controls include the navigation, NEXT button and a sound on/off control.
A description of any interaction, animations, or media that will play: Text will animate in. Voice-over script will be reinforced by captions that appear near the bottom of the screen and follow the voice-over. User will be able to toggle the sound on or off. If this page has been reached and all the other sections are completed, a button will appear in place of the NEXT button that says “Go to QUIZ”.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #14
Screen title: Quiz
Voice-over: N/A
On-screen text: Choose the correct word: The first step in ADDIE is: <ul style="list-style-type: none">• Accommodate• Analysis• Assessment• Arrange• Acquisition
Quiz feedback text (if applicable to this screen): Correct answer: Analysis
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #15
Screen title: Quiz
Voice-over: N/A
On-screen text: Choose the correct word: The second step in ADDIE is: <ul style="list-style-type: none">• Develop• Decode• Decision• Design• Delegate
Quiz feedback text (if applicable to this screen): Correct answer: Design
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #16
Screen title: Quiz
Voice-over: N/A
On-screen text: Choose the correct word: The third step in ADDIE is: <ul style="list-style-type: none">• Decision• Development• Decoding• Design• De-escalate
Quiz feedback text (if applicable to this screen): Correct answer: Develop
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #17
Screen title: Quiz
Voice-over: N/A
On-screen text: Choose the correct word: The fourth step in ADDIE is: <ul style="list-style-type: none">• Instruction• Institute• Iteration• Inform• Implementation
Quiz feedback text (if applicable to this screen): Correct answer: Implement
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #18
Screen title: Quiz
Voice-over: N/A
On-screen text: Choose the correct word: The fifth step in ADDIE is: <ul style="list-style-type: none">• Education• Evaluation• Evolve• Examine• Ergonomic
Quiz feedback text (if applicable to this screen): Correct answer: Evaluate
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #19
Screen title: Quiz
Voice-over: N/A
On-screen text: Having a colleague play through your finished eLearning course to make sure everything is working properly is an example of: <ul style="list-style-type: none">• Summative Assessment• Quality Assurance• Formative Assessment• A “Connect” Activity
Quiz feedback text (if applicable to this screen): Correct answer: Quality Assurance
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #20
Screen title: Quiz
Voice-over: N/A
On-screen text: Summative and Formative Assessments are part of which step in ADDIE?: <ul style="list-style-type: none">• Analysis• Design• Development• Implement• Evaluation
Quiz feedback text (if applicable to this screen): Correct answer: Evaluation
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #21
Screen title: Quiz
Voice-over: N/A
On-screen text: Check all of the items that fall into the Analysis phase of ADDIE: <ul style="list-style-type: none">• Writing the final Quiz• Gathering audience demographics• Loading the course into an LMS• Writing Learning Objectives• Gathering graphic assets
Quiz feedback text (if applicable to this screen): Correct answers: Gathering audience demographics and Writing Learning Objectives
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #22
Screen title: Quiz
Voice-over: N/A
On-screen text: Which of these tasks are not part of the Design step? Check all that apply: <ul style="list-style-type: none">• Creating infographics• Using specialized software to assemble the course• Training instructors• Writing the voice-over copy• Giving a user survey
Quiz feedback text (if applicable to this screen): Correct answers: Using specialized software to assemble the course, Training instructors and Giving a user survey
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Quiz/screen #23
Screen title: Quiz
Voice-over: N/A
On-screen text: True or False: Formative Assessment can be a part of all the phases of ADDIE: <ul style="list-style-type: none">• True• False
Quiz feedback text (if applicable to this screen): Correct answer: True
Description of graphics and navigation: No navigation bar appears on the Quiz pages. A NEXT button appears after an answer is selected. The sound on/off control does not appear; there is no audio in this section.
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question.

Learning object name/activity name/screen # ADDIE Instructional Design for eLearning/Final/screen #24
Screen title: Quiz Results
Voice-over: N/A
On-screen text: You answered ___ of 10 questions correctly! Go BACK to course
Quiz feedback text (if applicable to this screen):
Description of graphics and navigation: No navigation bar appears on the Quiz pages. The sound on/off control does not appear; there is no audio in this section. A button with the text “Go BACK to course” appears
A description of any interaction, animations, or media that will play: Text will animate in. The “NEXT” button will animate in after an answer has been chosen to the question. Clicking on the “Go BACK to course” button results in navigation to screen #1. Navigation states in subsequent pages will still reflect the user’s completion of those pages.