Instructional Program Development Plan

Question: "I want to make a video*, but how?"

Answer: "We'd like you to answer a few questions first."

*or CD, QuickTime movie, book, DVD, streaming media or anything else.

Contents

Your should read the first page and supply as much information as you can for pages 2-5 before the first development team meeting.

_ 1   About This Plan
_ 2   Working Title, Development Team, Target Audience & Problems
_ 3   Target Audience Needs & Wants, Program Goals & Objectives
_ 4   Anticipated Program Materials & Payoffs
_ 5   Major Topics

The following pages will be filled out at the project progresses

_ 6   Content Experts
_ 7   Program Implementation & Evaluation
_ 8   Bibliography
_ 9   Project Timeline
_ 10  Credits

Instructional Program Plan developed by Michael Poe, ANR Communication Services, University of California, Davis, rev. 2002.
About This Plan

Instructional System Development (ISD) and its descendants have been around for over thirty years. They are systematic approaches to teaching--anything. Since you have been given this plan, you are probably the person responsible for the creation of the instructional product at hand.

This plan is a tool successfully used by instructional development teams. As someone who may be expected to teach a subject via television or computer, you are likely to become a member of such a team without recognizing it initially. You may be working with a producer, director, writer, graphic artist, photographer, technical consultant, technician, and others throughout the project. All of these contributors may never meet at one time in the same location, but it is important that each fully understands your objectives for the project and the methods and resources to be used to meet those objectives.

Just as some teams are more obvious than others, some are more effective than others. This plan, used during program development, will help you make decisions and allocate resources needed to meet clearly defined learner objectives. It will serve as a guide from initial idea development to distribution.

This plan is most effective when an experienced media producer, director, or instructional designer guides design and development. Those individuals ensure that information you provide is documented in a clear and timely manner appropriate for the selected medium. Their experience is invaluable to someone who does not routinely produce television and computer-based materials for instruction.

*Instructional programs and products are more widely accepted and used when the information captured in this document is reviewed, revised and agreed upon by the developers prior to program creation. This plan should be revised throughout the project, whenever appropriate.*

For additional information or assistance contact:

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Instructional Program Development Plan

Today’s Date:

Desired Medium: (audio, television, narrated slide set, CD, etc.)

Working Title:

Program Development Team: (Persons Responsible for Development, Delivery and Support)

- Executive Producer (The person filling out this form):
- Director: (ANR CS Producer/Director)
- Writer:
- Others:

Target Audience:

Secondary Audience: (include alternate languages)

List of Audience Problems, Needs, and Wants (Current and Anticipated)

Problems: (e.g. in job performance by individuals or groups in target audience)
1.
2.
3.
4.
**Needs and Wants:** (e.g., shortcomings between what target audience can do currently and what is required for improved job performance)

1. 
2. 
3. 
4. 

**Program Goals:** (based upon the list of problems, needs and wants)

1. 
2. 
3. 
4. 

**Program Objectives For Audience:** (measurable capabilities of learners, e.g., *After completing this program, viewers will be able to:*)

1. Identify...
2. List...
3. Demonstrate...
4. Summarize...
5. Operate...
6. 
Anticipated Program Materials: (This program may result in more than one medium, e.g., instructional videotape, CD-ROM, checklists of procedures, posters, workbook, quick reference cards, slide sets, booklets)
1.
2.
3.
4.

Anticipated Payoffs from this Program:

Payoffs to the Target Audience (e.g., improved health & safety, better yield/quality, $ savings)
1.
2.
3.

Payoffs to Affiliated Professionals (e.g., Farm Advisors, Extension Specialists, Faculty, Students, Public)
1.
2.
3.

Payoffs to Program Developers/Others
1.
2.
3.
Major Topics: (this list may serve as a preliminary outline)
Note: This page and beyond can be completed as the project progress and a production team has been assembled.

Potential Program Development Advisors: (supporters, blockers, & others from whom input/sign-off should be solicited)

♦
♦
♦
♦
♦

Content Experts Assisting on this Project:

UC-Affiliated
♦
♦
♦
♦
♦

Other Experts
♦
♦
♦
Program Implementation & Evaluation

Potential Locations for Shooting, Editing, Print Material Development

1.
2.
3.
4.
5.
6.

Potential Locations for Script Review and Post-Production Evaluation

1.
2.
3.

Additional Ideas for Evaluation

1.
2.
3.
## Project Timeline

### Pre-Production:

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Analysis of Problems/Wants/Needs of Target Audience</td>
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<tr>
<td></td>
<td></td>
<td>Development of Program Goals and Objectives</td>
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<tr>
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<td>Engage Participants</td>
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<td>Brainstorm</td>
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<td>Develop Budget</td>
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<td>Research &amp; Scripting</td>
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<td>Peer Review of Script</td>
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<td></td>
<td></td>
<td>Identify Locations for Shooting</td>
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<td></td>
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<td>Secure Clearances</td>
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</tbody>
</table>

### Production:

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Principal Videography/Photography</td>
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<tr>
<td></td>
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<td>Graphics/Animation</td>
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<tr>
<td></td>
<td></td>
<td>Narration Recording</td>
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<td>Music Recording/Selection</td>
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### Post-Production:

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Activity</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Footage Review/Log/Digitize</td>
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<tr>
<td></td>
<td></td>
<td>Rough Edit</td>
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<td>Peer Review of Rough Edit</td>
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<td></td>
<td>Evaluate</td>
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<td></td>
<td>Final Edit</td>
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<td></td>
<td>Re-Evaluate</td>
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<td>Market</td>
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<td></td>
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<td>Distribute</td>
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</table>
Credits:

- Executive Producer
- Producer
- Director
- Writer
- Videographer
- Editor
- Artist
- Marketer
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