



**TechChange**



## Instructional design and production process



# OUR DESIGN AND PRODUCTION PROCESS IN A NUTSHELL:



## Project Kickoff

- Project guidelines
- Technical requirements
- Training audience



## Style Guide & Course Template

- Fonts, colors, avatars, assets & backgrounds
- Course theme
- Course navigation structure & features



## Storyboarding

- Content review
- Asset development
- Written description of audio, visual, and interactive elements for each slide



## Development of Working Draft

- Integration of audio, assets, animation, and interactions into the course template
- Internal quality assurance and review



## Feedback & Finalization

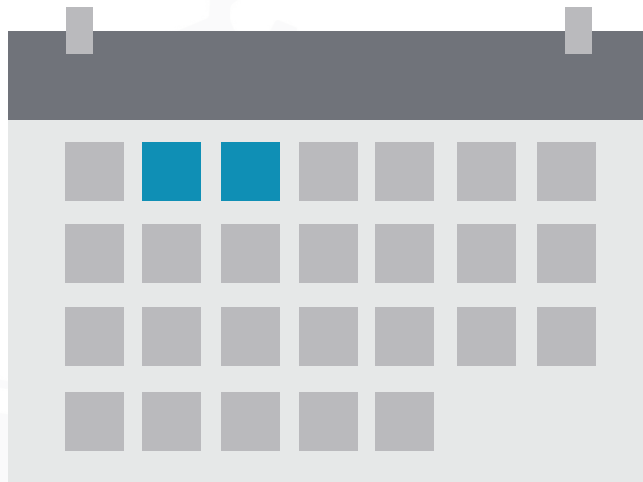
- Final edits incorporated
- Final publishing of files



# PROJECT KICKOFF

During the project kickoff, we discuss the project guidelines, technical requirements, training audience, content, timeline, and communication and feedback process. To keep projects running smoothly, we usually recommend organizing calls on a weekly basis. We also recommend identifying a single decision maker in order to facilitate a smooth feedback process.

## Average Timeline



2 Days

## At this stage, we confirm:

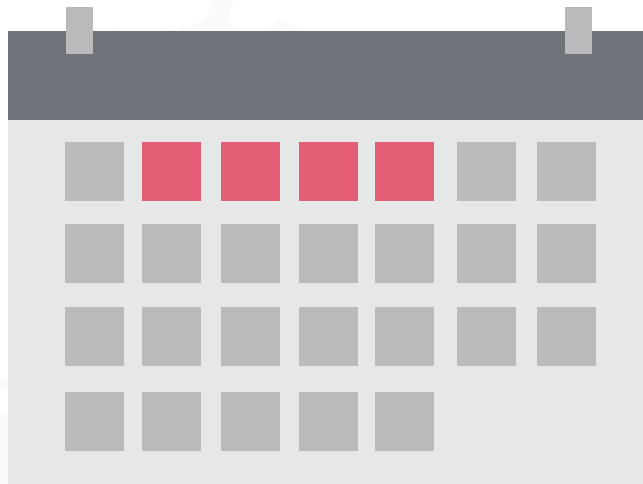
- Technical requirements
- Content
- Overall project timeline
- Communication and feedback process



# STYLE GUIDE & COURSE TEMPLATE

Based on discussions and materials shared during the project kickoff, TechChange will share a **style guide** that includes suggested color palettes, fonts, and artistic styles. In addition, TechChange will share a course **template**, which includes recommendations for navigation structures, features, and themes to best meet your needs.

## Average Timeline



4 Days

## At this stage, we confirm:

- Course color palette and fonts
- Artistic style for backgrounds & avatars
- Course navigation structure
- Course features\*
- Course theme

**\*See Annex A for examples**



# STORYBOARDING: PART I

Before writing a storyboard, we conduct a thorough **content review** of received materials, often from subject matter experts. We work best when we receive materials such as: lesson plans, presentations, and other existing curricula. Based on received content and consultation with subject matter experts, TechChange will create a **course content storyboard**.

## Content Review

Lesson Plans

Presentations

Other existing  
curricula

## Storyboard

Objective

Narration

Visual

Interaction

The objective and narration sections of the storyboard are based on received content.

