

Development

Step 1: Acquire & Produce Media & Store the Project Files

Before you get too busy producing media files, the first thing to do is set up your directory structure to store all your project's files in an organized way. Some projects use more than 100 files, so it helps to have a system of logical places where you can save each type of file.

In **Develop Worksheet 16**, you can see 2 examples of a directory structure. You can use it as a guide for a website project or adapt it however works best for you. Other kinds of media projects will have different kinds of directory structures. Add the file names to the media log as you create them. This will save you a lot of time later on. Documents can be found in **Resources for Development**.

- Get your storyboard (Design Worksheet 15) (pdf) and study it for clues as to the type of files you will need. If you can't create some of the text or media files yourself, then decide where you can acquire them.
- Start with the first screen in the storyboard and begin to make a list of the media you will produce or acquire. Follow the guidelines you agreed on in your Project Style Guide (Design Worksheet 12) (pdf).

Do the Assignment!

Create, scan, or edit all images and media that you will use in your course. Save your images and media in the correct folders. Keep good records of all your files and their filenames in your media log. Back up your files to a second location.

Step 2: Create Prototype Lesson and Author Project

The major work of the ADDIE Development phase starts here as you produce, write, or author all the materials your storyboard asks for in your prototype lesson or multimedia presentation.

Use software tools and programs such as Photoshop, PowerPoint, Flash and others to build media to use in your prototype.

Go back and forth between **Develop Worksheet 17** and **Develop Worksheet 19** as you develop all the parts of your lesson prototype. The Production Checklist has more steps and details to help you polish your lesson. Documents can be found in **Resources for Development**.

To see examples of ways that some people develop their projects, look at these parts of a **WebQuest**. Only a few students may actually be doing a **Webquest** in their multimedia class, but these examples are here for you to adapt to other projects as well. The [task](#) examples have steps for team members to do in developing the project. The [process](#) examples have ideas on other steps to take. [Online resources](#) may give you leads to other content.

Step 3: Check Resource Permissions and Write the Credits

Ahhh, Digital Rights Management (DRM)! Copyright Permissions!

The effort to prepare your project so that it is done legally really does matter. Your teacher has probably already discussed plagiarism and the matters of illegal copying from the WEB and other sources of material that relate to student projects.

It's up to you to decide if your proposed use of a copyrighted work may be used within the scope of fair use. This step in the ADDIE process asks you to analyze **the amount** of copyrighted work you will be using in your project. The usual rule of thumb: **10% of a song or article can be used without copyright infringement.**

Develop Worksheet 18 is a handy guide for fair use on songs, books, articles, etc. Use one worksheet to analyze every outside resource in your project. Documents can be found in **Resources for Development**.

Do the Assignment!

- Write the Credits for your project and include them in an appropriate place in your media or printed materials.
- Do an analysis for all outside resources in your project. Decide if you can use them within the scope of fair use.

Step 4: Use the Production Checklist

With so many files, style guide considerations to apply, and navigation boo-boos that are possible, it can help you immensely to use a production checklist. Few people can remember all the nitty-gritty details on multimedia projects on their own without a checklist.

This ADDIE Production Checklist has these sections:

- Management
- Specify treatments
- Produce all media
- Author project
- Navigation
- Language check
- Copyright check/cite sources
- Double checking the total project.

Use **Develop Worksheet 19** for all the steps in this Lesson. Documents can be found in **Resources for Development**.