

BUILD-IT

Building University-Industry Learning and Development through Innovation and Technology Alliance (BUILD-IT)

Course Builder Workshop: From Design to Production

July 28th

Time: 8:30 am – 5:00 pm

Venue: ASU RO _ 65 Huynh Thuc Khang, Dist.1, HCMC

Attendees: Faculty members

Morning

Increasing Digital Assets: *Instructional Design*

Instructors: Sarah Hoyt

Digital teams explore concepts in Instructional Design and how a methodology called Backwards Course Design (BCD) can be used in workplace settings across academia. BCD is an innovative tool that instructional designers in education and corporate settings use to promote the attainment of knowledge, development of skills, and achievement of desired results. Whether participants are faculty, administration or staff in the university environment, Instructional Design prepares everyone in higher education to leverage their expertise and provide much-needed content.

8:30 – 9:00 am	Introductions & Overview of Daily Content
9:00 – 9:30am	Creating Digital Assets that Promote Learning
9:30 – 10:30am	Developing Expected Learning Outcome
10:30 – 10:45am	Break
10:45 – 11:30	Developing a Course Structure
11:30 – 12:00	Instructional Design Course Consideration

Afternoon

Video Design & Content Creation

Instructors: Dr. Justin Shewell

This workshop is designed to explore how Design Studios can be used in the creation of Digital Assets. Through this workshop, teams learn best practices in online video creation, including



BUILD-IT

both visual and audio elements of production. Participants also explore how to embed their content within their host institution. Working with the instructor, participants also learn the fundamentals of dynamic visuals design, including design elements, dashboard, banners, text design, instructor profile and homepage.

1:30 – 1:45pm	Introductions & Overview of Daily Content
1:45 – 2:00pm	Review of Pre-Assigned Topics
2:00 – 3:30pm	Working in a Video Studio
3:30 – 3:45pm	Break
3:45 – 4:45pm	Basics of Editing Video
4:45 – 5:00pm	Wrap-Up