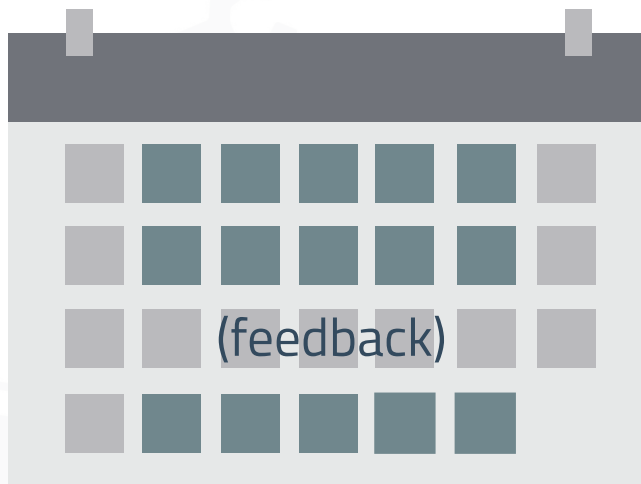
The visual and interaction sections of the storyboard are based on our experience of how to best teach and engage learners in an online context.



# STORYBOARDING: PART II

After sharing a Google or Word Document version of the storyboard, TechChange will typically incorporate feedback into a second, updated storyboard in order to **confirm final narration**. It's usually easiest for us to receive feedback in the form of comments on the document itself.

## Average Timeline



10 days for a 30 minute module plus  
5 days for incorporating feedback

## At this stage, we confirm:

- Course objectives
- Course structure
- Course narration
- Course interactions
- Course backgrounds & avatars

**\*See Annex B for a course content storyboard template**

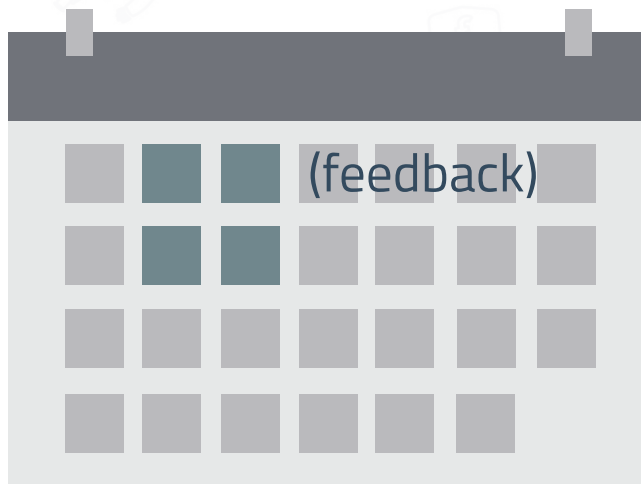




# STORYBOARDING: PART III

If a project includes an animation, TechChange will provide an **additional animation storyboard**. The animation storyboard provides a frame-by-frame breakdown of the planned visuals for each phrase of the narration.

## Average Timeline



2 days for a 1.5 minute animation, plus 2 days for incorporating feedback

## At this stage, we confirm:

- Animation narration
- Visual assets to be animated

**\*See Annex C for an animation storyboard template**

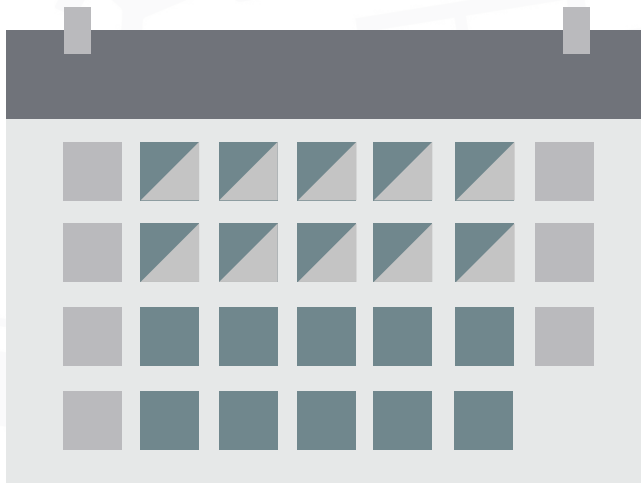




# DEVELOPMENT OF THE WORKING DRAFT

At the beginning of this phase, TechChange will provide **voice actor** samples. After deciding upon voice actors, TechChange will begin integrating backgrounds, avatars, animations (if applicable), audio, text, graphics, and interactions into Articulate Storyline. TechChange will conduct a comprehensive **quality assurance** process before sharing the Working Draft.

