Let’s Get to Know One Another

- What is your role?
- Who designs your media? (Is it you? Someone else? A team?)
- How much of a budget do you have?
Creative Instructional Design
Media on a Shoe-String Budget

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Let’s Talk Budget

$0 - $5,000

$5,000 – $15,000

$15,000+

Even if you have a large budget, we still want to make the most out of what we have.
Additional Software/Websites Used:

- Storyblocks
- PIXLR
- iStock by Getty Images

Examples of websites and software used:
What do you use to design media?

What software/websites do you use to design your media?

Do you use any of the examples we just discussed?
Examples of Media Created

- Branching Scenario
- Graphic Novel
- Green Screen Video
The Process

Who do you need to work with?  
What will the content entail?  
What is your budget?  
What type of media would be best for the content?  
Who will do the work, and how long will it take?  
Any follow-up activities?
Challenge question #1:
Doctor: I am running out of ideas as to what may be causing these symptoms in the patients. They all have diarrhea, vomiting, and severe stomach cramps. What do you think might be the source of this potential outbreak?
Choice 1: Food
Choice 2: Water
Choice 3: Air

[Based on the answers, there are consequence, or next step based on the response given by the doctor. One of the choices will be the correct answer. We will go back to challenge question 1 with the other two answers as to why they are not correct.]

Choice 1 consequence: Branch out
Choice 2 consequence: Correct – feedback: There is definitely a possibility water could be the source. Let’s see what else we can find out about this outbreak.
Choice 3 consequence: Airborne infections do not usually lead to gastrointestinal infection. Instead, viruses that are spread via air are likely to cause respiratory diseases. Go back to challenge question 1.

Choice 1 branch: Doctor: It could definitely be food-related. Improper cooking temperatures and handling of food can lead to these symptoms. I have just received report of more cases all over the county. There are additional 500 cases with similar symptoms. We have an outbreak! Do you still think that this outbreak is caused by food?

Choice 1: Yes, I still think that food is probably responsible for this outbreak.
Choice 2: No, this outbreak must be from something else.
Choice 1 consequence: Branch out

Choice 1 branch: Doctor: It could definitely be food-related. Improper cooking temperatures and handling of food can lead to these symptoms. I have just received report of more cases all over the county. There are additional 500 cases with similar symptoms. We have an outbreak! Do you still think that this outbreak is caused by food?

Choice 1: Yes, I still think that food is probably responsible for this outbreak.
Choice 2: No, this outbreak must be from something else.

Choice 1 consequence: It would be unlikely to have a large outbreak in such a short period of time from a common source of contaminated food. Go back to challenge question #1

Choice 2 consequence: You are right, there must be a different source of this outbreak. Go back to challenge question #1.
Branching Scenario

Enter the question:

What do you think might be the source of this potential outbreak?

Enter the choices:

Correct | Choice | Feedback
---|---|---
A | Food | It could definitely be food-related. We need to dig a little deeper.
B | | Feedback
C | | Enter text for the feedback prompt. (Leave blank for no prompt)
D | | It could definitely be food-related. We need to dig a little deeper.

Branch to the following:

1.6 Branch from Q1
I have the power of attorney! He has a living will that states all heroic measures must be taken!
Background: This is a do not resuscitate scenario for a class in nursing ethics. There is a patient who’s actively dying after a sudden CVA whose family members have taken turns camping out where the nurse’s computer workstation is located.

<table>
<thead>
<tr>
<th>Frame</th>
<th>Background</th>
<th>Characters</th>
<th>Background Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scene of a hospital nurse’s station and patient rooms. There are family members milling about and a very tired nurse sitting at a nurses station.</td>
<td>A son, middle age A daughter, middle age A nurse, middle age, tired</td>
<td>Noise, whispering, crying family members</td>
</tr>
<tr>
<td>2</td>
<td>Scene of a hospital nurse’s station and 4</td>
<td>A son, middle age A daughter,</td>
<td>Code blue siren</td>
</tr>
</tbody>
</table>

**Screen Animation:** What now? (Clickable)

**Programmer’s Note:** Interactive question - What should you do now?
- Try to talk to the family
- Escort the family out of the room

**Image:** frame_4

**Audio:**
- Narrator: The family seems to have conflicting information. What should you do first, to calm the situation down?
Green Screen Video Scripts

Background: These videos will be used for the final, capstone class for graduate students in a Master of Public Health. They will be meeting “characters” from a fictitious coal mining town each week of their course. This town has a serious problem with opioid addiction.

There is a total of five separate videos.

Video #1 (Week 2) – 239 words
Green Screen Talent Video
Environmental Science Director
Mood: Professional
Dress: Professional

Audio: I am the Environmental Science Director for the county that includes Anytown. You know about the public health crisis generated by the opioid epidemic not only in Anytown but across the country as well. In fact, the opioid crisis can be called the number one public health threat...
Spokesperson Actors from Green Screen Talent Now

To get started, select the actor you like, preview their video, then fill out the order form.

- **Amanda A.** (Order)
- **Andrew C.** (Order)
- **Brennan M.** (Order)
- **Carlos O.** (Order)
- **Cheri D.** (Order)
- **Deborah C.** (Order)
Green Screen Video
Cutting Costs:
Time versus Money
Any Questions?
Session Evaluations Contest

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Click “Evaluate Session” at the bottom of session details screen
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded to five (5) individuals

Must submit evals using the OLC Conferences mobile app or website