Captivate Project Design Document

# Analysis

## Purpose of the Project

The purpose of this project is to provide visual demonstrations of creating a Facebook account and adjusting privacy settings on a Facebook account for a relatively inexperienced Facebook user.

## Objectives

The objectives of the module are:

1. To demonstrate creating a Facebook account.
2. To demonstrate adjusting the privacy settings on a new Facebook account.

## Target Audience

The target audience for this module is relatively inexperienced Facebook users who are interested in using Facebook but have concerns about privacy issues on Facebook.

## Anticipated Duration of E-Learning Module

This module will take approximately 15 minutes to complete, depending on the amount of time the learner spends on the quiz. The module takes 12 minutes to watch without completing the quiz.

## Practice Activities

The module is divided into 3 sections, one for each objective and a quiz. Each section includes a practice activity for the objective addressed in that section. The practice activity for the “Creating a Facebook Account” section is a puzzle of an image of the Facebook home page. The practice activity for the “Adjusting Facebook Privacy Settings” is a word search of terms related to Facebook privacy.

## Assessment

The module includes a graded 6-question quiz as the final activity. The learner has completed the module once they complete the quiz by answering 60% of the questions correctly. The quiz consists of three questions with “hot spot” answers regarding creating the Facebook account, and three traditional quiz questions that are true/false, multiple choice, etc. The following are sample assessment items:

True/False

It is okay to choose a password that is easily guessed.

If you choose the “everyone” option under Post, where will your posted information be available?

1. The whole Internet
2. Only on your Facebook page (wall)

## Format Rationale

Captivate is the appropriate format for this module because it allows for screen captures and software simulations, which makes it ideal for demonstrations such as these two. It also allows for interactions and assessments, which also makes it a good fit for this module.

## Instructional Flow

Introduction Slide 🡪 {branches} 🡪 Account section OR Privacy section OR Quiz section

Account Intro 🡪 Account Demonstration Video 🡪 Puzzle Interaction (Practice) 🡪 Back to Introduction Slide

Privacy Intro 🡪 Software Simulation (Consists of 43 slides) 🡪 Word Search Interaction (Practice) 🡪 Back to Introduction Slide

Quiz 🡪 Question 1 🡪 Question 2 🡪 Question 3 🡪 Question 4 🡪 Question 5 🡪 Question 6

# Design Elements

## Clarity

The demonstrations focus on walking the learner step-by-step through both creating an account and adjusting privacy settings on Facebook. This was done without presenting any extraneous, unrelated information in the hope that this would provide the utmost clarity in instruction.

## Cognitive Learning Aids

For this module, the objectives are explicitly stated to the learner. The module has been designed to provide the learner with visual cues for transitions between objectives, as well as explicit audio and text narration detailing when transitions between objectives occur. Each of the sections on each objective are labeled prominently and introduced with slides of similar appearance to emphasize the transitions. Practice with feedback is provided for each objective before the transition to the next objective. Assessment is clearly identified, and feedback is provided on a question-by-question basis.

## Color

This module incorporates the base colors for Facebook: a medium blue (46579c), light gray (edf0f6), and white (000000). Facebook uses minimal green accents, and this was repeated for for hint and quiz boxes. Keeping the color scheme the same as the Facebook website is designed minimize learner distraction and increase the professional appearance of the module, since it includes screen captures of the Facebook website.

## Design Principles

### Continuity

The use of four colors (blue, gray, green, and white), consistent use of one character, and consistent layout provide continuity throughout the module.

### Repetition

The same elements that create continuity also create repetition. In addition, the font was repeated on each slide, aside from the demos, to create repetition.

### Alignment

The slides in this module were predominantly left aligned. When needed, text and buttons were centered both right to left and top to bottom. Sometimes this was adjusted to accommodate the positioning of the character on the slide.

### Proximity

The slides were designed keeping information and related graphics in close proximity. Slides introducing the screen capture videos were placed immediately prior to the videos. Hint boxes for buttons were placed immediately adjacent to the relevant buttons.

## Feedback or Other Assessment

Each practice item provided immediate feedback for the learner, and quiz questions also provided immediate feedback, in addition to the results being presented after the quiz was completed. The practice and assessment questions were aligned with the content of the module.

## Navigational Helps

The module includes a Table of Contents that incorporates upper-level topics. The audio narration cues the learner to select various options, and when there is no audio narration (such as on Slide 2, the slide that provides branching navigation), the buttons includes hints that explain what will happen when each button is clicked. The navigation slide does not include audio because there was no way to control how the slide behaved when it was visited multiple times, to the best solution was to include text instructions for this slide in order to accommodate the branching navigation requirement for this module.

## Realism and Accuracy

Realism and accuracy for this module should be high. The demonstrations use screen captures of the live Facebook website, so the accuracy should be excellent.

## Sound and Sound Effects

The technical quality of the sound recordings is somewhat low, but this is to be expected given the equipment available for production. There was some difficulty with the audio matching the frames in the software simulation recording (the privacy settings video), but this was due to Captivate software. The video and audio were recorded simultaneously, so they should have matched. This was a frustrating aspect of using the Captivate software.

## Typography

Because the focus in this module was on demonstrations, the font was not heavily used. Tekton Pro Bold Oblique was selected for its legibility and conversational appearance. Tekton Pro Bold Oblique in bold with outer shadows was used for title-level headings, and Tekton Pro Bold Oblique was used for body text and buttons.

## Visuals

Because this module is focused on screen captures and recordings, the visual elements were especially dominant. The galaxy wallpaper for the screen captures was selected to complement the blue colors from Facebook website. The character was selected for her physical resemblance to the narrator (me). She was also selected because her eyes were the same blue as the buttons for this theme and her clothing was the same hue (shades of gray) as the colors used in this theme for boxes behind titles at the tops of the slides. The color for the skin was selected to match the grays in the slides, as well.