PROPOSAL

CLIENT: GEORGE KING
PROJECT: AL-KITAB.ORG REVITALIZATION

UNRML

PREPARED BY ADAM KING AT UNNORMAL
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REVISION HISTORY

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1. PROJECT OVERVIEW

This document is meant to be part of a collaborative process, so please, feel free to give us a call or email to talk with us about it.

1.1 OBJECTIVES

We've initially identified that the key objectives of this web project are:

- ✓ **To restore functionality to Al-Kitab.org,** implementing the existing courses and content into a new software framework. (Not including WebKitab. Converting WebKitab to a better format should be a separate project.)

- ✓ **To update the site's design and format for the modern web,** focussing on usability and developing a clean, attractive design elements.

The site would be built on **Moodle**, a "virtual learning environment" system which has a variety of capabilities related to quizzing, course progression, and online readings. It is also "open source", so there are no license fees and the system allows for core customization in ways propreitary software would not be, if need be.

More information at **http://moodle.org/**

2. FEATURES & STRUCTURE

All content on the site should be editable through the Moodle content management system.

2.1 PUBLIC AREA:

- ✓ Would spotlight reading materials, public quizzes, or news
- ✓ Easy-to-understand navigation to content pages and course overviews.
- ✓ Sign-up system

2.2 ENROLLMENT AND COURSE PERMISSIONS

- ✓ Secure log-in with accounts for the membership

    - ✓ After a user has been authenticated by the site or allowed in as a guest, they can self enroll in courses.

    - ✓ Courses can a limit enrollment in several ways. Student self enrollment can be turned off. An "enrolment key" in a course, only allows certain students to enter. These keys can be give out face-to-face or via email and can be changed. Teachers, with permissions, can manually enroll students or unenroll students in their courses.

    - ✓ Course and site settings have options for automatic removal of users

- ✓ We can "daisy chain" the lessons to make sure the students take the lessons in order, by requiring some condition be met to proceed to the next course. (Minimum grade, completion status, time spent in lesson, or a combination of these factors can be used).

2.3 STUDENT ANALYTICS TOOLS

- ✓ All grades for many kinds of activities can be viewed on one page (and downloaded in several formats).

- ✓ Graded activities can be futher calculated or manually entered in the Gradebook which is seperated from the initial activity caluclation. Additionally categories of graded activities and display functions allow for custom reports.

- ✓ Full user logging and tracking - activity reports for each student are available with graphs and details about each module (last access, number of times read) as well as a detailed "story" of each students involvement including postings etc on one page.

2.4 OTHER FEATURE NOTES

There are a variety of module types available with Moodle that could be incorporated, including Forums, Quizzes, Glossaries, Resources, Choices, Surveys, Assignments, Chats, Workshops, and Groups, however, we'll just list some of the more likely modules to be considered for use here, for your consideration:

- ✓ **Chat module** allows smooth, synchronous text interaction

  They can be limited to group members or roles, or be for anyone in the course

  All sessions are logged for later viewing, and these can also be made available to students

- ✓ The **Choice module** is like a single question poll. Can either be used to vote on something, or to get feedback from every student

  Teacher sees intuitive table view of who chose what

  Students can optionally be allowed to see an up-to-date graph of results

- ✓ Different types of **forums** are available, such as course news, open-to-all, one-thread-per-user and question/answers types.

  Forum posts can be emailed in several ways, some controled by the student.

  Individual forums can be subscribed to by each person

  Teacher can force subscription for all members of the course, either initially or permanently.

- ✓ There are many types of standard questions formats that can be used in the **Quiz module**. Quiz offers many scoring methods and ways to present itself to students.

  Quizzes are automatically graded when a student finishes. An entire quiz or specific questions be regraded at any time, should the teacher change an answer's score.

  There are many quiz settings options, such as:

  Quizzes can have a limited time window outside of which they are not available

At the teacher's option, quizzes can be attempted multiple times, and can show feedback and/or correct answers

Quiz questions and quiz answers can each be shuffled (randomised) to reduce cheating

Quizzes can be attempted multiple times, if desired

Attempts can be cumulative, if desired, and finished over several sessions

There are more than 10 question types, each with different scoring methods, such as:

Multiple-choice questions supporting single or multiple answers

Short Answer questions (words or phrases)

True-False questions** Matching questions

Random Short answer questions

Numerical questions (with allowable ranges)

Embedded-answer questions (cloze style) with answers within passages of text

Embedded descriptive text and graphics is possible in questions

Quiz questions can come from specific question in a specific category or as a random questions drawn from a category. These can be mixed and matched to suit the teacher.