## Average Timeline



6 weeks for a 30 minute module

## At this stage, we confirm:

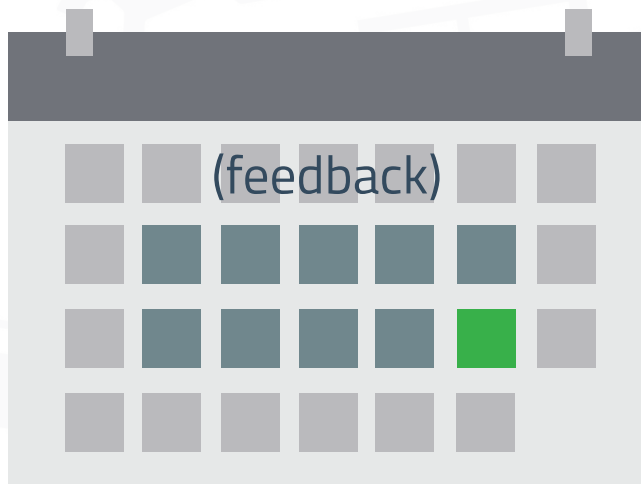
- Voice actors
- Text and graphics



# FEEDBACK & FINALIZATION

At this stage, TechChange integrates feedback on the working draft, typically via comments on the final storyboard. Edits made at this stage focus on **UI/UX improvements**. After integrating edits, TechChange goes through a final quality assurance process before publishing the finalized content.

