Using Design Thinking & Project Management in the Design & Development of a Digital Literacy Initiative

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The Project

Digital Literacy Course
Communication Module

Did you know?

Every minute over 46 million posts are uploaded to Instagram, over 4 million videos are watched on YouTube, and over 15 million texts are sent around the world (Jeff Schultz, 2017). The web has been the fastest growing method of communication in human history. It took over ten years before TV reached 50 million users, but, the internet reached 50 million users in just four years (United Nations, 2000).

Module Overview

In this module, you will learn effective strategies to communicate online and to use social media responsibly.

After completion of this module, you should be able to:

- Identify opportunities and challenges when communicating with others through social media
- Evaluate and choose strategies and technologies to effectively communicate with others in and outside of the classroom
- Compose professional emails
In This Module

Watch

- 4 Tips for Social Media (text-based)
- Social Media Case Study: Think Before You Post (text-based)
- Using Email Effectively (audio/text-based/script)

Check for Understanding

- Activity 1 - Writing an Effective Email

Resources

- Handout - Best Practices for Online Communication
- Handout - Sample Technologies for Communication
Outline

- Digital literacy framework
- Design thinking and project management strategies
- Design plans
- Ongoing evaluation
Digital Literacy At Virginia Tech
The Challenge

- Support learning & teaching related to each competency
- Flexibility & customization
- Openness
Building on Existing Projects

23 Things for Digital Knowledge, University of Edinburgh
http://www.23things.ed.ac.uk/

digital citizenship training

Common Sense Education
https://www.commonsense.org

Thing 7 & 8:
Twitter and Facebook

For these Things we will be using three strands, one for Beginners, one for Intermediates, and one if you do not wish to use Facebook or Twitter at all.
Design Process
Design Process

1. Analysis
2. Course Design Plan
3. Storyboarding
4. Prototype #1
5. Prototype #2
6. Revision
7. Canvas Course Site
8. Evaluation
Instructional Considerations

- Learning theory
- Microlearning
- Storytelling
- Case-based learning
- Software training and reskilling
- 21st century skills
- Design thinking
Course Design Plan
Module Design Plan
Team Roles

- Project Managers
- Audience analysis, content brainstorm
- Curation
- Scripts
- Course and Module Design plans
- Prototyping in Storyline
- Development
- Voiceover
- Continuous feedback
- Evaluation
# Project Management

<table>
<thead>
<tr>
<th>Task</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis</td>
<td>8 hours</td>
<td>Collection of examples, reading articles and case studies, review symposium feedback</td>
</tr>
<tr>
<td>Course and Module Design Plan</td>
<td>8 hours</td>
<td>Creating memorandum of understanding, establishing structure of the course and module</td>
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<tr>
<td>Storyboarding</td>
<td>55 hours</td>
<td>Designing content and creating scripts</td>
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<tr>
<td>Prototypes</td>
<td>95 hours</td>
<td>Developing content</td>
</tr>
<tr>
<td>Revision</td>
<td>10 hours</td>
<td>Feedback from internal users and project managers touch base meetings</td>
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<tr>
<td>Canvas / Usability</td>
<td>37 hours</td>
<td>Uploading materials in Canvas, designing Canvas site, checking message design</td>
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<tr>
<td>Evaluation</td>
<td>30 hours (planned)</td>
<td>Getting feedback from actual users, collecting data from assessments and analytics, defining next steps, refining</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>213</strong></td>
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Evaluation Plan (Kirkpatrick’s Model)

- **Level 1** - Survey
- **Level 2** - Embedded assessments in learning objects + external assignments in LMS
Usability Testing

- Internal focus groups
- Focus groups with students
- Focus groups with faculty
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