

# 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](#) <sup>↗</sup>, 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](#) <sup>↗</sup>, 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](#) 

Next ▶

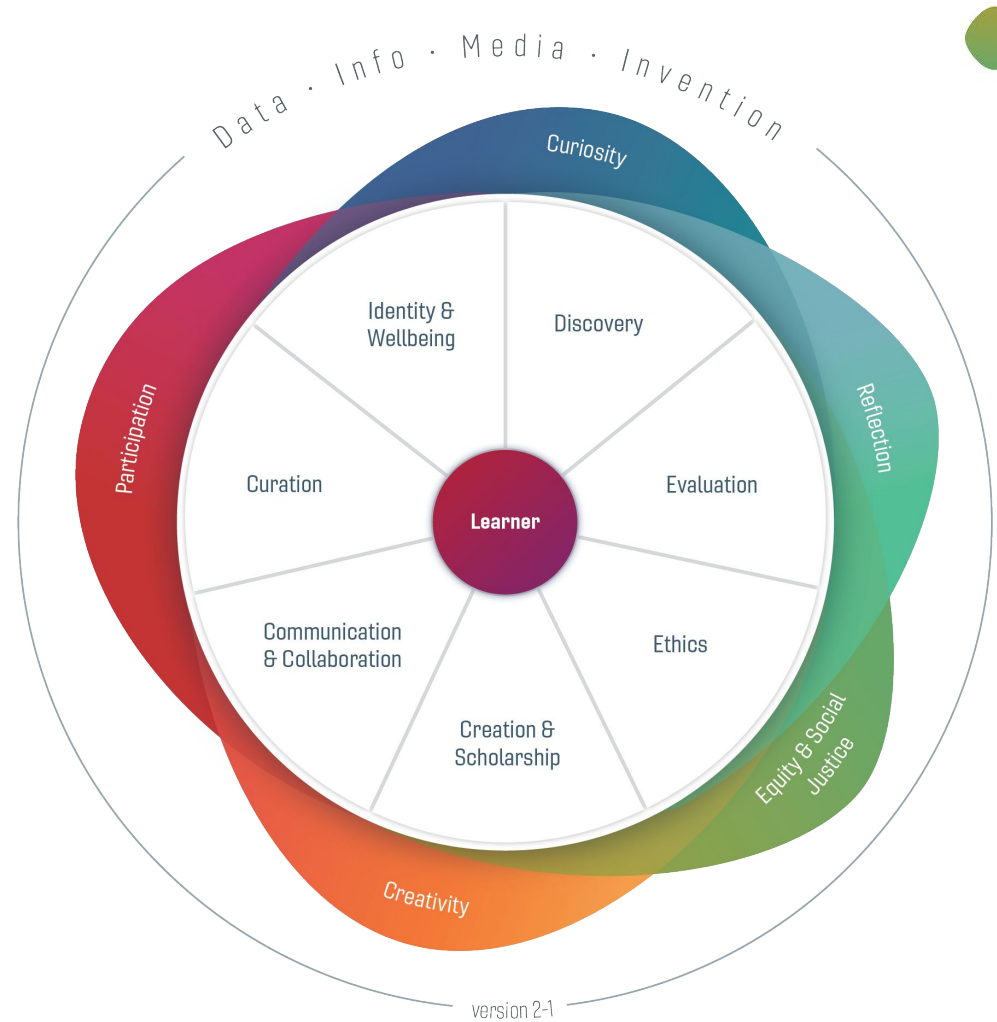




# Outline

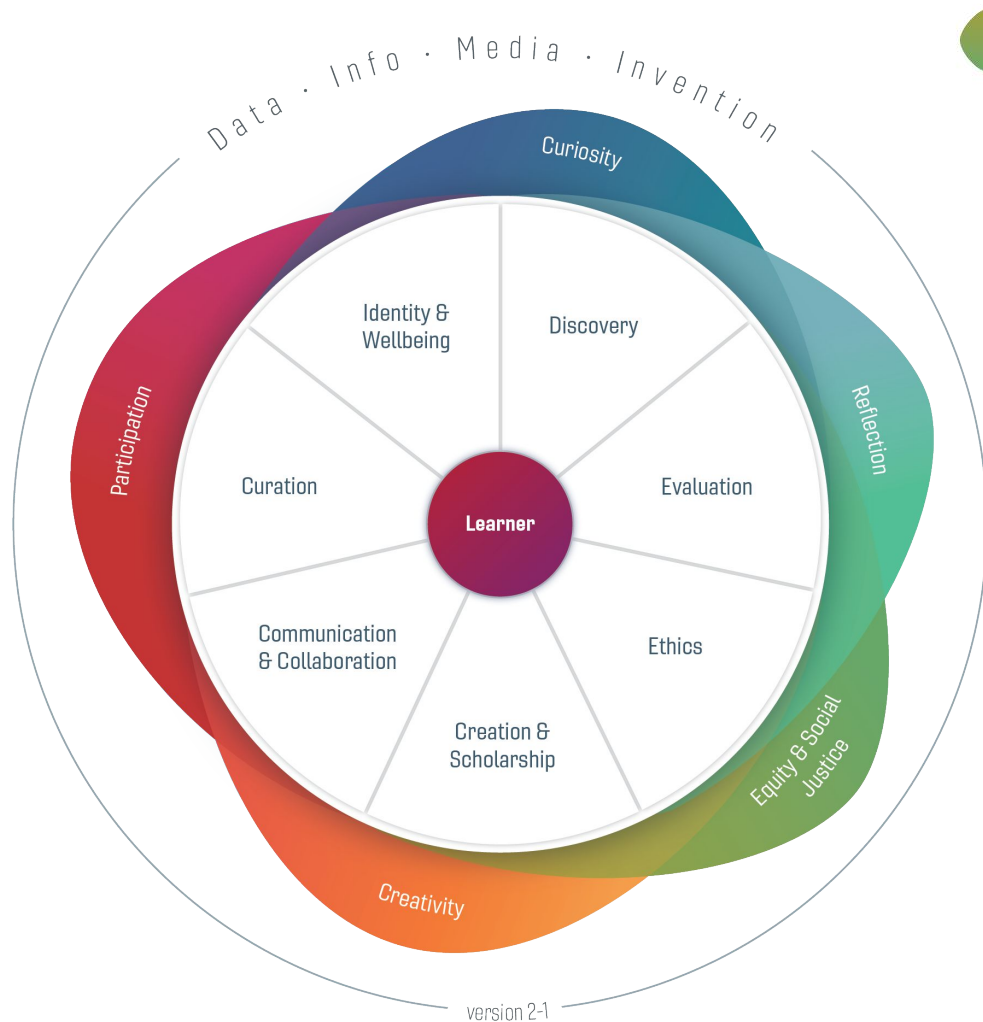
- Digital literacy framework
  - Design thinking and project management strategies
  - Design plans
  - Ongoing evaluation
- 

# Digital Literacy At Virginia Tech



# The Challenge

- Support learning & teaching related to each competency
- Flexibility & customization
- Openness