✓ **Resources Module** can display of many types of media content files by a single link on the course page, such as Word, Powerpoint, Flash, Video formats, Audio formats, Internal web pages (HTML formatted) can be created with HTML editor tool and Internal Text pages (no formatting)

It will likely not be advisable to use all of the modules, but rather a smaller subset of functionality so as to make adoption easy for students who are not using the system on a day to day basis like students at a full-time school might.

3. PRODUCTION PROCESS

This project proposal has broken the project into phases, so that progress can be clearly seen and so that continual feedback can strengthen the results of the final product.

3.1 STEP 1: PLANNING & DESIGN

(SUGGESTED DURATION: 3 WEEKS)

Once the contract has been signed and received and the initial payment made, Phase 1 will begin. During this phase Unnormal will conceptualize the site system from both visual and technical perspectives. Unnormal will provide you with design concepts and a technical overview of the proposed architecture and features of the site, allowing for two rounds of feedback before producing a final design. If further rounds of feedback are

needed, they will be billed above and beyond the included estimate. During this time, you should make sure all pertinent content for the site is sent in appropriate form to Unnormal.

3.2 STEP 2: SITE DEVELOPMENT

(SUGGESTED DURATION: 6 WEEKS)
Following approval of the site design, the second payment should be made, and then we will proceed with developing an operational site, incorporating all the needed software pieces and design elements. Unnormal will then show the site to you and allow for comments and revisions to come back. We will then implement whatever revisions are decided on, provided they do not extend beyond the scope of the budget.

3.3 STEP 3: TRAINING & CONTENT POPULATION

(SUGGESTED DURATION: 3 WEEKS)
Once you are satisfied with the system, we'll train whichever individuals are going to be updating the site's content in how to operate the system. As practice for the training, those individuals can then participate with us in populating the site with full content and setting up the courses.

3.4 STEP 4: SITE LAUNCH & PERIOD OF REVIEW

(SUGGESTED DURATION: 4 WEEKS)
Once the site's content has been fully populated, on receipt of final payment from Al-Kitab.org we will make the site public, replacing the current site. Following the site launch, we will have several weeks of review, making sure that everything is operating smoothly and that the objectives of the project are being achieved.

4. FINAL NOTES:

This proposal is intended to be part of an interactive planning process, so that the final product is one which is on target with the goals of Al-Kitab.org.

Thank you once again for the opportunity to put together this proposal for you, and please, if you have any questions, concerns or comments, don't hesitate to contact us via the contact details in the sidebar.

Kindest regards,

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ESTIMATE

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ESTIMATE 1 - LOW	COSTS
Information Architecture	$ 600.00
Design Research	$ 350.00
Initial Drafts & Sketches	$ 300.00
Design Revisions	$ 600.00
Final PSD Production	$ 500.00
XHTML/CSS Development	$ 650.00
Public System Implementation	$ 500.00
Course Implementation	$ 400.00
Member System Implementation	$ 600.00
Testing & Debugging	$ 600.00
Art Direction	$ 300.00
Training, Meetings, & Correspondence	$ 450.00
MAIN SITE · SUBTOTAL	$ 5,850.00
HST (13%)	N/A
TOTAL ESTIMATED COSTS	$ 5,850.00

ESTIMATE 2 - HIGH	COSTS
Information Architecture	$ 800.00
Design Research	$ 550.00
Initial Drafts & Sketches	$ 400.00
Design Revisions	$ 800.00
Final PSD Production	$ 600.00
XHTML/CSS Development	$ 850.00
Public System Implementation	$ 900.00
Course Implementation	$ 700.00
Member System Implementation	$ 1,000.00
Testing & Debugging	$ 700.00
Art Direction	$ 600.00
Training, Meetings, & Correspondence	$ 650.00
MAIN SITE · SUBTOTAL	$ 8,550.00
HST (13%)	N/A
TOTAL ESTIMATED COSTS	$ 8,550.00

Pricing based on discounted charitable rates of $50/hr for design and production, $25/hr for consulting and correspondence, and $75/hr for custom programming (which might require sourcing an outside programmer with specialty in the languages Moodle is made in.)

Normally we ask for 40% working deposit at the beginning of a project, which is then followed by a further 20% at completion of the design phase, and the final remainder is due before project launch.

In this case we would do 40% and 20% of the low estimate as the first and second payments, with updates on the work and hours posted at each phase ending to allow feedback for keeping down costs where possible. The final payment would be the difference of hours posted minus first two payments.

If you require a set price quote instead of an hour-based estimate, let us know and we will try to more accurately calculate a safe amount for a fixed price for this project. This generally adds to the base cost but provides stability for you, the client, knowing that circumstances within project scope will not lead to a cost overrun.

Full terms of agreement document will be provided at your request.