

MIT 513 Artifact

Product:

- Four Easy Steps to Selling: A Learning Module

Context & Conditions

Four Easy Steps to Selling: A Learning Module was completed as partial fulfillment of MIT 513: Computer-Based Instruction, under the guidance of Dr. Arnold Murdock during the fall 2007 semester. This project was designed and developed for HobbyTown USA employees as a part of their job training.

Scope

The project entailed designing and developing a computer-based instructional course using SumTotal Systems Toolbook Instructor software. The graphics and content were provided by the client, HobbyTown USA. The self-instructional module was completed within one semester. It is unknown whether or not the client is utilizing this product for training purposes.

Role

This project was a solo effort in which I took on the role of Instructional Designer and Developer.

Reflection

I found it very rewarding and stimulating to learn how to develop computer-based instructional materials using Toolbook, which is a great application with many uses. Another important aspect of this project was that it had real-world applicability, although I do wish I could have taken the experience further by implementing it within the company and conducting a formative evaluation. Unfortunately, time constraints prohibited me from continuing with the project.