## Average Timeline



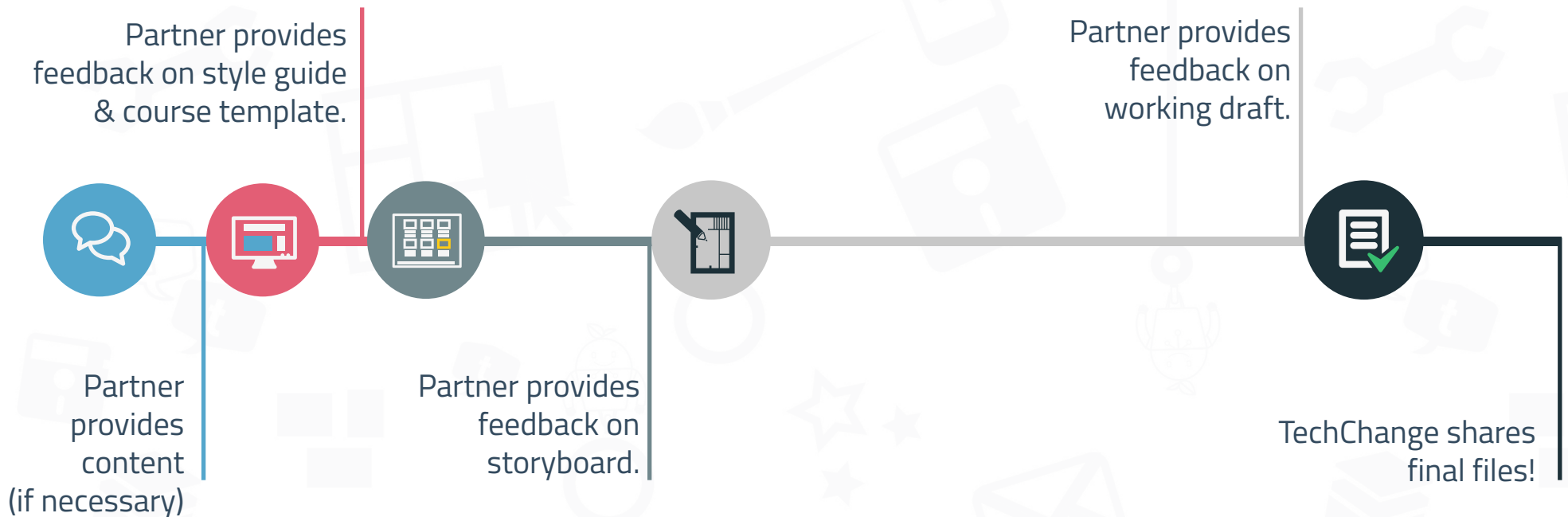
10 days for a 30 minute module

## At this stage, we confirm:

- UI/UX improvements  
(e.g. providing more quiz feedback, adjusting transitions, etc.)
- Minor content and audio edits  
(e.g. mispronunciations, additional helper text, clarifications, etc.)

# IN CONCLUSION...

Techchange works with you to most effectively accomplish your unique learning goals. Before finalizing each component and moving on to the next phase, Techchange will request and integrate feedback to ensure that the final product represents a success for all involved. We look forward to working with you!

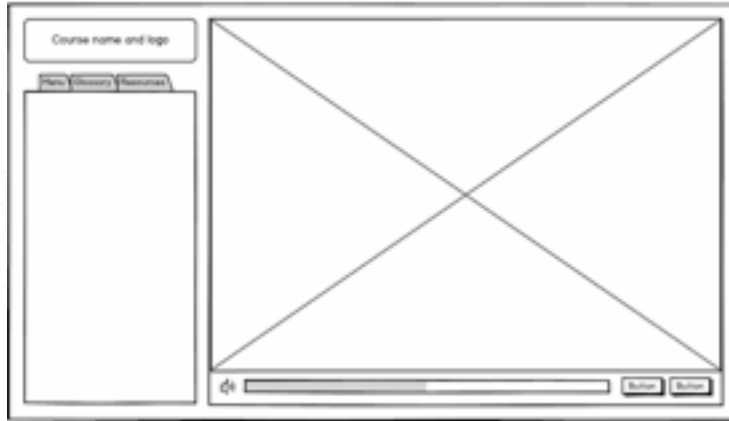


# ANNEX A: SAMPLE COURSE FEATURES

Transcript

Glossary

Player Design 1



Menu

Seekbar

Resources

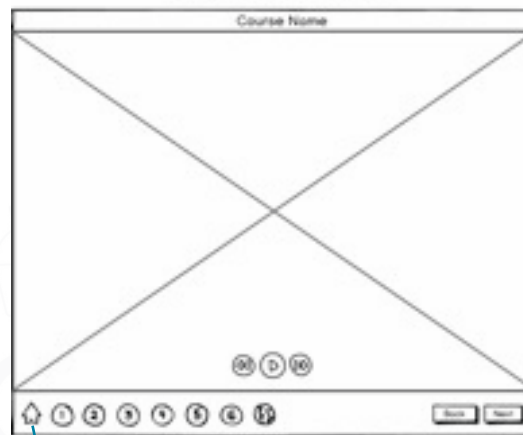
Download PDF

Player Design 2



Previous/Next button

Player Design 3



Home button

# ANNEX B: COURSE CONTENT STORYBOARD TEMPLATE

[Course Title]  
Module [#]: [Module Title]

## Slide Learning Objectives

1. [Objective]
2. [Objective]

## Slide Narration

[Narration text here. We recommend capping narration per slide to 2 minutes in order to retain learner engagement. This usually equates to no more than 500 words per slide, with a maximum of 3,500 words per 30 minute module.]

## Visual

[Description of what the participant will see on the slide during the narration.]

## Interaction

[Steps that the user must take to complete the slide, e.g. selecting an option, clicking next, dragging an object.]

# ANNEX C: ANIMATION STORYBOARD TEMPLATE

	Name of Company	Version: 00	Date: 00/00/00
	Name of Animation	PAGE: 00	
	Script: Text		
	Action: Text		
	Script: text		
	Action: Text		
	Script: text		
	Action: Text		
	Script: text		
	Action: Text		
<a href="http://www.techchange.org">www.techchange.org</a>			

**Ready to get started?**

e-mail:

**[enterprise@techchange.org](mailto:enterprise@techchange.org)**



**TechChange**