



Course Production Roadmap

INITIATE

Client provides existing script and materials



ANALYZE

Assess content, scripts and materials
Identify desired learning outcomes



DESIGN

Design story and outline
Write first module



CONCEPT
SIGN-OFF

DEVELOP

Write full script
Imagine characters
Plan interviews and source additional media



PRODUCTION

Voice-casting
Recording Narration & Actors
Record Interviews
Develop skill-testing questions
Create handouts and templates



SCRIPT
SIGN-OFF

PRODUCT
SIGN-OFF

POST-PRODUCTION

Sound Editing
Sound Design
Quality Control Review



REVIEW
SIGN-OFF

FINAL
SIGN-OFF

FINAL COURSE PUBLISHED

Collect Evaluation Results



COMPLETION

Finalize Handouts
Finalize transcript
Finalize Course Outline
Upload course materials



ADDIE

Instructional
Design

A - Analyze
D - Design
D - Develop
I - Implement
E - Evaluate