Course Development Process

Instructional, Media & Accessible Design

UMOnline

Initiation

Critical first steps:

- Department Chair notifies Registrar & UMOnline Director of new course development(s)
- UMOnline identifies staff resources (Instructional Designer, Accessibility Specialist, Media Artist, Videographer, etc.)

Scope

Course development planning meeting with Instructional Design team:

Establish-

- Subject Matter Expert(s)
- Audience
- Constraints
- Delivery options
- Timeline
- UMOnline Course Rubric considerations
- Instructor's LMS & accessibility background knowledge

Analysis

Storyboard (based on syllabus):

- Learning outcomes
- Assessments
- Topics
- Multimedia elements
- Visual design

Prototype one topic:

- Establish structure
- Insert assets
- Finalize design as basis for all course topics

Development

Gather accessible assets (textbook, open educational resources, external resources, technologies, etc.)

Write textual content in LMS → Review Word documents & PDFs; Translate PowerPoint files to video

Write audio/video scripts (with audio descriptions built-in) → Record; Edit; Transcribe/caption; Embed

Design learning activities → Create formal assessments

Create course branding & graphics

Review gradebook setup

Cross-check syllabus alignment (continuous)

Quality Assurance

Prior to course delivery:

- UMOnline Course Rubric analysis
- Feedback from Committee on Online Learning
- Course adjustments as needed

Delivery

Course delivery:

- Sustained support from Instructional Design & UMOnline Tech Support
- Review mid-semester student feedback

Review

Course completion:

- Faculty peer feedback
- Student course evaluations
- Course adjustments as needed

Spring Semester Begins

Spring Semester Ends

Fall Semester Begins

Fall Semester Ends

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan