

Project Title: Proficient Learning: Respiroics Strategic Business Planning Learning Extension

Course: MIT 542: Professional Internship

Project Annotation	
Context & Conditions	<p>Work for this project has been conducted in Spring 2008 and will continue through June 2008. Under the supervision of Dr. Mahnaz Moallem and Pamela Marinko, CEO of Proficient Learning, LLC., an instructional design and development firm that serves pharmaceutical sales institutions, I designed and developed a learning extension for an existing educational program. This extension would serve as follow-up to face-to-face training. For the internship, I have conducted a needs analysis of the instructional materials, designed a self-instructional module and developed graphics included in the module. Graphics and module design were adapted from existing materials in order to match face-to-face deliverables. The final product for the internship is a storyboard outlining the structure of the module, although a Captivate interface will be developed to finalize the project.</p>
Scope	<p>For this project, I began with a careful analysis of the face-to-face deliverable and identified needs and objectives for the development of a learning extension to assist users in the development of a Regional Strategic Business Plan. I drafted a proposal that was approved by both my supervisor and Proficient Learning executives.</p> <p>From my planning document, I began developing graphics to be included in the module. Some graphics were adapted from posters used in the face-to-face training, while others were completely constructed by me based on module needs. I used Adobe Fireworks for the development of all graphical elements.</p> <p>I then constructed a storyboard that displayed the look and feel of the interface, explained the navigation system and included notes regarding animation and instructional strategies. The storyboard was submitted to Proficient Learning executives and my university supervisor for approval as the final product of my internship.</p> <p>Further development will include the construction of the module using Captivate, adaptation of posters that will be used as activity templates and programming of an autorun CD that will be delivered to learners following face-to-face training. The module design has already been purchased by the client and will be distributed in June. This module may be adapted to fit the strategic planning needs of future Proficient Learning clients.</p>

Role	For this internship, I have served as the instructional designer and developer. I have conducted a needs analysis, developed performance objectives and designed the module. I have also developed graphical elements and a storyboard. As the project continues, I will develop the final product, conduct formative evaluation and make revision to ensure it is commercially distributable.
Reflection	This internship has been a true learning experience for me. From the design and development of this product, I have been able to further develop my skills in the domain of design and development. I have also explored the role of graphic designer through the development of the graphics. I have learned to take what seem to be ambiguous instructions and turn them into a product designed to client specifications. This process has truly been one of collaboration, reflection and revision.