

Media Training for Executives

Signature Assignment

LDT 300x Instructional Design: Digital Media, New Tools and Technology

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PART I: STATEMENT OF LEARNING GOAL & DEVELOPING DIGITAL MEDIA

Course: Media Training for Executives

Module: Preparing for a Media Interview

Statement of Learning Goal

To provide learners (corporate executives and spokespeople) with the tools and interviewing techniques to apply in order to communicate clearly and persuasively with financial/business/consumer media in preparation for the upcoming launch of the company's new virtual reality interactive product in the U.S. and 12 countries of international operations.

Description of Instructional Strategy

Learners who complete the Media Training for Executives will be able to acquire intellectual skills related to delivering clear and effective messages, interpreting and engaging their audience, dealing with unexpected and challenging questions, and problem solving.

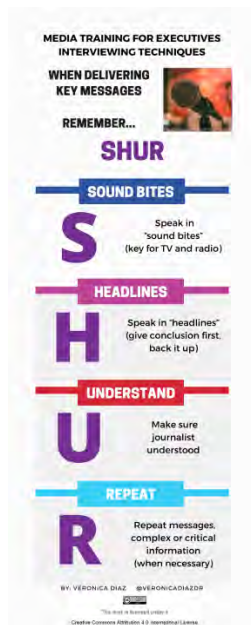
The Media Training for Executives instructional design project is conceived as a fully online 2-hour corporate training (with 6 modules of 20 minutes each). The "Preparing for a Media Interview" interactive module is one of the 6 modules, to be completed by the learner in approximately 20 minutes.

The learning provided in the module "Preparing for a Media Interview" is foundational. The learners will be able to apply this knowledge to their first media interview and build upon this knowledge and subsequent experiences to continue to effectively and professionally represent the company in future media interviews about more complex topics and with increasingly more influential journalists and media outlets.

Digital Media Developed to Support Instructional Strategy

All digital media content created and described here is available for viewing at my eLearning portfolio: <https://veronicadiazdr.wixsite.com/idtech>

Digital Document: Infographic



Original Digital Video: Media Interviews Dos and Don'ts

Video published online on YouTube, with author created and generated closed captioning. Length: 3:49 minutes. The original video is a screencast with the following license: Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr.



Enhanced Digital Images: Several images were created and enhanced for this Signature Assignment.

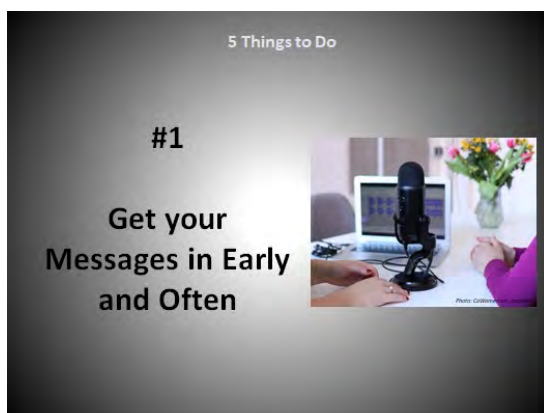
1. Creation of logo for media training: "Media Training for Success"



2. Microphone photo used for “Save the Date” flyer was edited, cropped and flipped from the original image procured from the Unsplash website.



3. The five photos used in the “Media Interviews Dos and Don’ts” video were cropped and edited to include the photographer’s name as photo captions within each image. The Unsplash license indicates that all photos can be used for free without asking for permission or providing credit to the photographer or Unsplash (although it is appreciated when possible). I decided to give credit to the photographers and Unsplash for the images used in the video. (Samples shown here):



4. The photo of a microphone used for the front page of the Interactive eLearning Module was edited (stacked 12 times) to make it wider, give the illusion of depth and fill the space available within the website of the authoring tool.



5. During the LDT 100x course, a personalized professor's avatar was created to include under the Constructivism learning theory section. For this LDT 300x course, I created the new "#Goals" and re-used the "You Got This" (from LDT 100x) professor avatar image.



Interactive eLearning Module

Link to Interactive eLearning Module created for this Signature Assignment:

<https://veronicadiazdr.thinkific.com/courses/media-training-for-executives>

Open Educational Resources

Two Open Educational Resources were identified and evaluated to support the content of this Signature Assignment: (1) chapter text (How You Speak), and (2) TED Talk video (How to Speak so that People Want to Listen). Detailed information related to these resources is available under the Open Educational Resources section of my eLearning portfolio at:

<https://veronicadiazdr.wixsite.com/idtech/open-educational-resources>

Licensing of Digital Media Created

The author created Interviewing Techniques infographic, the Save the Date flyer, the Interviewing Techniques podcast and the Interactive eLearning Module were designated a Creative Commons 4.0 International License. The three original videos: (1) Media Interview Dos and Don'ts, (2) 5 Tips During Media Interviews, and (3) Interactive eLearning Module Overview, were designated the following copyright license: Copyright © 2020 Veronica Diaz. All rights reserved. @veronicadiazdr.

Digital Media Checklists

A Digital Media Checklist was created for this LDT 300x course. It was subsequently used to evaluate each digital media artifact to support content development for this Signature Assignment. Five Digital Media Checklists were created and included in the portfolio under the following sections: Open Educational Resources, Visual Design, Digital Images, Audio for eLearning and the Interactive eLearning Module.

PART II: UPDATED PORTFOLIO

The eLearning portfolio created for the LDT 100x Instructional Design and Technology: Learning Theories course has been updated with the newly designed digital content from the LDT 300x Instructional Design, Digital Media, New Tools and Technology course.

The LDT 300x content is available under the "Media Tools & Tech" navigation tool menu bar of my eLearning portfolio at: <https://veronicadiazdr.wixsite.com/idtech>