# Building on Existing Projects



Grades K-2

Grades 3-5

Grades 6-8

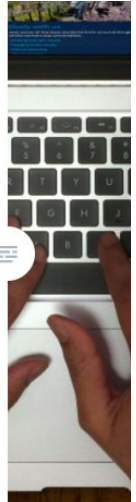
Grades 9-12

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

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

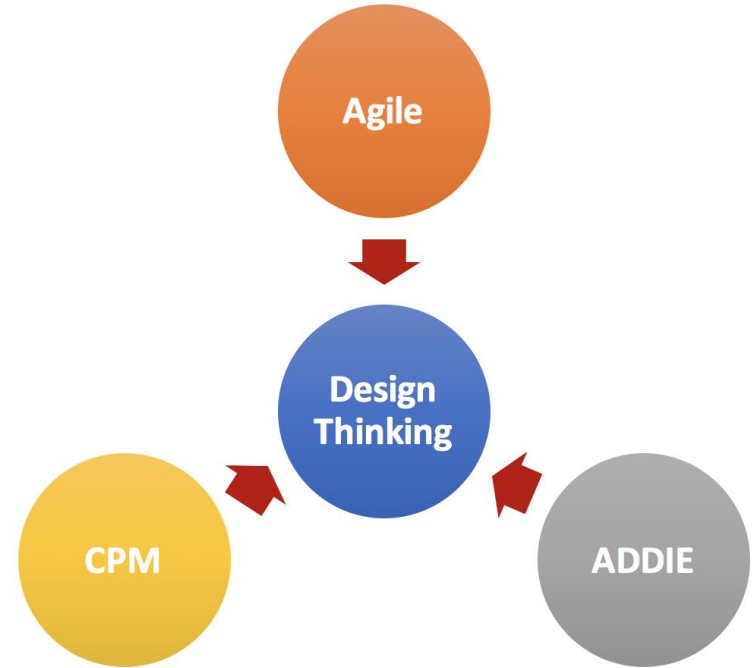
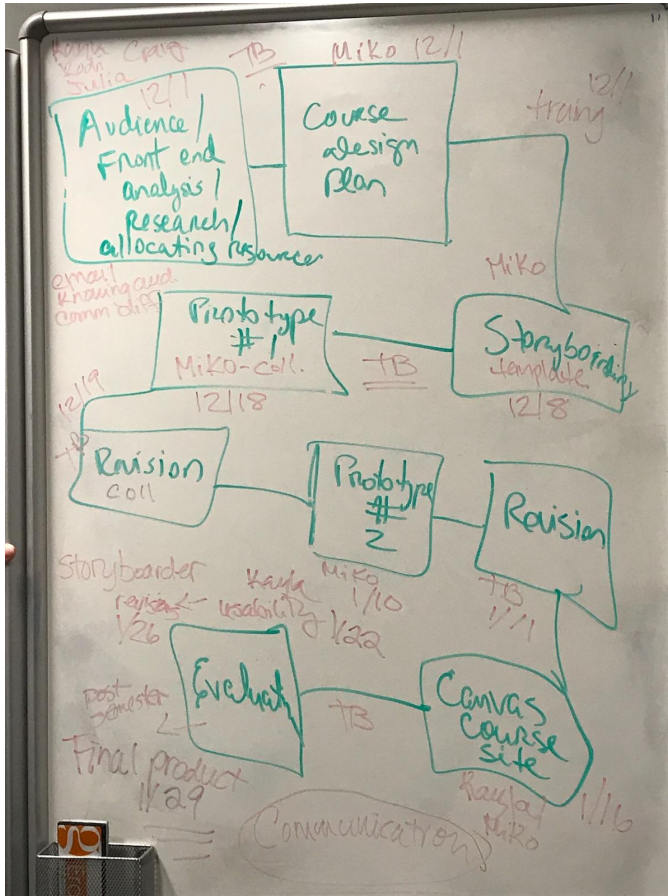
## Thing 7 & 8 : Twitter and Facebook

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

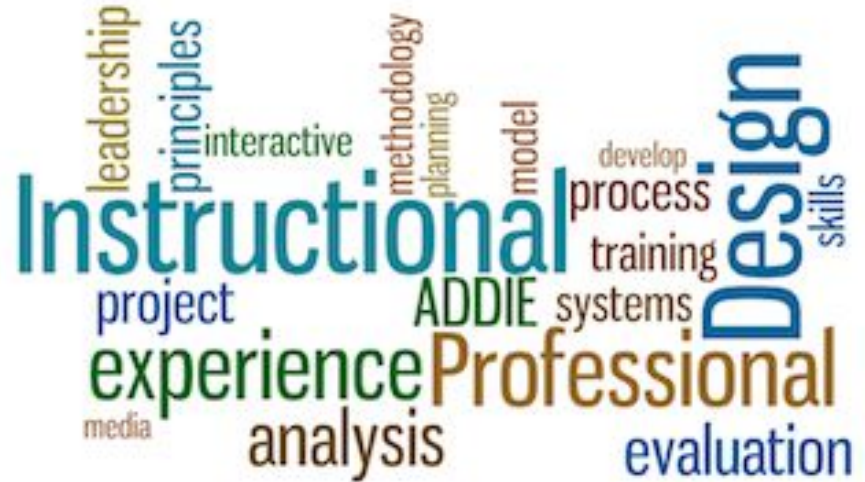


# Design Process

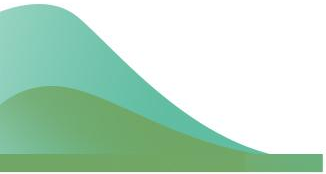


# Instructional Considerations

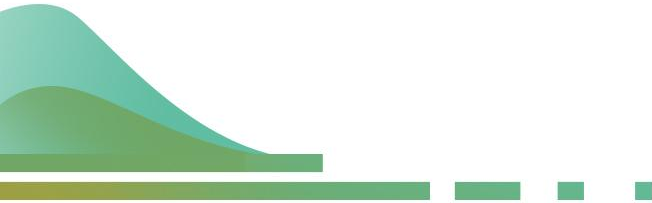
- Learning theory
- Microlearning
- Storytelling
- Case-based learning
- Software training and res
- 21st century skills
- **Design thinking**



# 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

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





# Evaluation Plan (Kirkpatrick's Model)

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



Level 1  
Reaction

Level 2  
Learning

Level 3  
Behavior

Level 4  
Results



# Usability Testing

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







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