

# EdTech Center Collaborative Process

## Phases of Development

The EdTech Center has developed a process for collaborating with faculty to create educational multimedia materials. The phases are outlined below.

PHASE 1: DEFINING THE PROJECT		
WHO IS RESPONSIBLE  _____  _____  _____	<ul style="list-style-type: none"><li>• <b>Determine target audience.</b> This is a profile of the audience we are trying to reach. It's a portrait of the "customer." It should include information about demographics, knowledge of subject, computer skills, Internet sophistication, and other relevant information. It can include many distinct groups. Groups should be prioritized.</li><li>• <b>List measurable goals/learning objectives.</b> This is where you state what you want to happen. How will students benefit? What will they learn? How will it improve upon similar materials already available? How will you measure your success?</li><li>• <b>Begin to develop content.</b> In Phase 1, a detailed outline of information to be included is developed. This <i>outline must be complete before Phase 2 can begin.</i> Development of the content will continue through Phase 3. Consider creating a content delivery plan. <i>Note:</i> This stage might include developing one or two modules to determine a template for additional modules. A module includes examples, assignments, specific tasks, interactivity, etc., as well as a method of assessing whether the user has achieved the desired educational goals. <i>(See "Notes on content development" below)</i></li><li>• <b>Consider maintenance.</b> How frequently will the information need to be updated? Identify who will be responsible for maintenance.</li><li>• <b>Determine timeline/milestones</b> Set dates when milestones should occur. Milestones include completion of content outline, delivery of content, site architecture, graphical user interface, prototype launch, usability/functionality testing, instructor training, launch pilot (if applicable), launch.</li></ul>	COMPLETED (sign and date)  _____  _____  _____

PHASE 2: DEVELOPING SITE STRUCTURE		
WHO IS RESPONSIBLE  _____  _____	<ul style="list-style-type: none"><li>• <b>Determine site architecture, appropriate technologies</b> During this phase, the site is mapped out and the "Information Architecture" is developed to show layout and function.</li><li>• <b>Develop specification document</b> This document will include sitemap, all HTML pages, naming conventions, external links, functionality, global navigation, asset management information. Examples of look and feel will be added to this document when they have been designed and approved. Changes made after the spec is agreed upon, will result in project delays and budget overruns. <i>(Read more about "Making Changes" below)</i></li></ul>	COMPLETED (sign and date)  _____  _____

PHASE 2: *continued on next page*

## PHASE 2: DEVELOPING SITE STRUCTURE (cont)

WHO IS RESPONSIBLE

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- (If time/budget allows) **Build prototype of site/Test**  
A non-design oriented HTML click-through of the site is a working model of how the site will operate to help get a sense of what the user will experience and if the site makes sense.
- **Develop content.**  
Content development continues.

COMPLETED (sign and date)

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## PHASE 3: VISUAL DESIGN AND PRODUCTION

WHO IS RESPONSIBLE

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- **Design graphical user interface.**  
Determine "look and feel"/metaphor. Combine navigation, interface design and functionality with visual direction.
- **Develop content.**  
Content development continues.

COMPLETED (sign and date)

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## PHASE 4: TECHNICAL ENGINEERING AND QA

WHO IS RESPONSIBLE

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- **Technical Engineering**  
Once the design and layout are complete, the site engineering can begin. At this time, art is cut-up and optimized, and all technical aspects of the site, including HTML production, forms, databases and other needs, are addressed.
- **Beta Launch and QA Testing**  
This version of the site contains all content, programming and functionality.
  - **Proof** for spelling, grammar, META data, ALT tags
  - **Test** to make sure the navigation and functionality is intuitive, that the site is multi-browser/cross-platform compatible, that links go where they should, and that the site generally functions as expected. After testing, make appropriate revisions to prepare for launch.

COMPLETED (sign and date)

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## PHASE 5: LAUNCH & BEYOND

WHO IS RESPONSIBLE

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- **Launch**  
Launch, announce site, register with search engines
- **Archive**  
Archive all materials and assets, including all assets and the final code. Press to CD.
- **Maintenance**  
It is important to have a maintenance schedule in place for updates and reviews during the next 6 months to a year.
- **Measure success**
- **Wrap up meeting/Plan next release**

COMPLETED (sign and date)

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