

CPKN PRODUCT EVOLUTION

ESTHER DUNCAN & DAN GOODWIN

ESTHER DUNCAN

MANAGER OF DESIGN & DEVELOPMENT

- WORKED IN INTERACTIVE MEDIA SINCE 1997 (BIG CORPS & START-UPS)
- INFORMATION DESIGNER, PROJECT MANAGER, WEB DEVELOPER, GAME PRODUCER
- BACKGROUND IN PUBLISHING & HUMAN FACTORS



DAN GOODWIN

SENIOR INSTRUCTIONAL DESIGNER

- WORKED IN ELEARNING SINCE 2001
- BACKGROUND IN PSYCHOLOGY, CRIMINAL JUSTICE, AND ADULT EDUCATION
- INSTRUCTIONAL DESIGNER WITH MILITARY EXPERIENCE



DESIGN & DEVELOPMENT

- **TALENTED TEAM OF 7**
- **STRICT PROCESSES THAT ENSURE HIGH QUALITY CONTENT CREATION**
- **DESIGN METHODOLOGY THAT IS COLLABORATIVE**
- **LEARNERS WANT MORE...**

Learning
Transmedia

Storytelling
Responsive
Environment
Human
factors
behaviours
Devices centered
Adaptive
Abilities
appetite
Accessible
Constraints

CANDY = VALUABLE DATA OR JUST A TASTY TREAT?

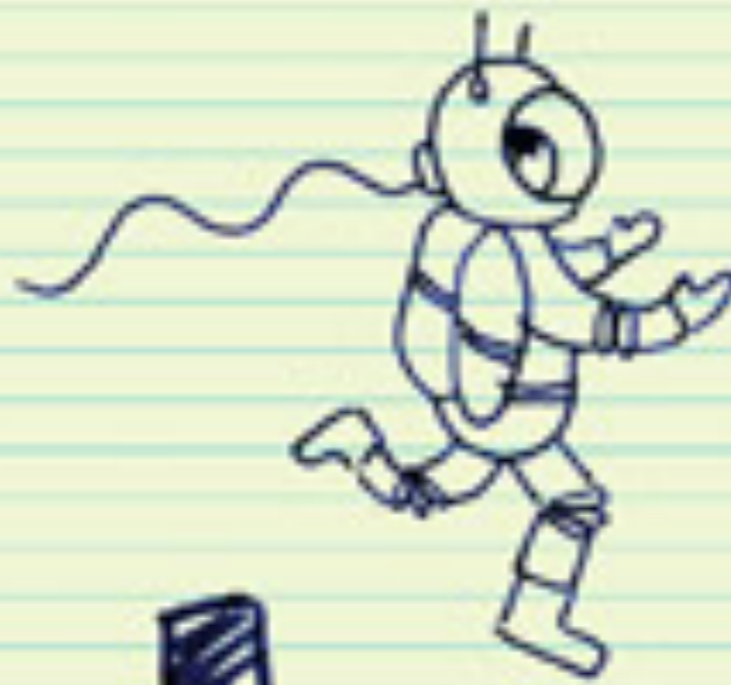
CONSUMPTION & PERSONAL CHOICE

- **WHAT DID YOU CHOOSE?**
- **WHY DID YOU CHOOSE IT?**
- **HOW MUCH WAS CHOSEN?**
- **HOW WAS IT CONSUMED?**
- **DID YOU SHARE?**
- **WHEN WAS IT CONSUMED?**
- **WHERE WAS IT CONSUMED?**
- **WHAT WAS THE IMPACT?**
- **WHAT HAPPENS AFTER?**
- **IS THERE MORE?**
- **DID IT SATISFY?**
- **ANYTHING BIGGER, BETTER, TASTIER?**

1. THE NARRATIVE

**2. TRANSMEDIA (TAKE IT
WITH YOU)**

3. ACCESSIBILITY



story -



telling



NEW APPROACHES TO THE NARRATIVE

- 1. STORYTELLING – CREATING A MORE IMMERSIVE, FLUID EXPERIENCE**
 - **VIDEOS**
 - **AUDIO**
 - **GAMES**
- 2. MINI COURSES – FRAGMENTS OF LEARNING**
- 3. LMS AS THE PERSONALIZED BUFFET (HOLISTIC APPROACH TO LEARNING)**



TRANSMEDIA DEVELOPMENT

- **TRANSIENT LEARNING - BEGINNING A SESSION IN ONE LOCATION/ON ONE DEVICE AND COMPLETING IN/ON ANOTHER**
- **ADAPTIVE CONTENT - RESPONSIVE DESIGN APPROACH (CONTENT ADAPTS TO A WIDE RANGE OF DEVICES)**



ACCESSIBILITY

- **ACCESS FROM ANYWHERE USING DEVICE OF CHOICE**
- **ACCESS REGARDLESS OF ABILITIES**
 - Blindness/screen reader
 - Low vision
 - Hearing impaired
 - Mobility/keyboard only

(Web Content Accessibility Guidelines (WCAG) 2.0)

1. THE NARRATIVE

**2. TRANSMEDIA (TAKE IT
WITH YOU)**

3. ACCESSIBILITY

4. ?