

541 Final Project Proposal

sachikogoodyear.com

sachikogoodyear@yahoo.com (this may change)

2/25/09

EDTEC 541 Online

“Sachiko Goodyear – Educational Technologist and eLearning Instructional Designer”. Sachikogoodyear.com is an informational multimedia website of my professional eLearning portfolio in conjunction with my Masters degree portfolio. Questions that must be answered on this site are: What is an Educational Technologist and Instructional Designer? What is eLearning? It cannot be assumed that everyone’s definitions are consistent.

Problem, Need or Opportunity: This website will help boost business by creating a professional online presence and brand. It will also alleviate the problem of demonstrating work samples during interviews by showcasing my work samples in an online portfolio. In addition, it will help with my application to the Masters in EDTEC program and is a repository for my EDTEC 541 Assignments. Multimedia is appropriate as I am an eLearning designer/ developer and my work samples contain images, audio, video, animation and interactivity such as navigational interfaces, quizzes and games.

Audience

By and large, this site exists to inform and demonstrate my abilities to anyone interested in eLearning. The main audience is prospective clients. Secondly, it includes students and faculty of SDSU’s EDTEC program. It is safe to assume that this audience has experience with browsing a website.

User's Needs/ Audience Analysis

Clients

When searching for virtual work assignments I find that prospective clients specify that they are looking for work samples, evidence of experience and a resume. Therefore I have posted work samples, a section to elaborate on methods and services and my resume.

EDTEC e-portfolio

The website must also meet the requirements of the Educational Technology Masters e-Portfolio Rubric below:

Personal Introduction Page (10%) – Evaluates both the appearance and the quality of the page. This is your opening screen so first impressions in layout and content are important.

Standards Matrix (10%) – Each artifact will be included in a standards matrix to provide a simple overview of which standards it addresses.

Artifacts and Reflections (35%) – Individual pages will be completed for each of the artifacts included in the portfolio. These reflections will have been completed in the courses where the artifacts were originally created.

Comprehensive Reflection Page (20%) – This reflection covers the students' experience throughout their program.

Usability (20%) – The e-portfolio itself will demonstrate good verbal and visual literacy, and appropriate use of principles of readability, page layout, and navigation.

Overall Quality (5%) – A small part of the assessment is included to allow evaluators the latitude to reward exceptional work that exceeds the expectations included in the rest of the rubric.

EDTEC students & faculty:

Feedback from students and faculty are taken into account. Students and faculty were simply asked what they would like to see on an EDTEC Masters Program candidate's website.

Environment

The user will most likely be accessing the site through their home or business computer. Since the site contains multimedia, the user will need a high-speed Internet connection and Flash player to view the content. If they are unwilling to update their technology to be able to view the content, they should not be considering eLearning solutions for their training needs.

Resources and Limitations

The resources for my website are all currently available and owned by me. Therefore copyright permissions will not be necessary. The template is a free open-source template. As the designer of the eLearning samples, I reserve the right to take credit for and showcase my work. The entire site is to be completed by the end of the semester as I am currently looking for virtual work assignments and feel that a completed website will help facilitate this need greatly.

General Solution

The audience will want to visit my site to see my work samples and get an idea of who I am as a professional and EDTEC student. Faculty can link to my assignments folder from this site. The audience will also be able to link to other EDTEC 541 student portfolios and eLearning and EDTEC resources. The navigation bar to the rest of the site's internal links is easily accessible on top.